

## **Email Newsletters**

Every publication provides you with a choice of email newsletters so that you can keep on top of news and insights in the format most convenient for you. Check the box next to the newsletter you want to receive and click the Update Email Preferences button at the bottom of the Email Preferences page to make your selection.

### **Email Preferences** Sign up for automatic daily updates, the weekly editors' digest (monthly for In Vivo), or both, and also receive breaking news updates with either option. Subscribers may also select the My View Alert or special topic newsletters; see below for more details. **Newsletter Emails** Generics Bulletin: Offers unrivalled coverage, news and analysis of the global generics, biosimilars and value-added medicines industries 2 🗸 Daily - Monday to Friday. Articles published in the previous business day **✓** Weekly Digest - Every Friday. Editors' selected highlights of the week **✓** My View Alert - Up to once a day. Compilation of newly published content covering the My View topics you follow. For subscribers only Essential Insights - Periodically. Editors highlight the most critical topics in generics, biosimilars and value-added medicines. For subscribers only In Vivo: The premier resource for life sciences business strategy, covering the biopharma, medtech and diagnostics industries in one **Unselect All** authoritative package. Daily Alert - Twice a Week. Includes articles published since the previous alert **✓** Monthly Digest - Every month. Editors' selected highlights of the month

- Click in the upper left to expand the publication list, select all newsletters or unselect all newsletters
- Select from Daily, Weekly (monthly for In Vivo), My View and Special Topic email newsletters. **Note:** My View and special topic newsletters are only available to subscribers. You may choose one type or all, depending on your needs.

## **Newsletter Types**

There are four categories of newsletters: daily, weekly (monthly for In Vivo), My View and special topics. Customize your choices to suit your needs.

#### **Daily**



All articles published in the previous day are automatically collected here. Select this option for comprehensive and timely news delivery.

#### Weekly



Select this option to see what stories our expert editors chose as the most relevant and thought-provoking in the past week.

TIP: this newsletter does not include all articles published during the week. For complete coverage, select the daily newsletter.

### **My View**



For subscribers only, the My View alert showcases new content in the topics you follow. Easily personalize your alerts by topic and receive updates up to once a day.

### **Special Topic**

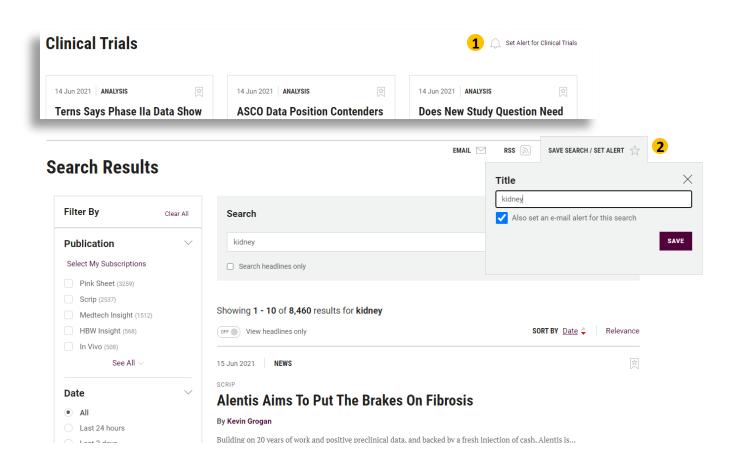


For subscribers only, our special topic newsletters give you our editors' takes on a variety of subjects, including conferences, manufacturing and compliance, regional views, and much more. Choose one or choose them all, depending on your interests.

## **Custom Alerts**



You can create your own custom alerts by using a 1-click alert from a topic page or link, or by saving them from searches you have run.

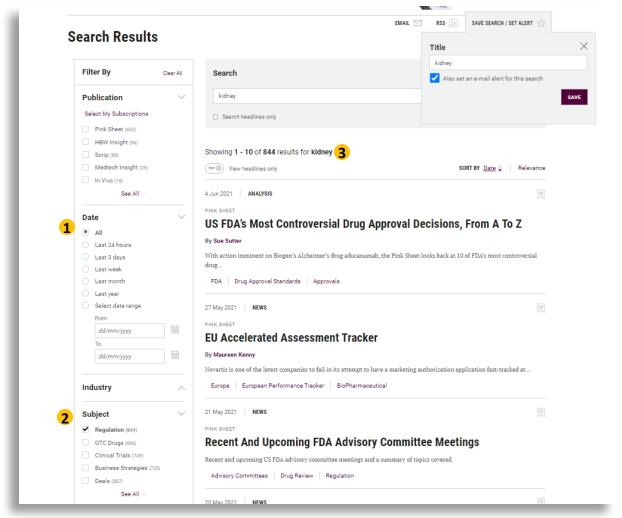


- Click the bell icon to automatically turn the alert on. You will then see it in your list of saved searches and alerts in My Account.
- When you click Save Search/Set Alert from your search results, you will be prompted to save your search. To set an alert, be sure the email alert box is checked.

**TIP**: Give your alert a distinctive title to easily identify it in **My Account.** 

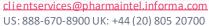
## **Custom Alerts: Tips**

Tips on maximizing the effectiveness of custom alerts





- 2 DO use non-date filters. Your filter settings will be retained when you create the alert, so you can restrict your results by a region, topic, or other criteria.
- **3 DO** check the search results before saving the alert. If the existing results are too sparse or not what you are looking for, adjust your search criteria.

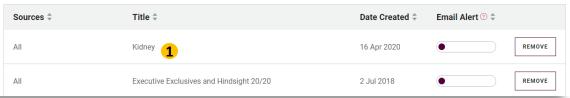


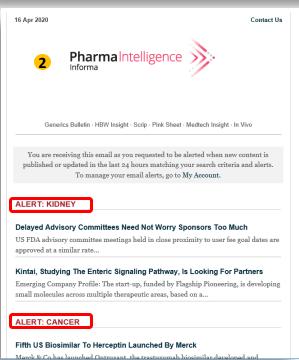
## **Custom Alerts: Tips**

More tips on maximizing the effectiveness of custom alerts

#### **Saved Searches & Alerts**

Below you can manage your Saved Searches and Alerts. These have been set up using specific search criteria and new ones can be created here, If you wish to stop receiving all Saved Searches below, use the Remove button.





- TIP: To make changes to an existing alert, run the search from My Account, make your changes, then re-save the search as a new alert. If you don't want to keep the original alert, delete it from My Account.
- TIP: Regardless of the number of alerts you have, you will receive no more than one email per day. If multiple alerts produce results on the same day, they will be included in one email. If no results appear on a given day, you will not receive an email.

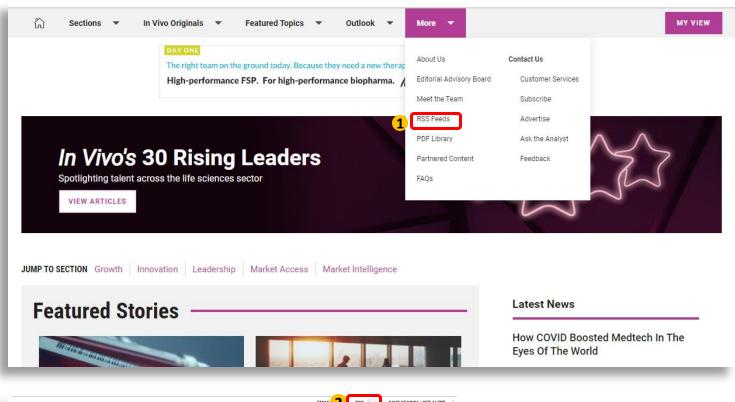
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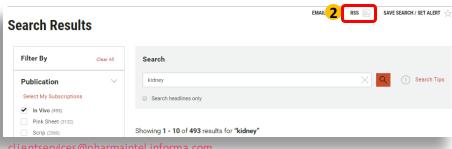
### **RSS Feeds**



Set up an RSS feed to cover as much or as little as you want. Use the feed reader of your choice and be updated in real time.



- To set up an RSS feed for all articles from a publication, or for shortcuts to common topic areas, go to the RSS Feed page from the main menu.
- To set up a custom RSS feed based on your own search criteria, use the RSS feed link at the top of the Search Results page.



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Pharma Intelligence

# Newsletter, Custom Alert, RSS Feed, or My View?

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There are many choices for keeping up with the latest pharma and medtech news, whether it's part of your morning routine or you're on the go. Here's how Email Newsletters, Custom Alerts, RSS feeds, and My View compare.

Alert Type	All Content	Personalized Selected Content	Managed in My Account	Advantages
Email Newsletter	Yes	No	Yes	If you never want to miss a story, you will see all headlines and executive summaries every day and also receive article recommendations from the editors through weekly roundups and special topic newsletters.
Custom Email Alert	No	Yes	Yes	If you have a focused area of interest, need to track latest developments in multiple topics separately, or you want to cover multiple publications in the same alert, you will receive an email whenever the latest news in your area of interest is published.
RSS Feed	Yes	Yes	No	Consider an RSS feed if you already use an RSS feed reader. Consolidate your news feeds for easy access and see real time updates as new stories are published.
My View	No	Yes	Yes	Create a custom landing page to see the most recent articles on topics you select. You may also choose to receive the daily My View email alert or download a My View weekly pdf from the pdf Library.

## For More Information...



If you still have questions about how to access or use any of our products, or to schedule live training, please contact **Client Services** at:

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