



**Multi-Screen Digital Platform Capability:
Qualtrics: Commercial Website Survey Functionality**

NO-US-2300134

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1. What is Qualtrics

Qualtrics is a Bristol Myers Squibb (BMS) approved third-party platform that allows creation & distribution of user experience surveys and generate reports. A survey can be hosted within a website to collect specific feedback based on the user experience, content, and/or design of the website. **Surveys must not request and collect personal identifiable information (PII) or personal health information (PHI).**

The feedback data can be further analyzed via reports to improve the website. It is important to note that the data gathered through the survey is not sensitive data. The data will be quantitative data such as satisfactions scores based on website user/content experience. Security review has already been established for the Qualtrics survey platform.

2. How to Distribute a Survey

Qualtrics allows you to easily reach your selected audience using the following ways of distributing a survey:

- Embed within a website as a popup, slider, or content within a page.
- Email distribution - link to the survey hosted on a webpage.
- Survey links embedded within a QR code.

Please consult with BMS medical, legal, & regulatory (MLR) to align on content and layout for surveys and emails.

3. What Triggers a Survey

A user is asked to participate in a survey based on the selected criteria below:

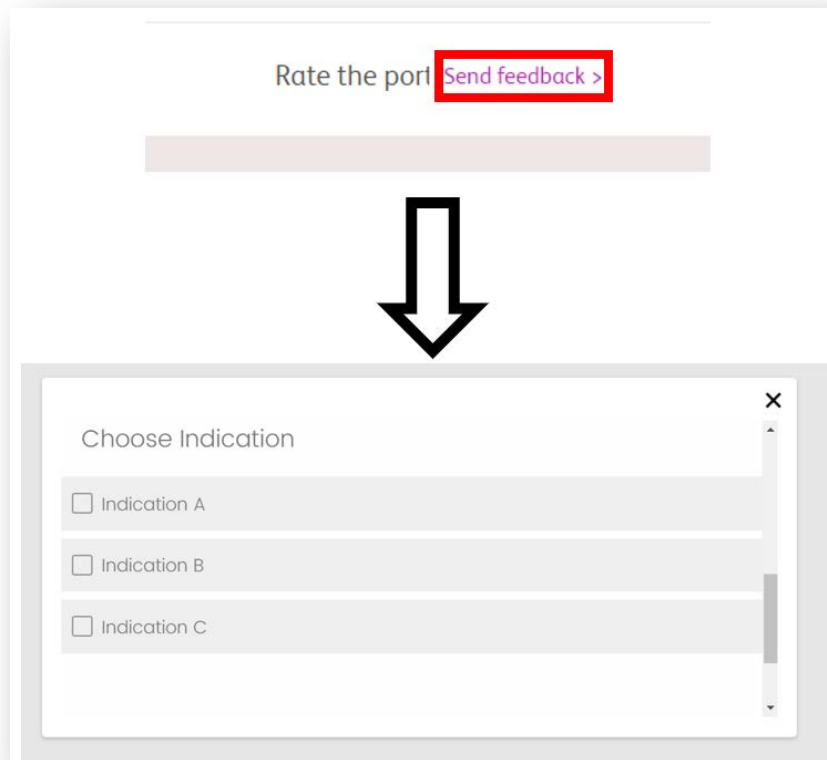
- Browser session - time spent on the site, first time visit, number of visits on the site, visiting a certain page.
- User Actions - watch a video, CTA clicks, scroll percentage, submit a form.
- Date & Time - trigger a survey based on a specific date, time, day.

The best practice for triggering a survey is to embed/pull it within a website. This would allow the user to stay within the website, which would have less impact on the user bounce rate.

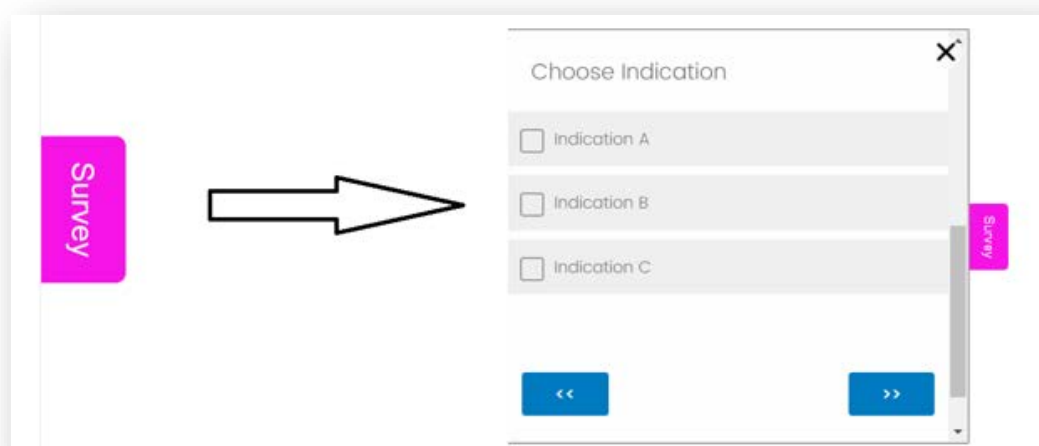
4. How to Display a Survey

The options below show the various ways of embedding/pulling the survey content based on Section 3.

- **Popup/Overlay:** Display a desktop/mobile compatible overlay to the user. The popup closes automatically when the user submits the survey. The overlay can have transitions such as fade in/out, slide in/out etc.



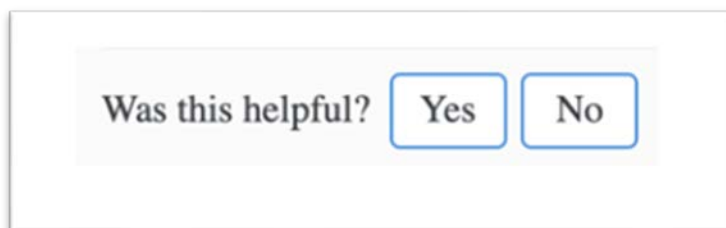
- **Slider:** A slider button would be placed in the website (preferred location - corners of the screen). The survey content would slide from any part of the page and appear as a popup. A simple animation (slide in/out, fade in/out) can be applied to the slider.



- Survey content embedded within a page: The survey content can be embedded as content within a page. The survey content can be hidden once it has been submitted successfully.

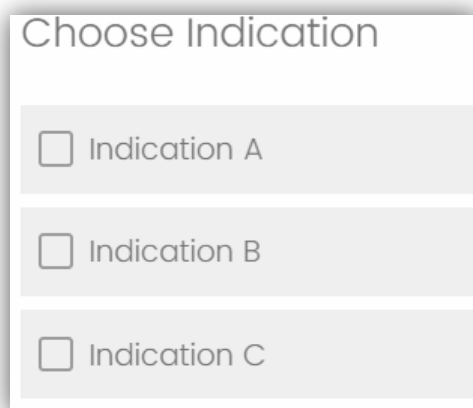


- Feedback button: A “Yes” or a “No” button can be placed after certain sections within a website. The text within the buttons can be customized. This feedback is embedded as content within a page.



5. Types of responses user can enter

- Multiple entry check boxes: Users may be restricted to select one or multiple answers.



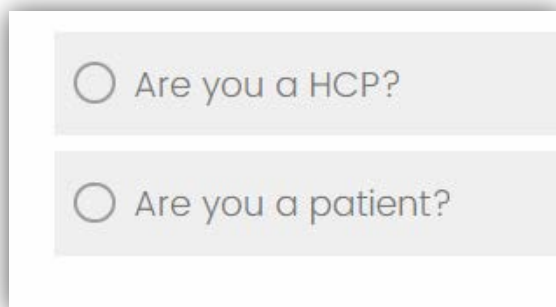
Choose Indication

☐ Indication A

☐ Indication B

☐ Indication C

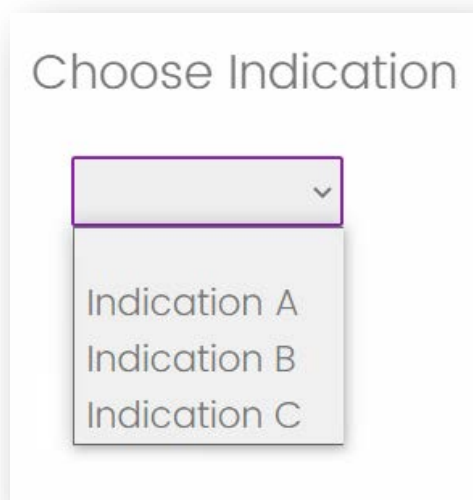
- Radio buttons: Users may select only one option.



☐ Are you a HCP?

☐ Are you a patient?

- Dropdown menu: Display a dropdown list of responses; users may select only one response.



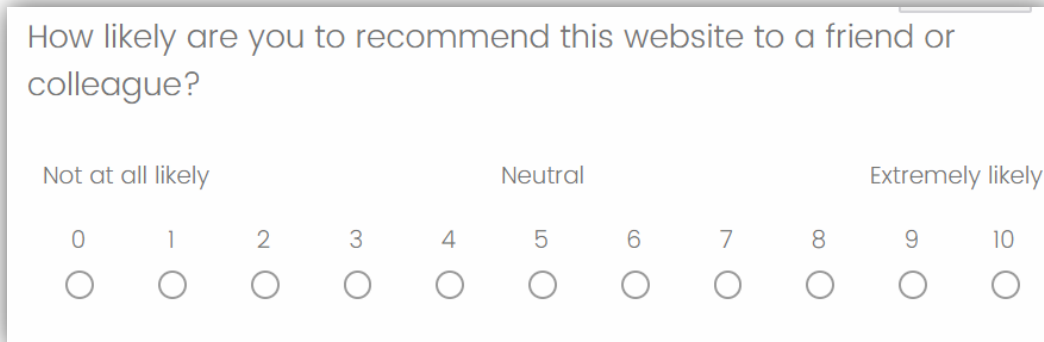
Choose Indication

Indication A

Indication B

Indication C

- Net Promoter Score: Ability to rank based on 1/2/3 parameters - Not likely, neutral, extremely likely & this range is customizable. For example: “On a scale from 0-10, how likely are you to recommend our website to a friend or colleague?”



How likely are you to recommend this website to a friend or colleague?

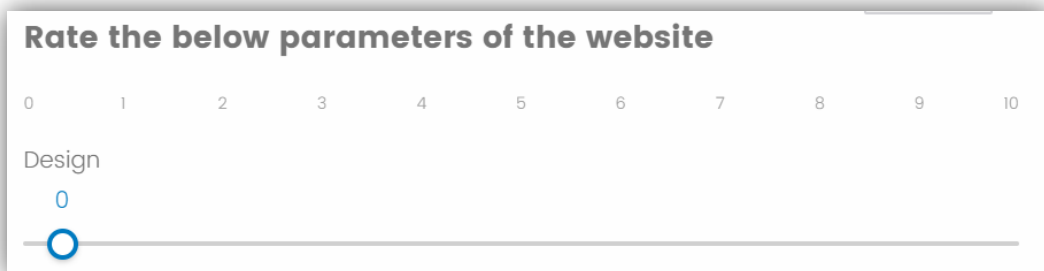
Not at all likely Neutral Extremely likely

0 1 2 3 4 5 6 7 8 9 10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

This image shows a Net Promoter Score (NPS) scale. It is a horizontal line with 11 circular markers numbered 0 to 10. Above the line, the text "How likely are you to recommend this website to a friend or colleague?" is displayed. Below the line, the markers are grouped under three labels: "Not at all likely" (0-3), "Neutral" (4-6), and "Extremely likely" (7-10).

- Slider: Allow users to indicate their level of preference with a draggable bar rather than a traditional button or checkbox. Score numbers may be adjusted. Sliders may be changed to a draggable bar or stars.



Rate the below parameters of the website

0 1 2 3 4 5 6 7 8 9 10

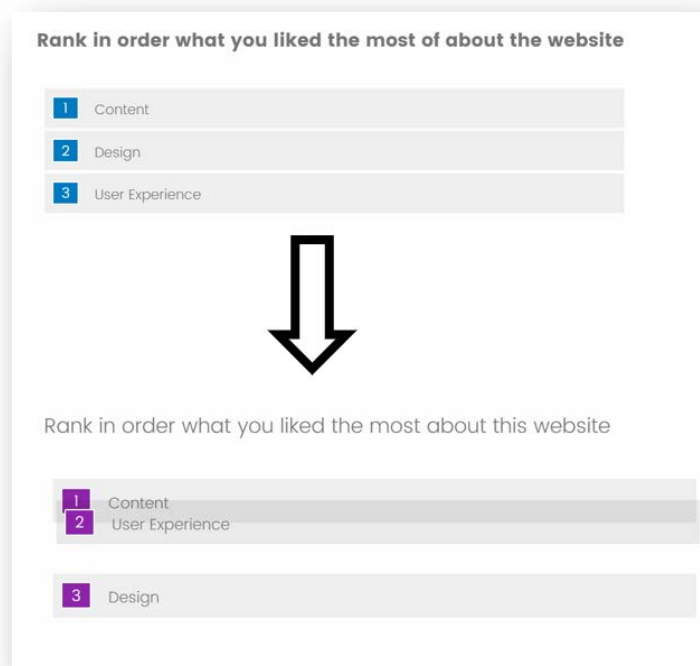
Design

0

○

This image shows a slider rating interface. At the top, it says "Rate the below parameters of the website". Below that is a horizontal scale from 0 to 10. Under the scale, the word "Design" is written. Below "Design", the number "0" is displayed, and a blue circular slider handle is positioned at the 0 mark on the scale.

- Pick, group, and rank: Used for sorting activities. Users place items into groups and have the option to rank the items within the group by dragging & dropping.



Rank in order what you liked the most of about the website

1 Content

2 Design

3 User Experience

↓

Rank in order what you liked the most about this website

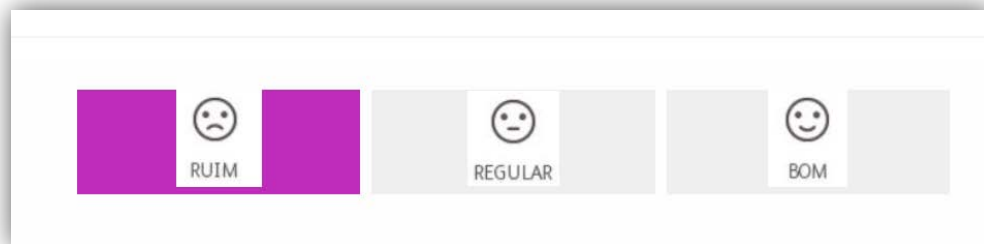
1 Content

2 User Experience

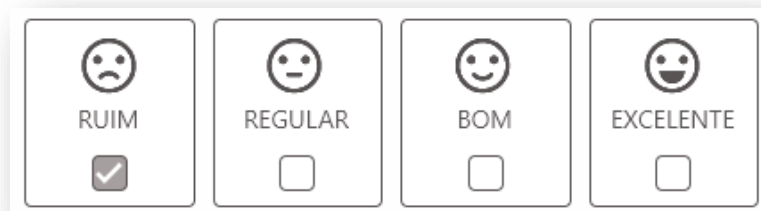
3 Design

This image illustrates the "Pick, group, and rank" interface. It is divided into two sections. The top section, titled "Rank in order what you liked the most of about the website", shows three items: "Content", "Design", and "User Experience", each with a blue square containing a number (1, 2, 3 respectively). A large black arrow points down to the bottom section. The bottom section, titled "Rank in order what you liked the most about this website", shows the same three items, but they are now grouped into three separate boxes. The first box contains "Content" (ranked 1) and "User Experience" (ranked 2). The second box contains "Design" (ranked 3). The third box is empty.

- Emojis: Use emojis as images for user to select sad/happy emojis as an indicator of user satisfaction. The emoji's background can be highlighted when selected, however the emoji itself cannot be highlighted since it is an image.



- Radio buttons/checkboxes can be placed below the emojis.



6. Survey Display Logic

A question may be customized to display based on various factors. When a specific question or answer choice pertains only to certain users, questions can be set to appear based on a previous response. This is achieved by setting a display logic. Below are a few examples:

- Display a follow up question based on how the user answers the previous question, see examples below.

Which disease state would you like to learn more about?

☒ Myelodysplastic syndromes with ring sideroblasts

☐ Beta (β) thalassemia

Please tell us a little bit about yourself. Are you a patient or a caregiver?

☐ Currently receiving treatment for anemia in MDS-RS

☒ Not receiving treatment but interested in learning more

test, please choose either of the below

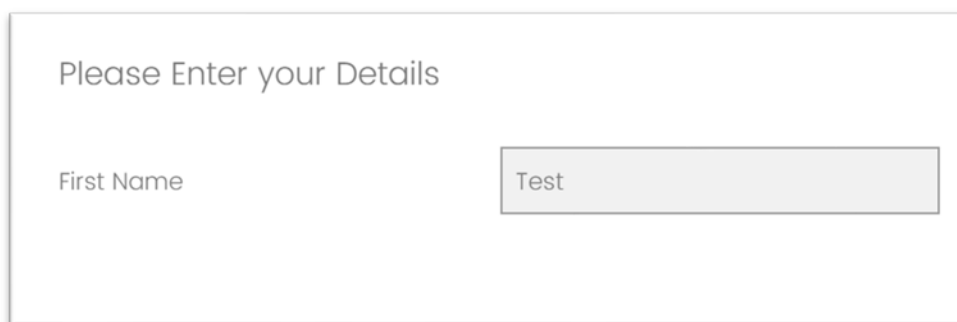
☒ Are you a HCP?

☐ Are you a patient?

Please provide your professional Details

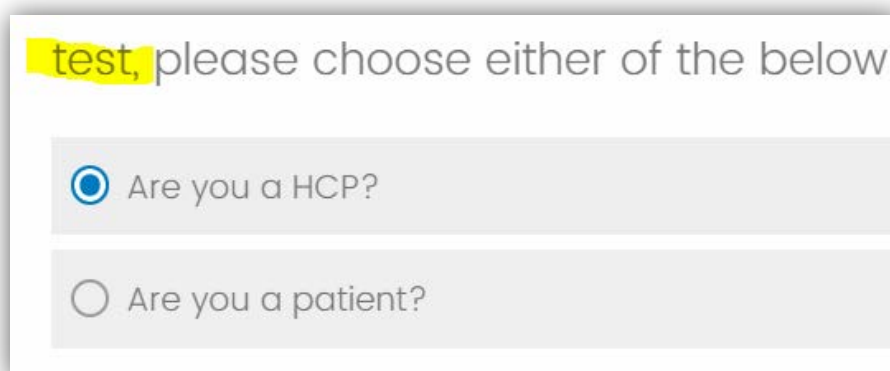
MD	Nurse	Pharma
☐	☐	☐

- Display part of a previous answer in future questions. In the below screenshot, if the user enters their name in previous question, the name can be displayed as part of customization. Personal identifiable information, such as first & late name, will **NOT** be stored.



Please Enter your Details

First Name

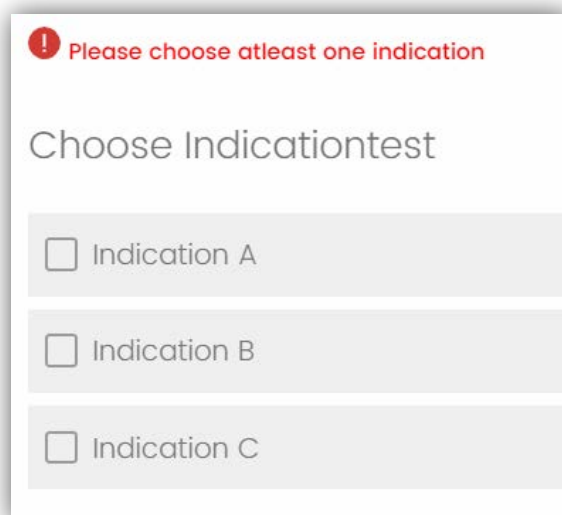


test, please choose either of the below

☒ Are you a HCP?

☐ Are you a patient?

- Required field & error messages: Each question/field can be made mandatory. Error message text may be customized as well.



 Please choose atleast one indication

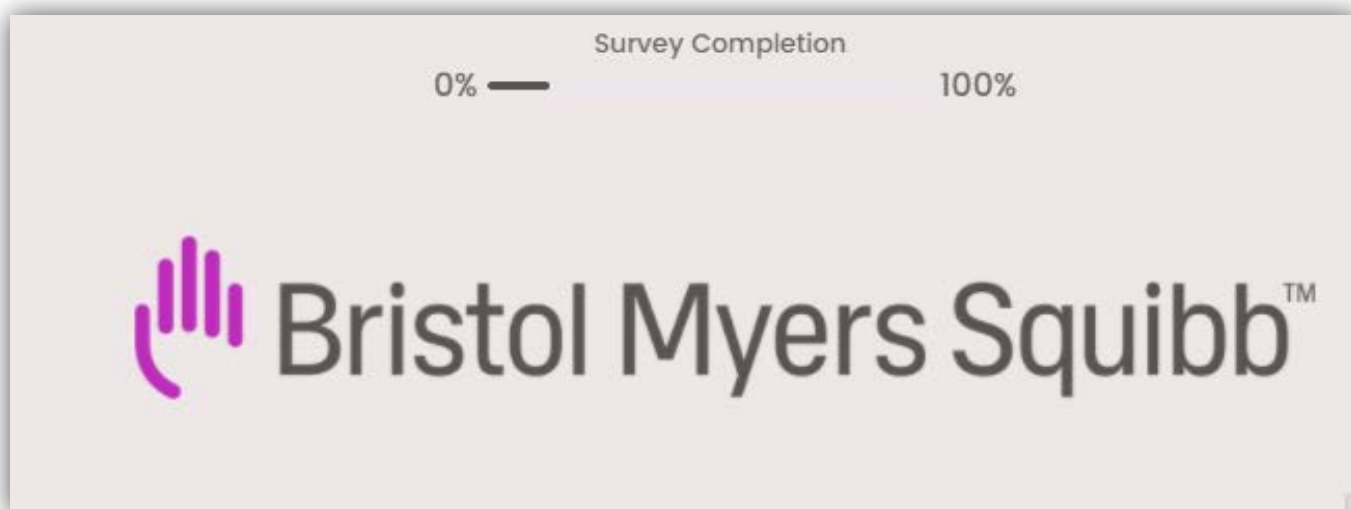
Choose Indicationtest

☐ Indication A

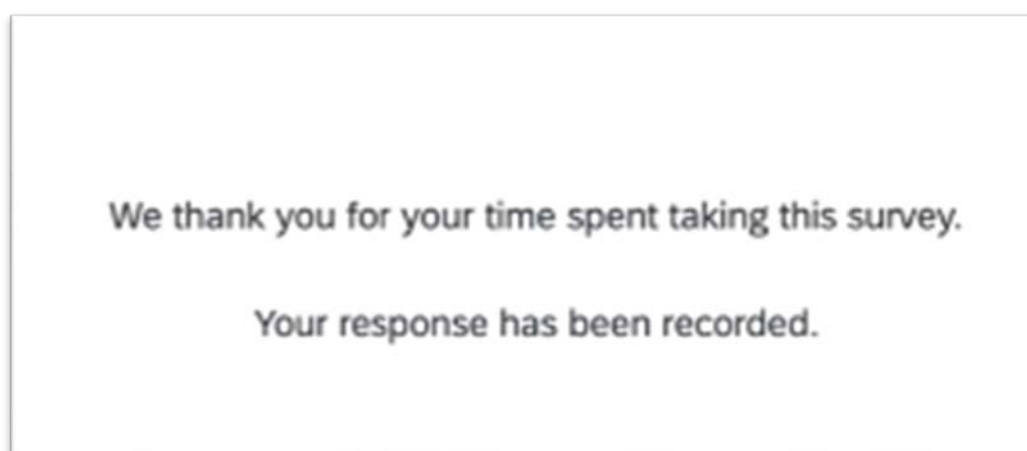
☐ Indication B

☐ Indication C

- Survey completion status: A progress bar labeled with “Survey Completion” text, indicating the percentage of survey completion, may be placed above the survey.



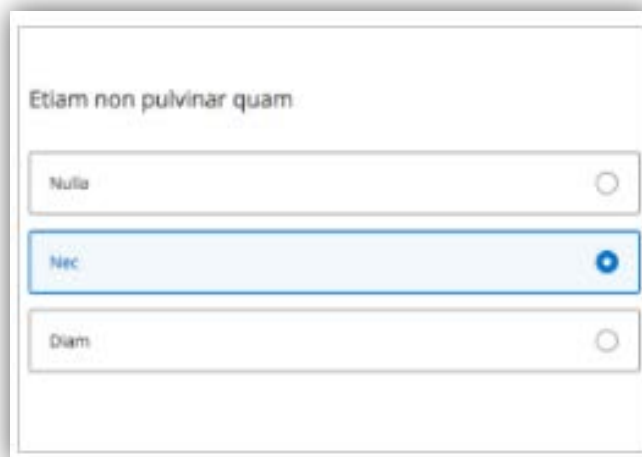
- Prevent multiple submissions: To prevent users from taking a survey multiple times, provide users next steps such as redirecting to a website, or display a message conveying survey is complete.
- After a survey is complete, a customized response may be displayed.



7. Styling a Survey

Surveys can be styled to follow a BMS corporate or brand specific theme. The following features within the survey can be customized:

- Width & height of the overlay, if survey is being embedded as a popup/slider within the site.
- Logo - placement, width, and height.
- Background color.
- Previous & Next button styling, and customized text.
- Font size, family, color, and weight.
- Input field colors, size, and border.
- Radio button/ checkbox placement (left or right) and border color.



Etiam non pulvinar quam

☐ Nulla

☒ Nec

☐ Diam

This image shows a survey form with a light gray background. At the top, there is a label "Etiam non pulvinar quam". Below the label are three radio button options. The first option is "Nulla" with an unselected radio button to its right. The second option is "Nec" with a selected radio button (indicated by a blue dot) to its right. The third option is "Diam" with an unselected radio button to its right. The radio buttons are aligned to the right of the text labels.



Etiam non pulvinar quam

☐ Nulla

☒ Nec

☐ Diam

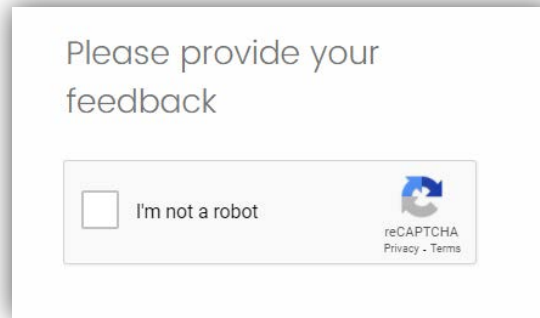
This image shows the same survey form as above, but with the radio buttons placed to the left of the text labels. The "Nec" option is still selected, indicated by a blue dot. The background is light gray, and the text is in a sans-serif font.

- Validation error message colors, font color, font size, and font text.
- Survey slide transition between various questions - slide in/out, flip, fade in/out.

Please consult with MLR to align on content, layout, and display logic for survey questions and answer options.

8. Privacy & Security

- Per the MSDP commercial website standards, privacy policy, legal notice links are included within the footer of a webpage and will not be automatically included on a survey. Links to privacy policy or legal notice may be included within the survey based on MLR review guidance.
- Captcha verification - Captcha verification is used to ensure survey responses are not bots. It is advised to include captcha in the beginning of a survey.



Please provide your feedback

☐ I'm not a robot

reCAPTCHA
Privacy - Terms

9. Reporting & Data collection

Results: reports are designed to give you a quick and simple visualization of your survey results.

- The reports can be exported as a PDF, Word, PowerPoint, or CSV document.
- Data reports can be automated. PUB can automate reports on an interval basis and email them out to the recipient list which production managers share with PUB PM. If reports no longer need to be provided, production managers must update PUB PM.
- **Data is collected within Qualtrics and cannot be exported to Adobe Analytics.**
- Qualtrics provides an option to capture data either for all questions or skip specific questions. The following data can be captured with responses:
 - Total responses.
 - All responses within a specific date, time & duration.
 - Incomplete responses

Timing: Determines user related metrics in terms of clicks & time spent on the survey.

These page timer metrics will not be displayed to the recipient.

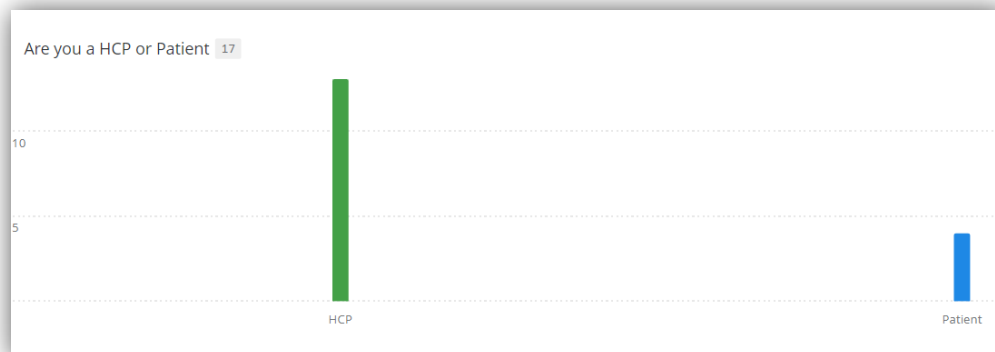
First Click	4.789 seconds
Last Click	33.406 seconds
Page Submit	0 seconds
Click Count	2 clicks

10. Data Visualization

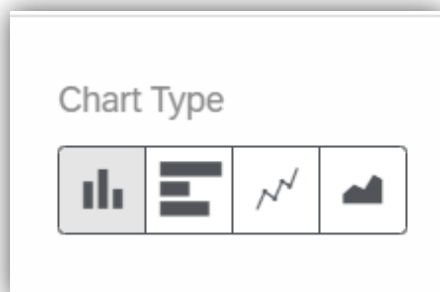
Please see Section 11 for a sample report.

Visualizations are tables or graphs that display your data. The options for visualizing the data are as follows:

- All questions & response options can be edited to suit the requirement. There is an option to skip specific questions that are not required in the report.
- Bar charts: The length of each bar is proportional to the number of respondents who selected or were assigned the value.



- Variations (below) include - horizontal bars, line & area.

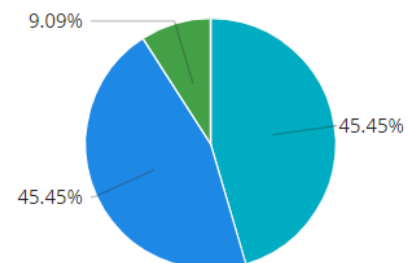


- **Line Chart:** A Line Chart visualization allows to view answer options connected by line segments. One axis of the visualization shows the specific answer options being measured, and the other axis represents a discrete value (e.g., counts or percentages of respondents with that option).



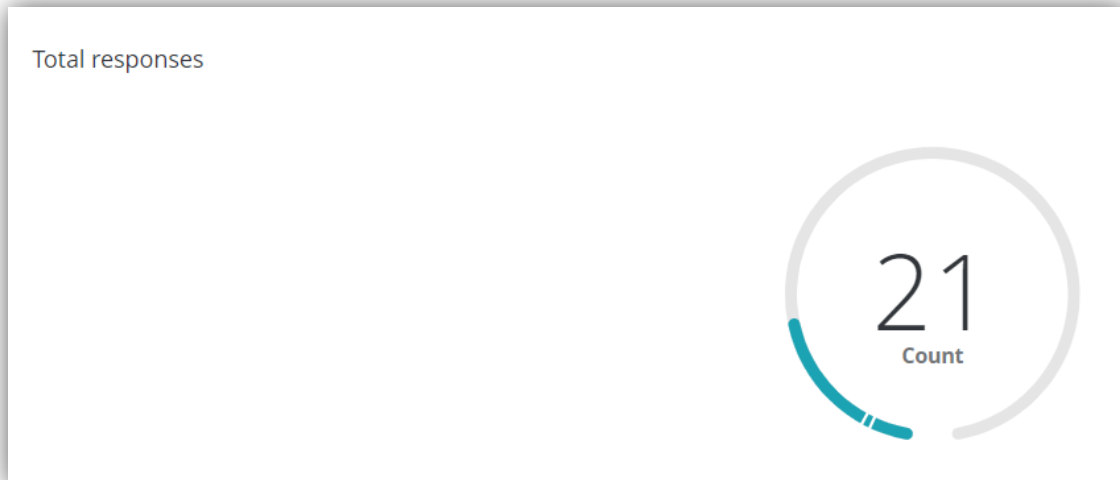
- **Pie Charts:** allows to visualize possible answer choices that are each represented as a “slice” of a pie, taking up space proportional to how many users selected or were assigned the value.

What do you want to improve - User Ex, Content, Design



■ User Experience ■ Content ■ Design

- Gauge charts: Gauge Charts can help you quickly determine how a given question or response field is performing versus how it is expected to perform. Minimum & maximum ranges determine the metrics to generate the chart. In the screenshot below, the responses are gauged based on the min & max value that are pre-defined.

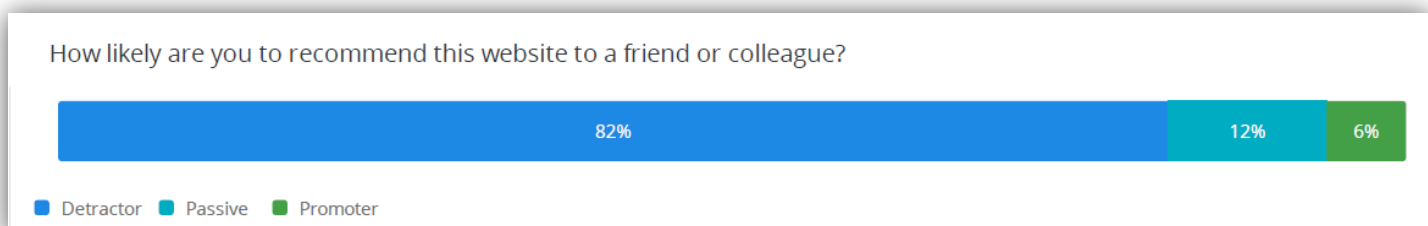


- Tables: Simple Table visualizations allow you to view basic information about a selected metric for a given data source.

Browser details

Q14_Browser - Browser ↑	Count
Chrome	7

- Breakdown bars: The possible answer choices are each represented as a segment of the bar, taking up space proportional to how many users selected or were assigned the value.



11. Sample Report

- A sample report from the Brazil Hematology preview site is attached here:



Hematology Brazil
sample report.pdf