

eCadence

BALANCED SECURE SOFTWARE

Giving Your Online Business Life

INDEX

Ecadence Ownership

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General eCadence Software Profile

eCadence is a managed platform designed to provide expansive capabilities to achieve complete online fulfilment solutions for ePrescribing and Telemedicine. A total fulfilment package with multiple shipping solutions and a robust six portal gateway system. (Customers may choose their own remote database for eCadence should they have security or privacy concerns.

Virtually Unlimited Distribution Locations

eCadence will support literally thousands of locations as dispensing providers, all working within a collaboration model to achieve effective management and profiling within the customer-patient database.

Certified Networks

The eCadence System is SSL certified and Payment Card Industry Certified (PCI) and fully compliant with the US Health Insurance Portability and Accountability Act (HIPAA).

Active Development Team

Cybertabs is able to provide immediate problem tasking and resolution planning. The platform is under constant upgrade and development. Error correction support is carried out within a maximum of 48 hours.

Medical Grade Networks

The networks are 100% medical grade with 99.8% uptime in the last 5 years. Cybertabs also provides full, regular platform / database backups against your platform.

Automation Services

The screenshot shows the homepage of Brick and Click, an online pharmacy. The header includes the logo and tagline "From Our Store, To Your Door!". Navigation links include Home, Order Online, About Us, Affiliate Program, and Your Safety. A "Live Help" chat window is present in the top right. The main content area features a large banner for "Free Consultation & Prescriptions" with an "Order Now" button. To the left, there are sections for "Why Patients Trust Us", "Your Safety", and "What's New". To the right, there are sections for "Consult with a Doctor or Pharmacist" and "Reorder". A "Customer Testimonial" section is also visible. A MasterCard logo is located in the bottom right corner.

Refill Reminders

Automatically send your patients refill reminders to their email, providing them a refill link which auto populates most of the checkout form for them, making refills a painless and fast process

Housekeeping

eCadence is programmed to maintain the technical health and well being of your store. Easily configure eCadence to perform housekeeping tasks automatically, according to the schedule you set

Mass Email notification

Need to send large batches of emails to patients? This feature allows you to send email notices to one or to one million patients in your database. Choose from any one of the 5 Custom HTML Email templates for a quick start. You may send email by state, country or patient ID range. Cadence will send the admin an email notice when the job is complete

Who's Online / Instant Messaging

Most of the eCadence modules use a system-wide Instant messaging system for fulfilment partners. With one glance, you can see who is logged in to the system; Doctors, pharmacies, customer care staff, etc. Need to converse with one of them? Click their name in the "Who's online" user list and wait for them to accept the chat request! It's that easy

eCadence reporting service

eCadence reporting system provides a way for administrators, affiliates, pharmacists and physicians to create comprehensive reports. Choosing from a large selection of report assets, you can create detailed reports. Download your reports in PDF or HTML, or as an XLS workbook. Do Affiliate commissions, per-drug sales, monthly statistics, pharmacy reconciliations, and more.

Reship

Pharmacies can now modify shipping / carrier options on-the-fly, generating new shipping labels for an order, with one click

Returned Merchandise

Report an order as returned, and allow eCadence to handle the rest: Modifying the order status, moving it to the correct fulfilment partner for re-processing, etc. When you need to see an overview of the returns for any particular date range, use the eCadence reporting service to produce a customized report to individual specification

Fulfilment Architecture

The screenshot displays the eCadence reporting interface. At the top, there is a navigation bar with links for HOME, USER MANAGEMENT, STORE MANAGEMENT, REWARDS MANAGEMENT, REPORTS, and LOGOUT. On the left side, there is a sidebar menu with various filters and categories, including 'Who's Online (1): Darroll Hombeckle', 'Current Chats', and 'Recent Chats'. The main content area features a search and filter section with fields for Order ID, User ID, Patient Name, eMail Address, Tracking Number, Order Status, and Order Date. There are also dropdown menus for Sort By (Order Date), Direction (Descending), and Results per page (20). Below this is a table titled 'Orders' with the following data:

View	Patient Name	Product	Status	ID	Transfer	Alerts	Delete
	Customer 1	H Acompia 84 Tab, 20 mg	(Processed) Shipped	2435			
	Customer 2	H Acompia 84 Tab, 20 mg	(Processed) Shipped	2434			
	Customer 3	H Acompia 84 Tab, 20 mg	(Failed: Refill request too soon)	2433			
	Customer 4	H Acompia 84 Tab, 20 mg	(Processed) Delivered	2432			
	Customer 5	H Acompia 84 Tab, 20 mg	(Processed) Delivered	2431			
	Customer 6	H Acompia 84 Tab, 20 mg	(Processed) Delivered	2430			
	Customer 7	H Acompia 84 Tab, 20 mg	(Failed) Shipped	2429			
	Customer 8	H Acompia 28 Tab, 20 mg	(Processed) Delivered	2428			

Provider Teams

eCadence uses "Teams" as a way to associate various fulfilment providers into groups. For example, perhaps we wish to associate pharmacies and physicians whom reside in the same geographic area, providing regulatory and logistic benefits. We simply create a team and assign the members to said team. When an order is processed, it can be routed to the team using "least-cost routing logic"

Customizable order routing rules

Define rules which determine to whom the order is assigned based on state; also, using specialized rules and with teams organized by location, we can provide a "Least-cost routing" logic which saves money on each order's shipping cost

Transfer Orders

You can transfer an order to other teams, or individual providers such as physicians & pharmacists. Option email notices are sent to the patient, notifying them of the event

Shipping locations

Simple "toggle" style control allows you to turn on and off certain shipping locations

Multiple carrier support, with carrier options logic

eCadence determines the location of the patient and renders a customized list of shipping options to the patient during checkout. The admin is able to define unique carriers for each product as well as a system default

Full XML API integration with USPS, Royal Mail and Vanuatu Post

Domestic & international support on USPS, Royal Mail and Vanuatu Post. No external applications are required to run at the pharmacy. eCadence is fully self-contained and requires no executable shipping software.

Fraud Detection and Prevention

Edit	Name	Group	Categories	Mfg.	ID	Price	Minimum	MSRP	Delete
	Acompla 28 Tab. 20 mg		Weight Loss	Sanofi-Aventis	480				
	Acompla 56 Tab. 20 mg		Weight Loss	Sanofi-Aventis	481				
	Acompla 84 Tab. 20 mg		Weight Loss	Sanofi-Aventis	482				
	Acyclovir 30 Tab. 800 mg		Anti-Viral	Teva	483				
	Acyclovir 90 Tab. 800 mg		Anti-Viral	Teva	484				
	Cialis 4 Tab. 20 mg		Sexual Health	Lilly	485				
	Cialis 8 Tab. 20 mg		Sexual Health	Lilly	486				

Abuser Profiling

eCadence evaluates several criteria to identify possible substance abusers. When a possible abuser match is found, the order is flagged with an alert icon allowing the fulfillment team to examine the suspect orders for further action

Duplicate order checking

eCadence checks existing orders and compares them to any order submittals in progress. If the order being submitted matches certain conditions, the order is failed, and a message is sent to the user explaining why it failed

Product Groups

Group Products by type. The system checks these groups for too-soon refill conditions. For example, one might assign Tramadol and Ultram to the same group. When the patient tries to refill an order for Tramadol, but it is too soon, they might try to get around the validation routine by ordering Ultram instead. We defeat that by assigning groups to these drug types

Banned Customers

eCadence allows the admin to ban customer accounts, effectively locking them out of the account, yet preserving the account and its order history. This is good for abuse incidents, as we want to maintain the "Evidence"

Banned Addresses

With this feature, you're able to ban addresses in the system, preventing any users from registering with the banned address.

Authentication "Strikes" system

Allows 5 attempts to login. After 5 failed attempts the user IP is banned from accessing any part of Cadence for 10 minutes

Login Failure notifications

Real-time notices sent to the admin for 24 hour monitoring of all points of entry to the Cadence platform. Notices include IP of offender, password(s) used, username used, time & date stamp

Administrators

The screenshot shows the Admin Home dashboard for eCadence. The navigation bar at the top includes links for HOME, USER MANAGEMENT, STORE MANAGEMENT, REWARDS MANAGEMENT, REPORTS, and LOGOUT. The main content area is titled "Admin Home" and features four primary management modules: "Manage Users" (Add, delete & edit user profiles; Edit your profile; Create and manage teams), "Store Management" (Manage orders & products; Authorize.NET gateway; Manage dispensing instructions), "Rewards Program" (Add & delete rewards; view patient transaction histories; Manage cash transfers), and "Reports & Statistics" (Create reports, statistical data and other useful data; Upload invoice(s) to repository). On the left sidebar, there is a news article titled "Too Much Radiation From Medical Imaging?" dated Wed, 26 Aug 2009 17:07:51 EST, and sections for "Who's Online (1): Darroll Hornbuckle", "Current Chats:", and "Recent Chats:". The footer contains the text "Cadence Health Series v5.6.5 Copyright ©2005-2009 eCareMD, Inc. All rights reserved".

Manage Users

Add, delete, and edit any of the user types: Administration, Pharmacist, Physician, Customer Care, Patient or Affiliate. Also ban abuser addresses and lock out user accounts

Expanded Product management

Full control of your product page content is done via eCadence. From product menu's to patient education leaflets and product images. Everything you need to manage your product catalog, while providing the utmost flexibility to your affiliates, is at your disposal

Wholesale prices

Each pharmacy has unique costs for the drugs they dispense. This feature allows you to maintain a unique set of wholesale prices for your entire catalog, for each pharmacy. Maintaining wholesale prices for each pharmacy provides an accounting method for invoicing and reconciliations within the Cadence reporting system

Dynamic product menus

Build & categorize your product menu by type (i.e. Men's Health, Allergies). Then you can assign your products to those categories. All product menus are delivered to your web sites in real time. This saves your affiliates from ever having to update their site menus

News management

Create syndicated news items, keeping your affiliates, patients or web visitors informed with up-to-date news. News is syndicated via XML and rendered with a stylish Ajax news scroller

Rewards management

Manage all aspects of your rewards program. Transaction histories, cash-to-card load requests, create / delete rewards

Edit Orders

Need to modify an order? Maybe the customer entered the wrong zip code. Simply "Edit this order" and make your necessary changes

Promotional Codes

Create and manage promotion codes to be issued to customers during promotional campaigns. Assign dollar values, define dates for the code validity and more. When a customer enters a valid promotion code at checkout he enjoys an immediate cash discount

Customer Rewards

Manage your rewards program. When a purchase is made, the patient earns points. They can use those points to get future cash discounts at checkout, or they may apply it to their MasterCard Rewards card. The rewards program offers great promotional opportunities for affiliates since we can arrange to have the MasterCard branded with the affiliate site name.

Affiliates



**Free to Join
&
Easy to Earn**

Sign up today for our no cost, no obligation Affiliate sales program and begin earning profits in 24 hours. Sign up is fast and painless.

Ensuring you Earn ongoing Top \$ from the Best Online Pharmacy Affiliate Program

My Profile

Manage your affiliate profile. Change address information, payment method, contact details

My Sites

Affiliates can add, delete and edit their web sites

Personalized logo and slogan

Affiliates can choose their own logo and slogan to be branded on their site templates

Templates

eCadence will parse the template files and automatically brand the templates with the site name and slogan of their choice. No tedious or complex template editing whatsoever. Your affiliates can point and click their way to a turnkey web template, ready for deployment. Our templates are designed to be updated dynamically, making mandatory code edits virtually a thing of the past

Price management

With full control of their pricing, the affiliate is able to define prices based upon the store Minimum & suggested prices. Default price configuration will earn the affiliate a profit for each sale without ever having edited any prices

Reports

As described above, the eCadence reporting system is available to the affiliate, arming them with a powerful reporting service

Branded shipping labels

When a package is delivered to the customer they see the domain name of the affiliate on the return address, thereby providing more perceived ownership to the affiliate

Branded checkout page

All agreements on the checkout pages are dynamically updated to refer to the affiliate site domain

Customer ownership

New customers are permanently assigned to the first affiliate they order from. If that customer orders from a different affiliate, the original affiliate retains the sale

Pharmacy

The screenshot displays the Pharmacy interface with a navigation menu on the left and a main content area. The navigation menu includes: Home, All, Pending Orders (0), Denied Orders, Orders on Hold, Shipped Orders, Re-Shipped Orders, Shipping Cancelled, Failed Orders, Delivered Orders, and Returned Orders (0). Below the menu, it shows 'Who's Online (2): Darroll Hornbuckle [6] Pharmacy' and 'Current Chats: Recent Chats:'. The main content area has a header with 'HOME ORDERS SHIPPING OPTIONS REPORTS' and a 'LOGOUT' link. Below the header, there are search and filter options: Order ID, User ID, Patient Name, eMail Address, Tracking Number, Order Status, and Order Date. There are also dropdowns for Sort By, Direction, and Results per page. A 'Search' button and 'Reset Filters' button are present. Below these options is a table titled 'Orders Shipped' with columns: Edit, Patient Name, Product, Status, ID, Alerts, and Delete. The table contains two rows of data:

Edit	Patient Name	Product	Status	ID	Alerts	Delete
	Customer 1	Acompla 84 Tab. 20 mg	(Processed) Shipped	2434		
	Customer 2	Acompla 84 Tab. 20 mg	(Processed) Shipped	2435		

At the bottom of the page, there is a pagination control: 'First | Prev | 1 | Next | Last' and 'You are viewing items 1 to 2 of 2'. Below that, it says 'You are in: ORDER MANAGEMENT'. At the very bottom, there are icons for 'New Patient', 'Existing Patient', and 'Attention: Note: Edit'. The footer text reads: 'Cadence Health Series v5.6.5 Copyright ©2005-2009 eCareMD, Inc. All rights reserved'.

At-a-glance orders statistics

For 9 different queues. Quickly identify patient types with patient icons.
Green Patient = First time ordering / New patient
Blue Icon = Return patient. Red icon = Patient notes exist
Click the icon to add / edit notes

Expanded orders summary screen

With hidden fly out menu to get a quick look at basic order details such as team number, product, cost, carrier, etc

One-click approve & dispense

Patient Notes. Need to hold the order for stock? Perhaps there are concerns with the patient questionnaire. Easily add notes to the order. These notes are shown to the patient when they view their order details from their portal

Multi tray printer support

eCadence allows you to put your vial labels stock in tray 1 and your shipping labels in tray 2. Then using some active X technology, when you approve & dispense an order, it is automatically sent to your printer. No print confirmation dialogue to slow you down

Shipping Options

Give your pharmacists the ability to change shipping carriers and service types on-the-fly. A simple 3 click procedure can reshipe orders, change carriers, and print new labels. This feature gives your pharmacies the power to push problem orders through successfully, without Customer Service or administration intervention

ClearScript

View the script in a form which closely resembles the hardcopy. No exotic screen layout, just simple, straight-forward RX pad layout you're used to. Includes the digitally encrypted physicians' signature and dispensing instructions

Order History

ClearScript provides a full patient order-history, showing the healthcare provider a full summary of recent or past meds prescribed to the patient. Easy to understand language tells the provider how many days ago the script was dispensed

Condensed print framework

eCadence is able to provide the following components all within the 2 pages of label stock: Tablet bottle labels x 2 (one set for bottle, one set for records), receipt, Full monograph (Patient Education Leaflet), Affiliate Domain, Shipping label, printed prescription (file copy). Saves toner and paper.

Reports

The pharmacist has access to report template creation, and report generation at the pharmacy level. Allow your pharmacies to run their own recons, inventory reports and more. eCadence reporting for the Pharmacy includes tracking and reporting of damaged product returns. (Products can be flagged as a damage replacement, and the order reshipped, alleviating the patient from having to re-order).

Physicians

"To establish a Patient/Physician relationship with you, it is important that our Consultant Physician gets consent and authorization by you, the patient and your Primary Physician (should you have one) if required by the Consulting Physician for Consultant Physician care. With your consent, our Consultant Physician may contact the Primary Physician for confirmation of your treatment. Should you not have a Primary Physician then you need to consent to the establishment of a relationship with the Consulting Physician through your free consultation with the Consulting Physician". Yes No

Unique Patient Questionnaires

eCadence allows the physician to define a unique questionnaire for each product, if desired. If no unique questionnaire exists, the system reads your default questionnaire. This provides much more granular control over the treatment and care of the patient

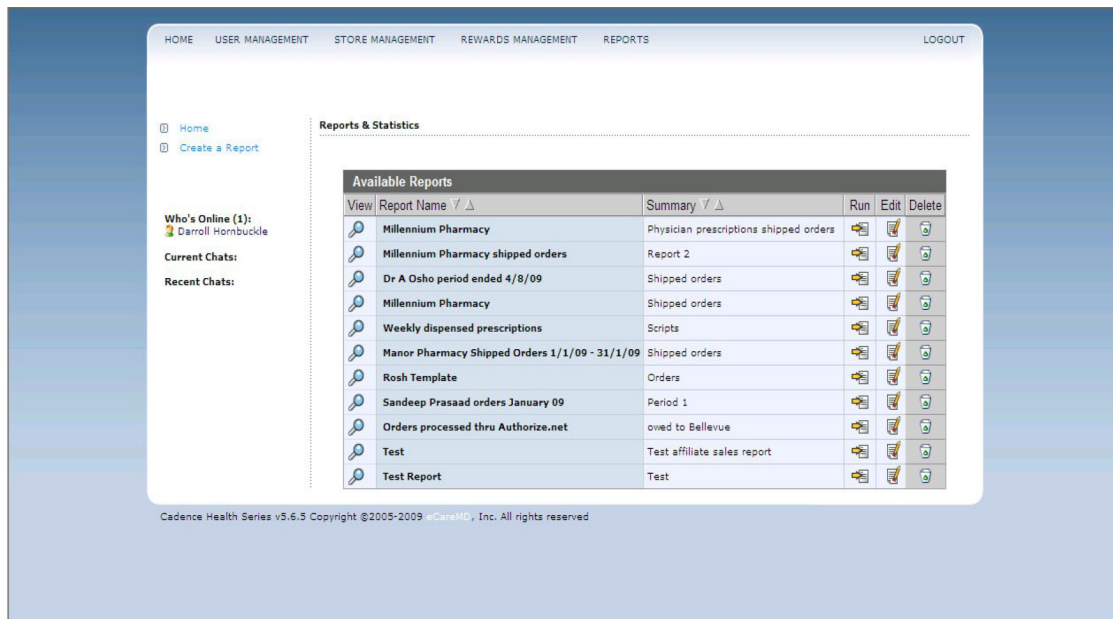
Customized dispensing instructions

Gives your physician the ability to declare his or her own dispensing instructions for each product. ClearScript adaptive questionnaire results

Telemedicine Consultations

eCadence has a dual physician telemedicine consultation process. Consulting Physician #1 reviews the online medical questionnaire of the patient and approves or declines the order request. If approved Physician #1 produces a secure electronic prescription which is forwarded to Physician #2 for his review. Physician #2 calls the patient to discuss and review the patient's prescription, his medical information, any notes from Physician #1 and his order request. The outcome of this telemedicine consultation determines whether the prescription from Physician #1 is approved or declined. If approved Physician #2 sends the prescription securely to the pharmacy for dispensing. All telemedicine calls are recorded and stored in the database as part of the patient's medical records. This modality ensures that the order request from the patient results in a valid prescription.

Patient Care



The screenshot displays the eCadence Health Series v3.6.5 interface. The top navigation bar includes links for HOME, USER MANAGEMENT, STORE MANAGEMENT, REWARDS MANAGEMENT, REPORTS, and LOGOUT. The main content area is titled 'Reports & Statistics' and features a table of 'Available Reports'. The table has columns for View, Report Name, Summary, Run, Edit, and Delete. The reports listed include Millennium Pharmacy, Millennium Pharmacy shipped orders, Dr A Osho period ended 4/8/09, Millennium Pharmacy, Weekly dispensed prescriptions, Manor Pharmacy Shipped Orders 1/1/09 - 31/1/09, Rosh Template, Sandeep Prasaad orders January 09, Orders processed thru Authorize.net, Test, and Test Report. A sidebar on the left shows 'Who's Online (1): Darroll Hornbuckle' and 'Recent Chats:'. The footer contains the text 'Cadence Health Series v3.6.5 Copyright ©2005-2009 eCareMD, Inc. All rights reserved'.

View	Report Name	Summary	Run	Edit	Delete
	Millennium Pharmacy	Physician prescriptions shipped orders			
	Millennium Pharmacy shipped orders	Report 2			
	Dr A Osho period ended 4/8/09	Shipped orders			
	Millennium Pharmacy	Shipped orders			
	Weekly dispensed prescriptions	Scripts			
	Manor Pharmacy Shipped Orders 1/1/09 - 31/1/09	Shipped orders			
	Rosh Template	Orders			
	Sandeep Prasaad orders January 09	Period 1			
	Orders processed thru Authorize.net	owed to Bellevue			
	Test	Test affiliate sales report			
	Test Report	Test			

Basic user management

Manage affiliates and patients without granting administration access to your Customer Care staff

Orders management

Identify problem orders, and resolve or assist team member in resolution. Get a quick summary view of orders in various queues from Pending physician, to Processed / and Delivered

Edit Addresses

Shipping and billing addresses are easily updated

Review rewards

Review these transactions by patient ID

Patients

The screenshot shows the top navigation bar of the Brick and Click.net website. The logo 'bRick and Click .net' is on the left, with the tagline 'From Our Store, To Your Door!' next to it. A 'Live Help' chat window is open on the right, featuring a photo of a woman and the text 'we're offline Confidential advice from American healthcare professionals'. Navigation links include 'HOME', 'ORDER ONLINE', 'ABOUT US', 'AFFILIATE PROGRAM', 'YOUR SAFETY', 'MY ACCOUNT', 'CUSTOMER REWARDS', and 'CONTACT US'. The main content area has a breadcrumb trail 'home > customer rewards' and a large heading 'Customer Rewards'. Below the heading, there is a list of medical categories on the left and a detailed description of the rewards program on the right. The program details include: 'Place an Order' (tracking shipment and crediting account), 'Redeem Your Points for Instant-cash discounts at checkout, or Money' (two choices: apply to card or create coupon), 'Spend Your Points' (instant discounts and free prescriptions), and 'Signing up for the Brick and Click Prepaid MasterCard is easy' (logging into Patient Portal).

IN THIS SECTION

- Allergies
- Anti Depressants
- Anti-Infectives
- Anxiety
- Asthma
- Attention Deficit
- Birth Control
- Bladder
- Blood Pressure
- Cholesterol
- Gout
- Hair Removal
- Headache
- Heartburn
- Men's Health
- Muscle Relaxers
- Nausea
- Pain Relief
- Sexual Health
- Skin Topicals
- Sleep Aid

home > customer rewards

Customer Rewards

Along with free doctor advice, free drug prescriptions and free shipping, Brick and Click is pleased to be able to offer our customers a free Brick and Click.net Prepaid MasterCard®. Put simply, each time you place an order with Brick and Click, you will earn points. Then decide to use the points for instant cash discounts at checkout, or as money loaded to your Prepaid MasterCard Card. This is how it works in more detail:

Place an Order
Place an order with us and our system will track the shipment. Upon delivery, we will credit your pharmacy account with a number of pre-determined points.

Redeem Your Points for Instant-cash discounts at checkout, or Money
You have two choices: apply the points to your Brick and Click Prepaid MasterCard or use them to create a coupon that will give you an instant cash discount at checkout, on your next order with Brick and Click.

Spend Your Points
Whether you decide on instant discounts & free drug prescriptions, or redeem the points for money to be loaded onto your card, we're confident you'll find that the Brick and Click rewards program offers the most loyalty benefits industry wide. Plus, the Brick and Click Prepaid MasterCard is accepted worldwide where MasterCard debit cards are accepted.

Signing up for the Brick and Click Prepaid MasterCard is easy.
You can manage your rewards account by logging into your [Patient Portal](#). The first time you opt to apply your rewards points as money to your Brick and Click Prepaid MasterCard, our staff - in association with the issuing bank - will create a

My profile

Manage patient profile details including Primary Care physician information, addresses, and Consent to treatment agreement

My orders

Here the patient has a detailed view of their order including order status, shipping status, tracking numbers, even a way to view the shipping label

Refill reminders

Disable / Enable reminders on a per-order basis if desired

Refill link

Request a refill with one-click access. When clicked, the checkout form is approximately 90% auto-completed, making the re-order process extremely easy

Place new order

This icon will check to see what web site the patient last ordered from and then redirect them to that site. The destination site changes when they order elsewhere

My Rewards

A full-featured rewards program with cash back or discounts. Here you can look at your points balance, apply points to the card, or create discount codes. You may also transfer a code to another patient. Full transaction history is available. All rewards transactions are tracked and stamped with the user name, user IP address, and other critical data. Quick-start videos are available to view here as well

Get Support

Standard assortment of customer support options. eCadence works well with "Live Chat", a popular help desk service provider