

Armed Against
MengB

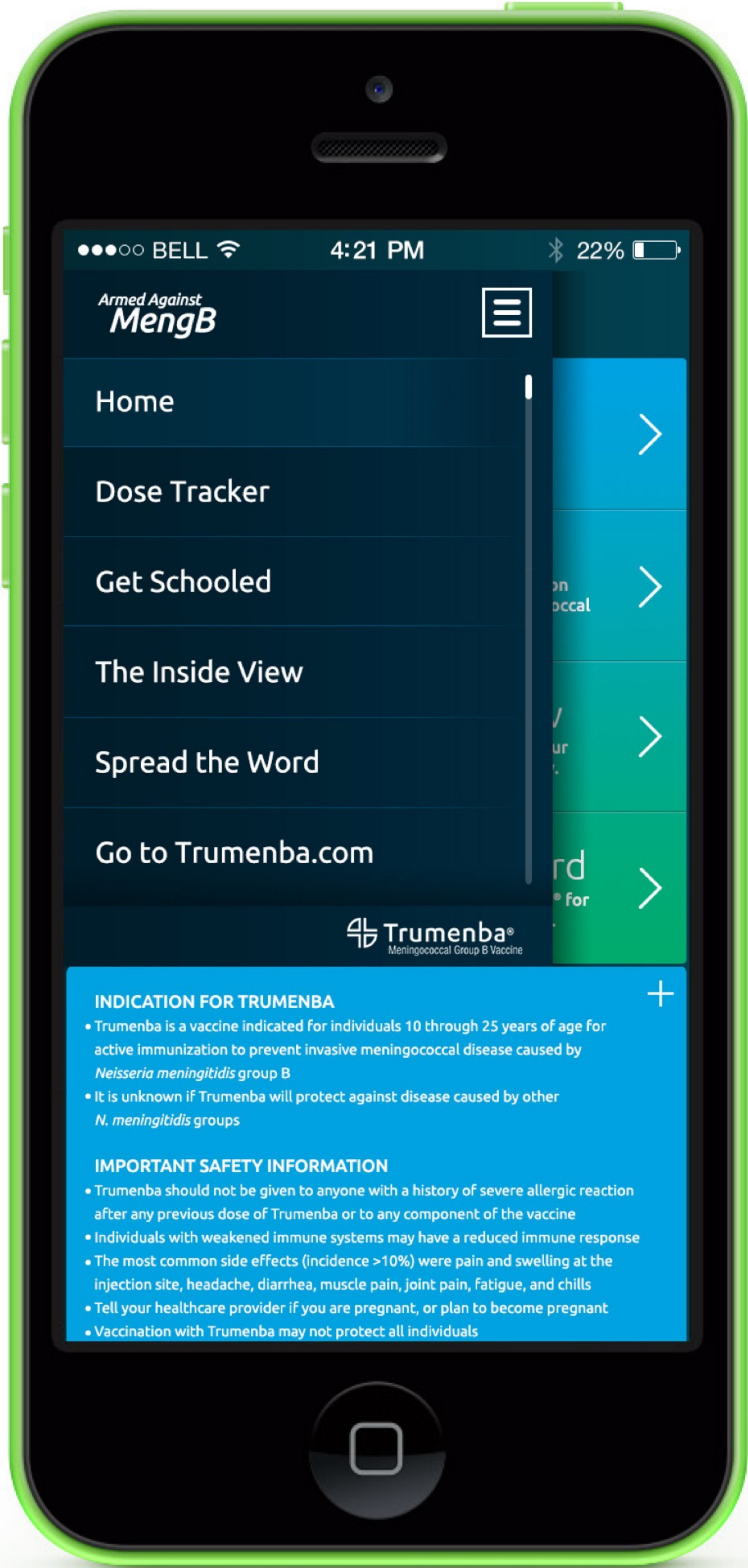
1.0 - Initial Launch Flow
(default Indication/ISI State)

Pending final indication/ ISI copy; will be flowed in to all comps (with link to full PI) once received.

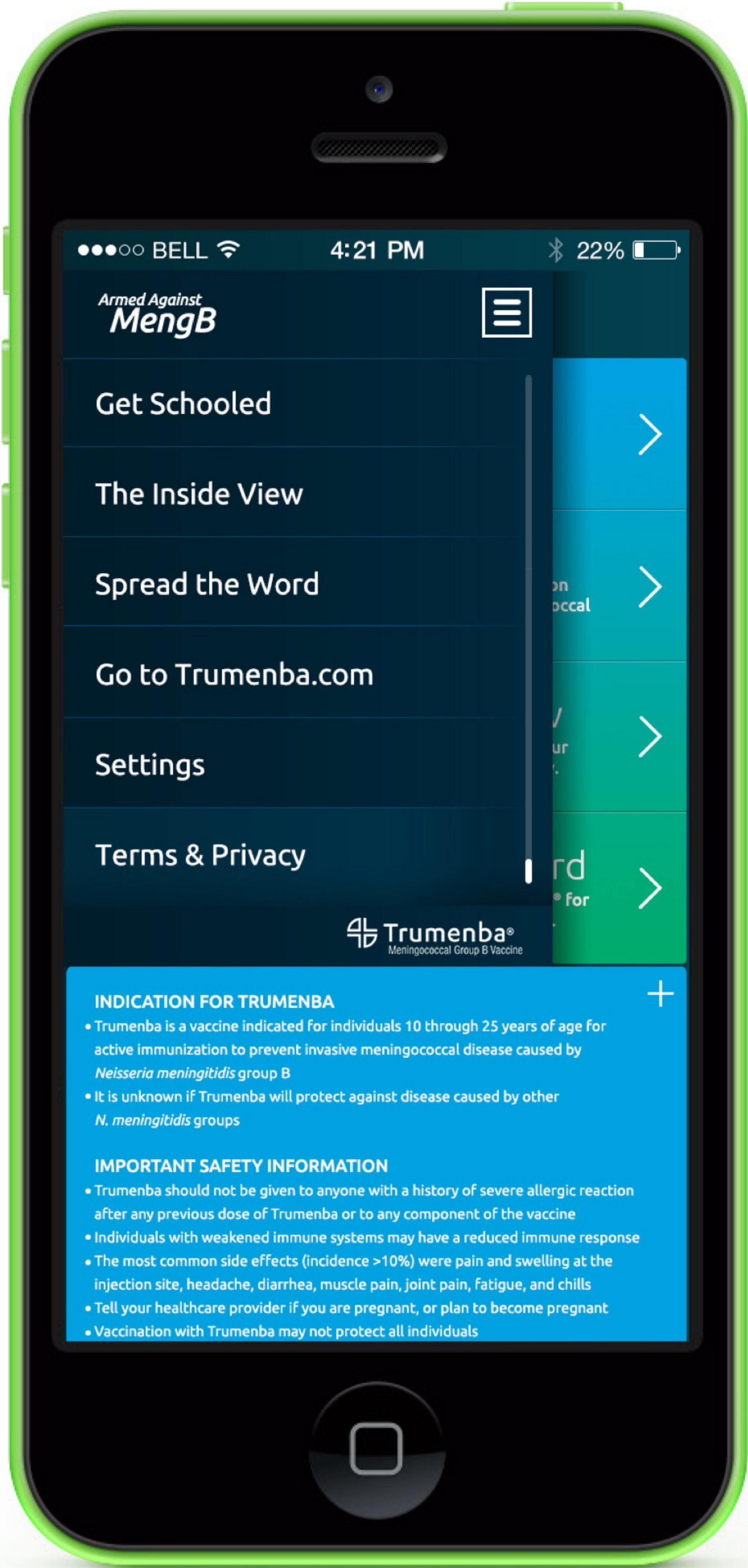


Final Name Options:
MengB Toolkit
MengB Primer
MengB Tracker

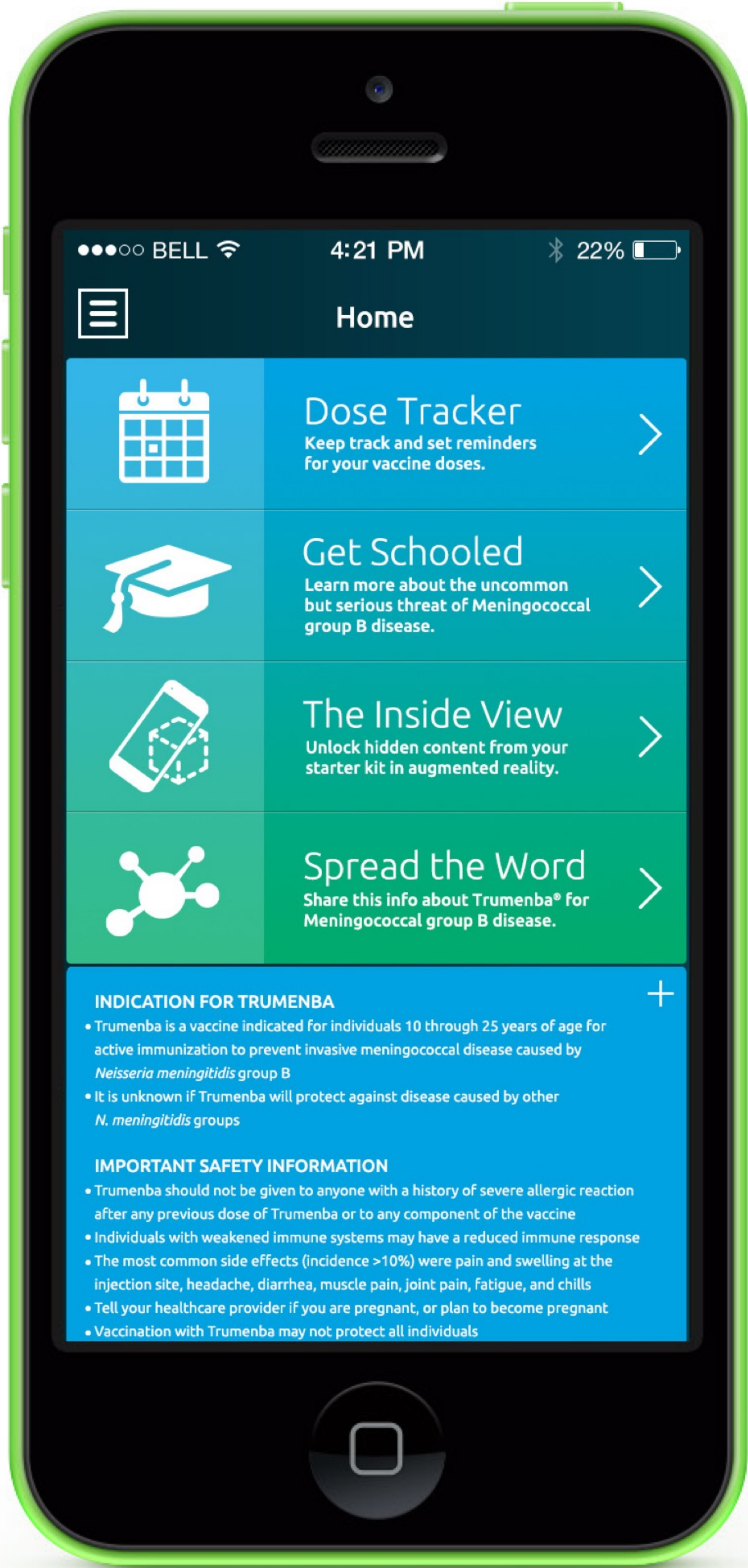
2.0 - Home Screen Flow



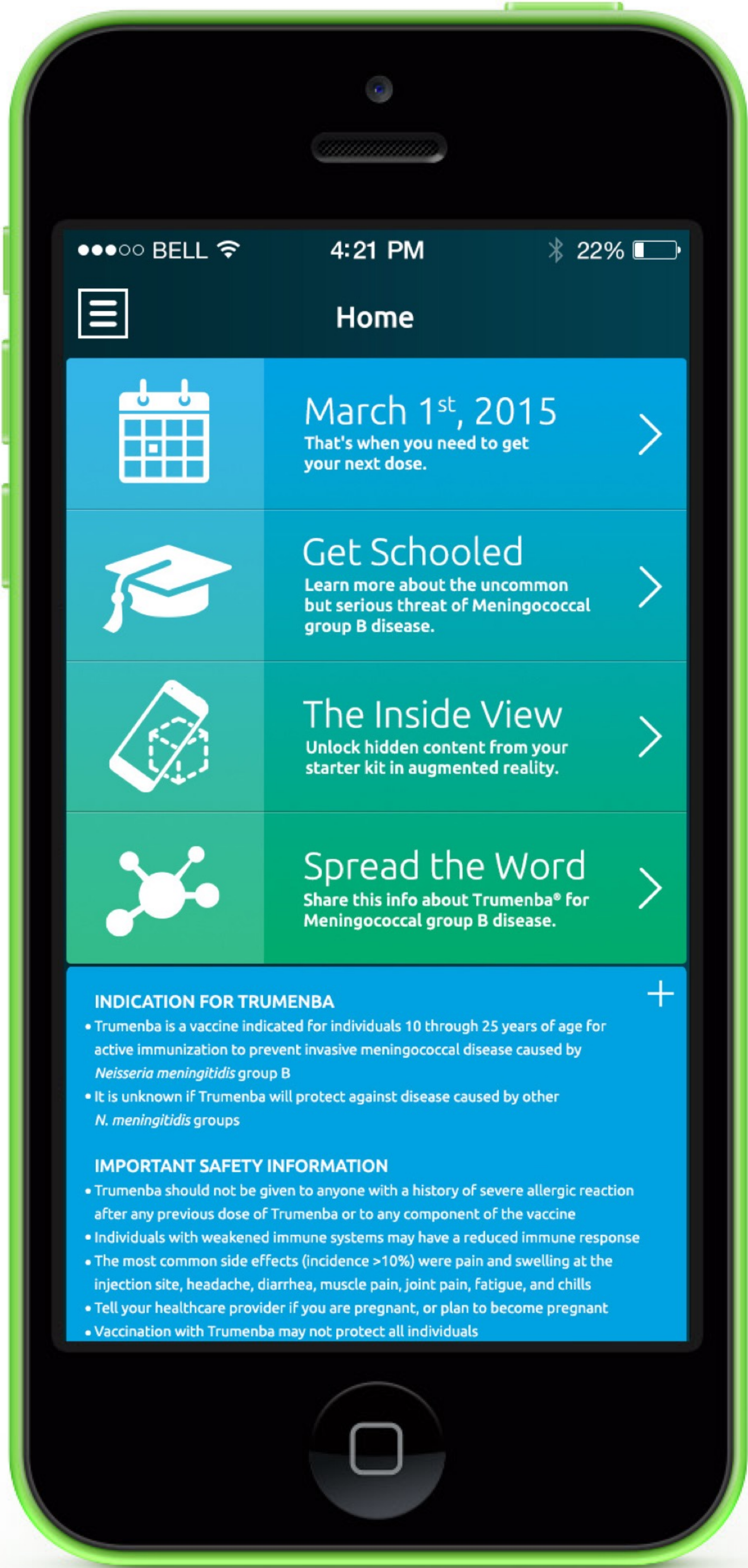
2.0 - Home Screen Flow



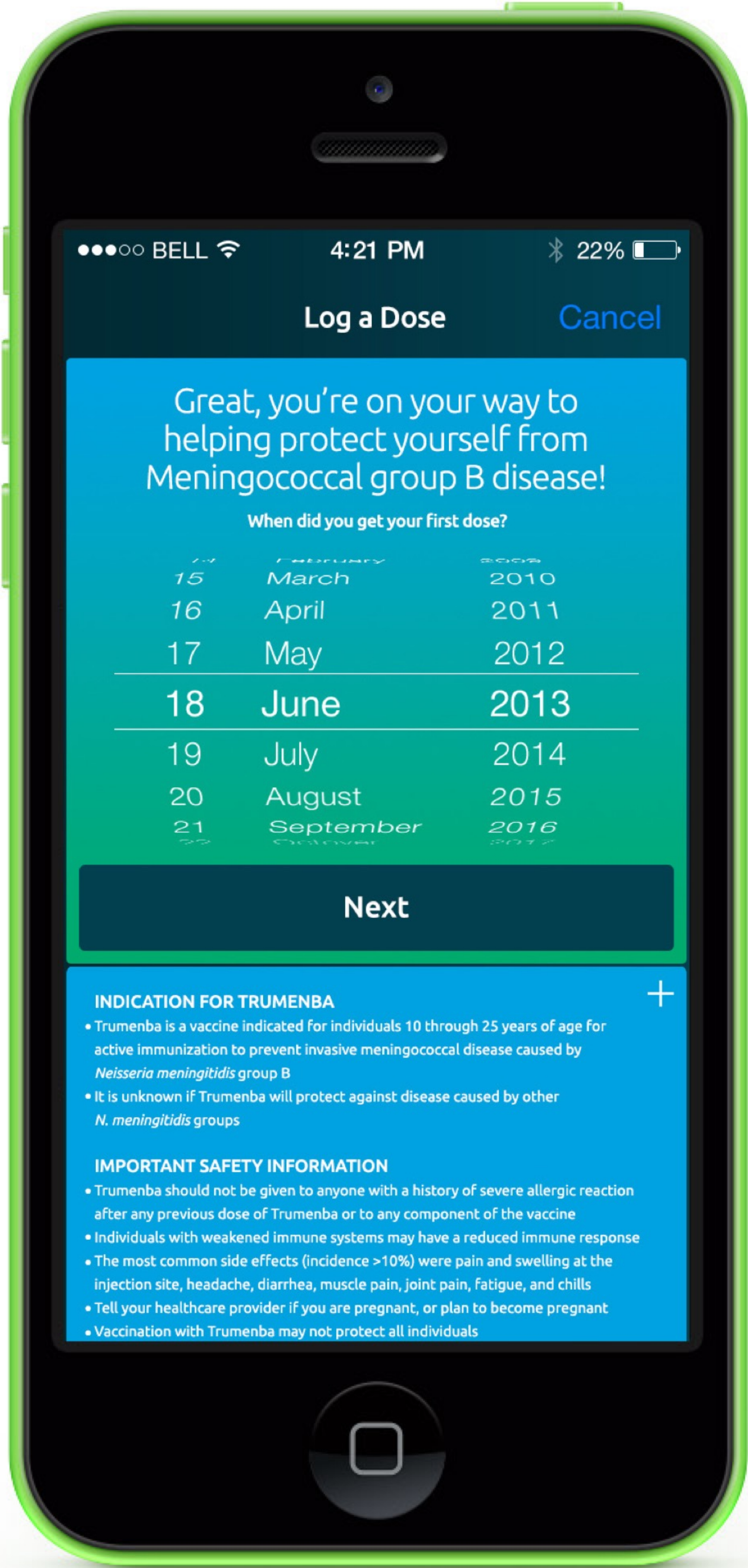
2.0 - Home Screen Flow



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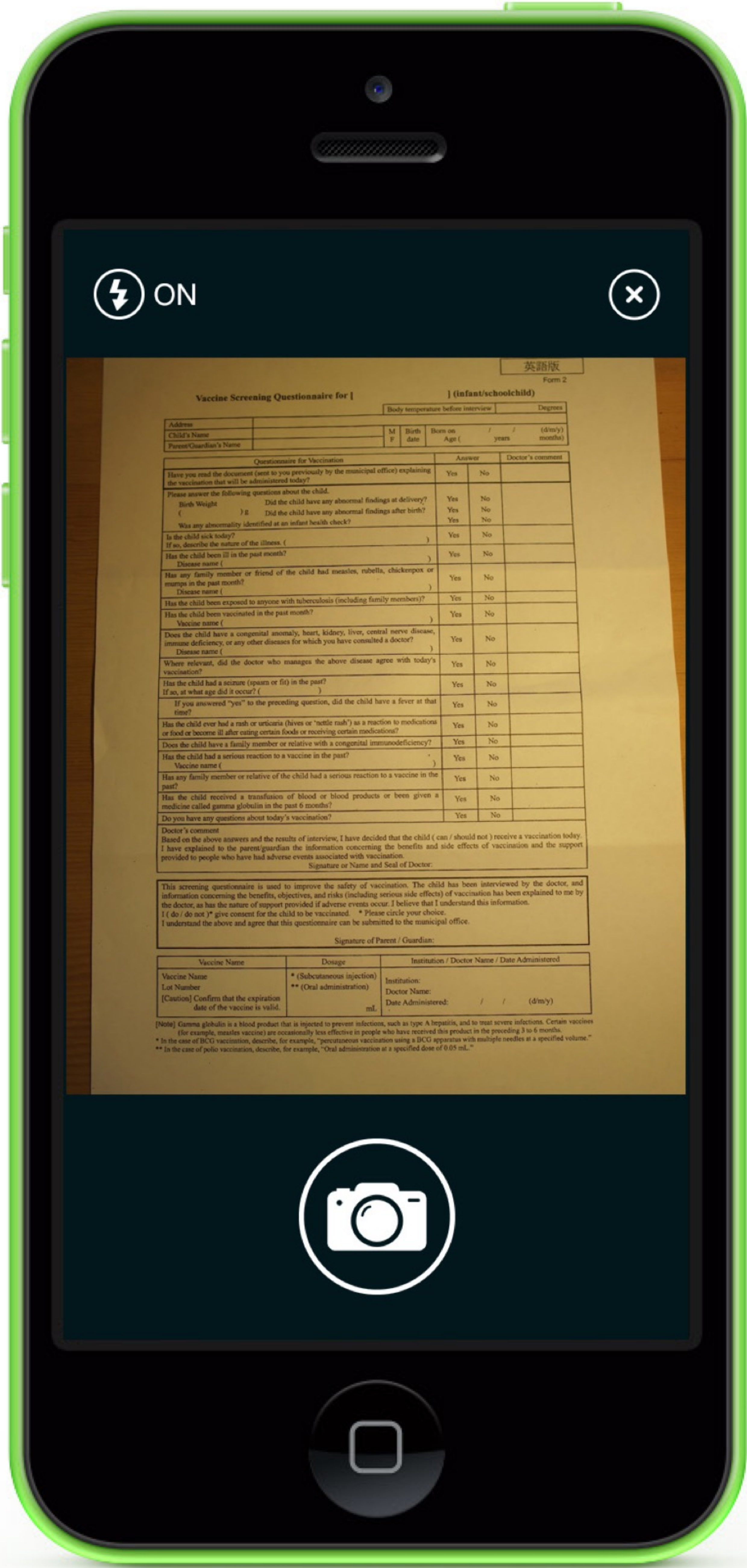
3.0 - Initial My Doses Flow



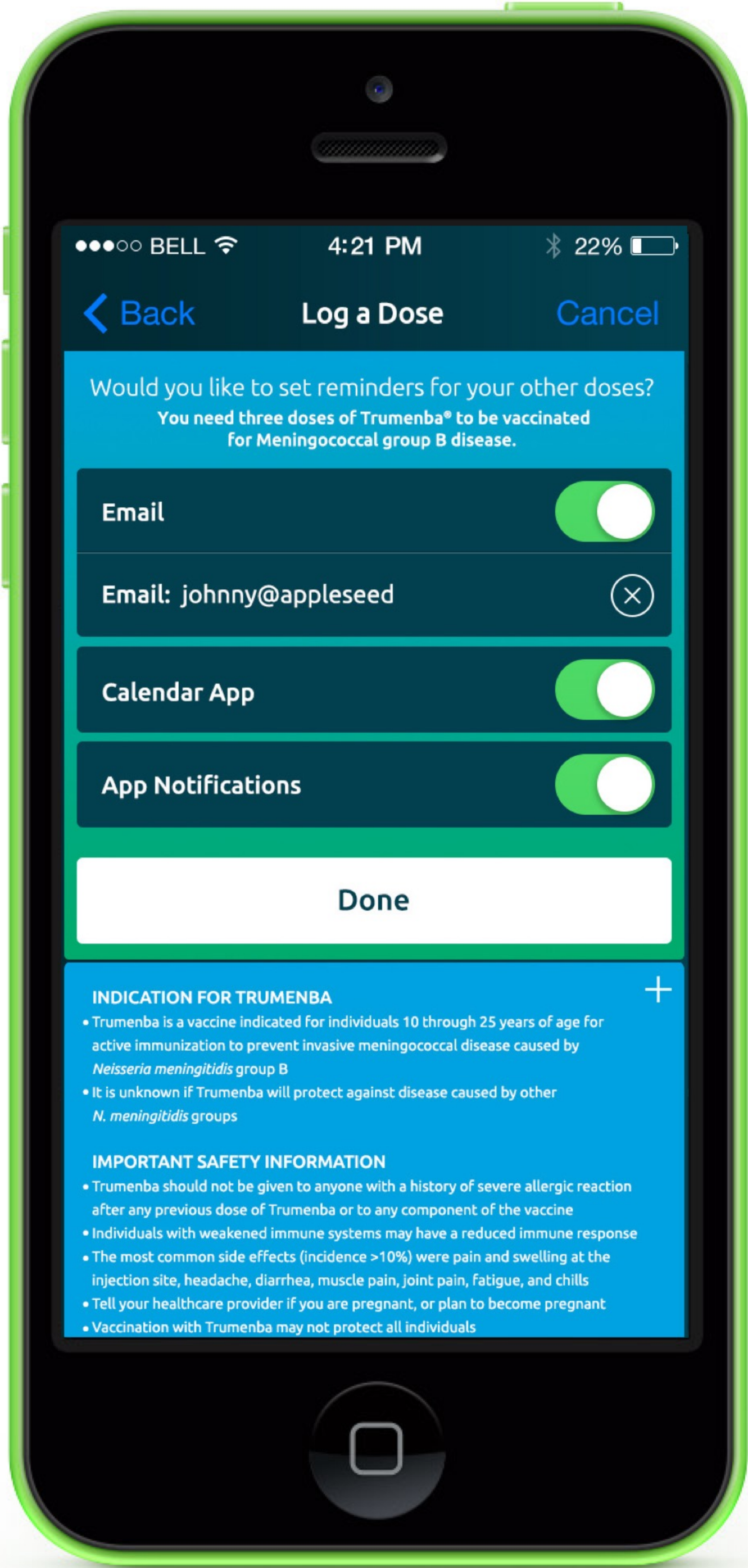
3.0 - Initial My Doses Flow



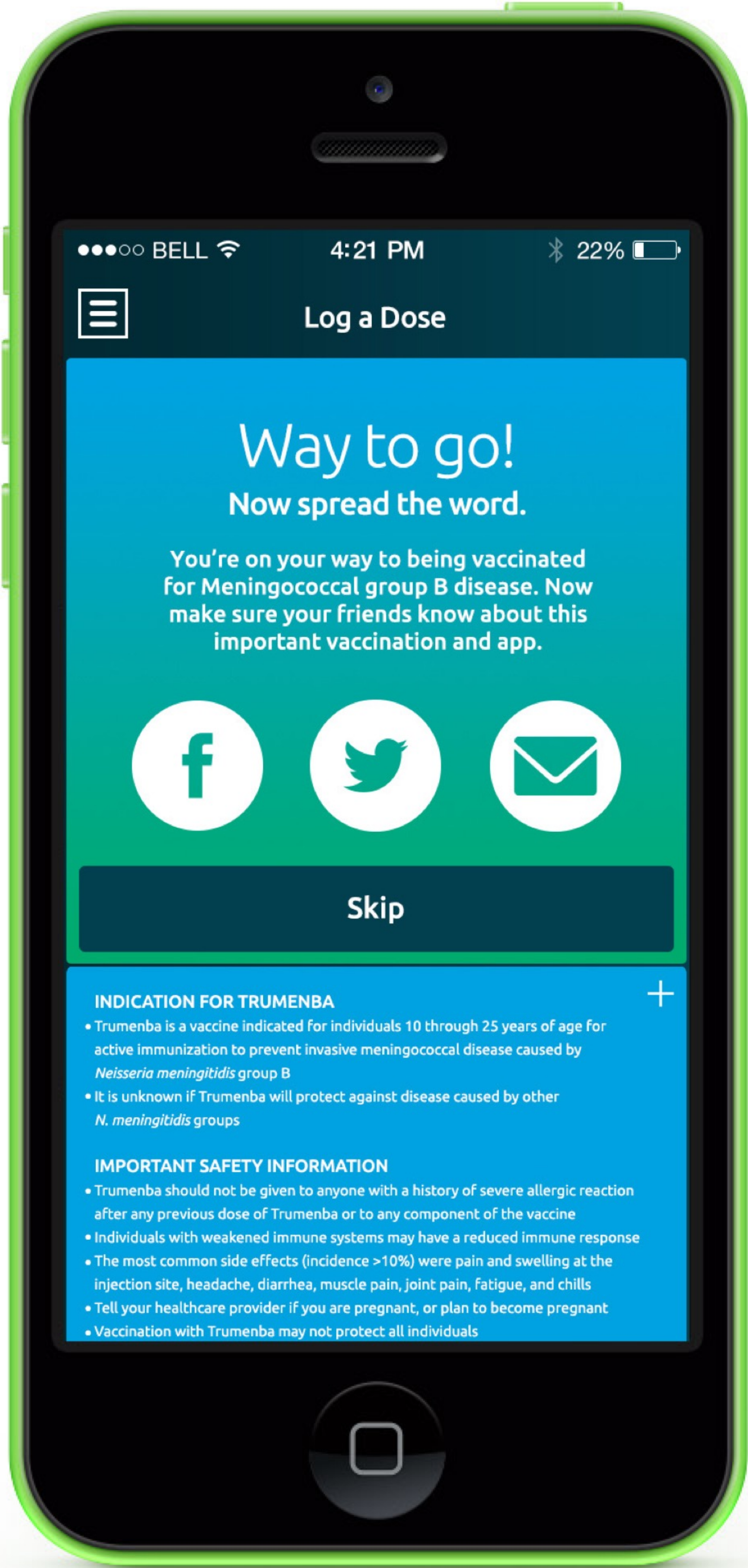
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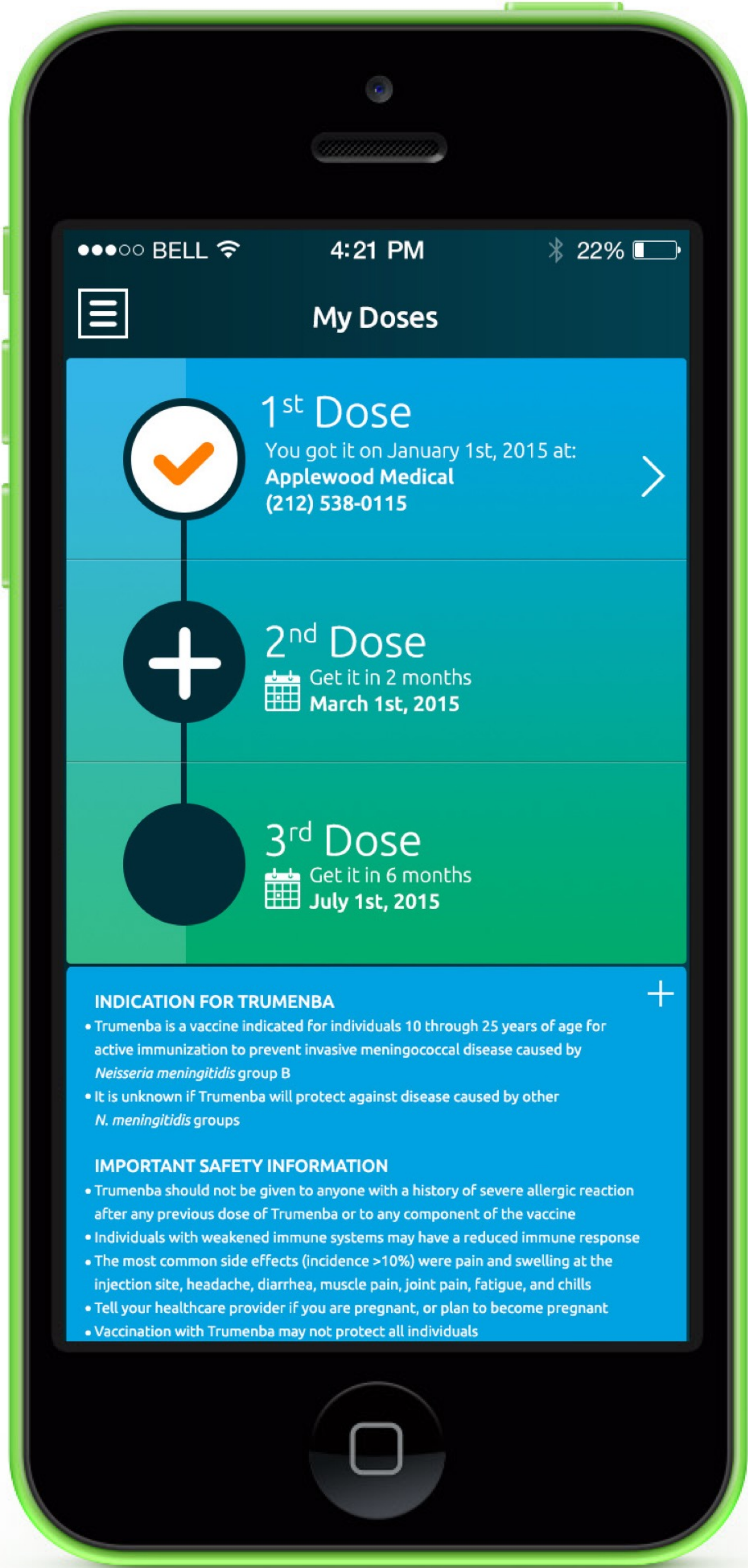


3.0 - Initial My Doses Flow

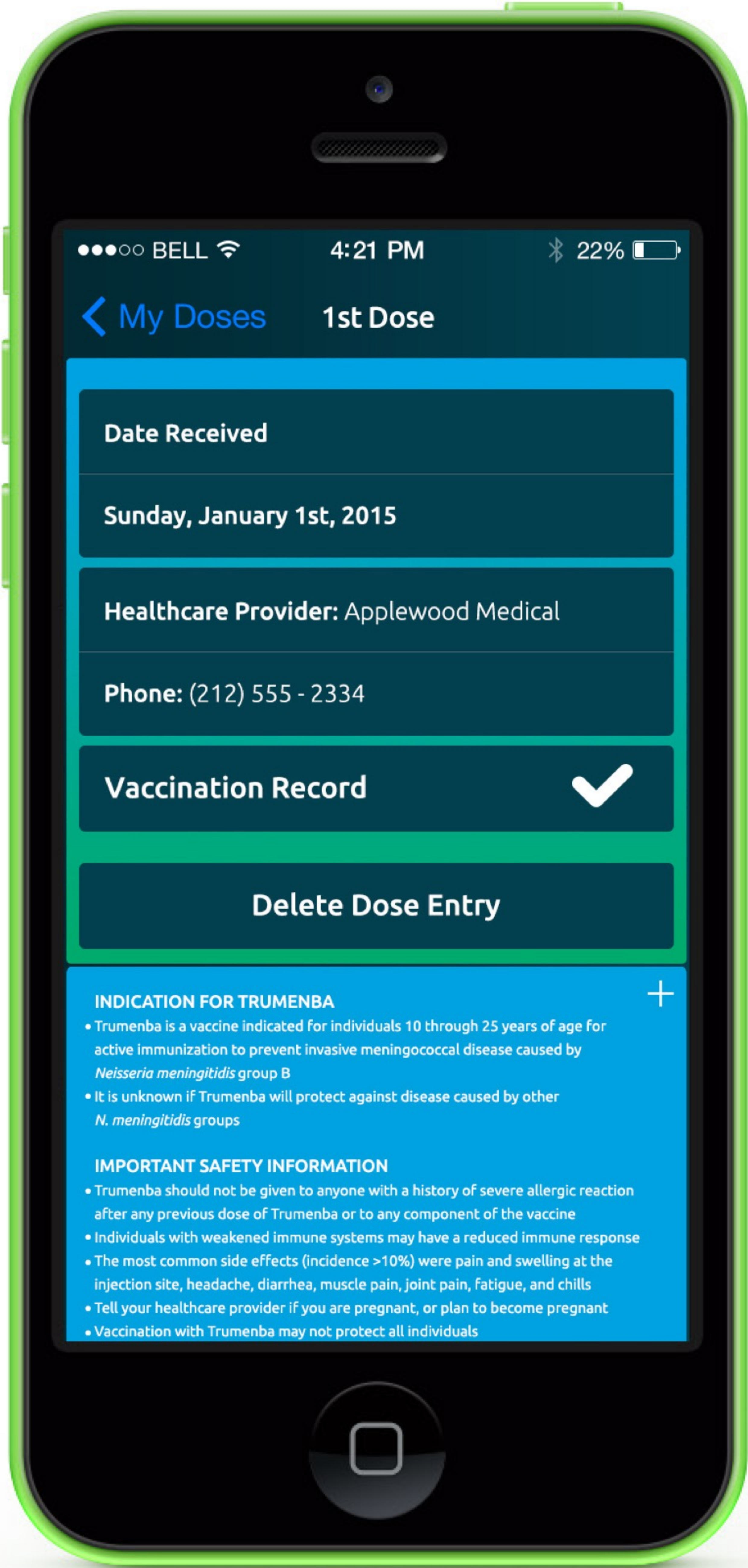


See 10.0 section for all share functionailty

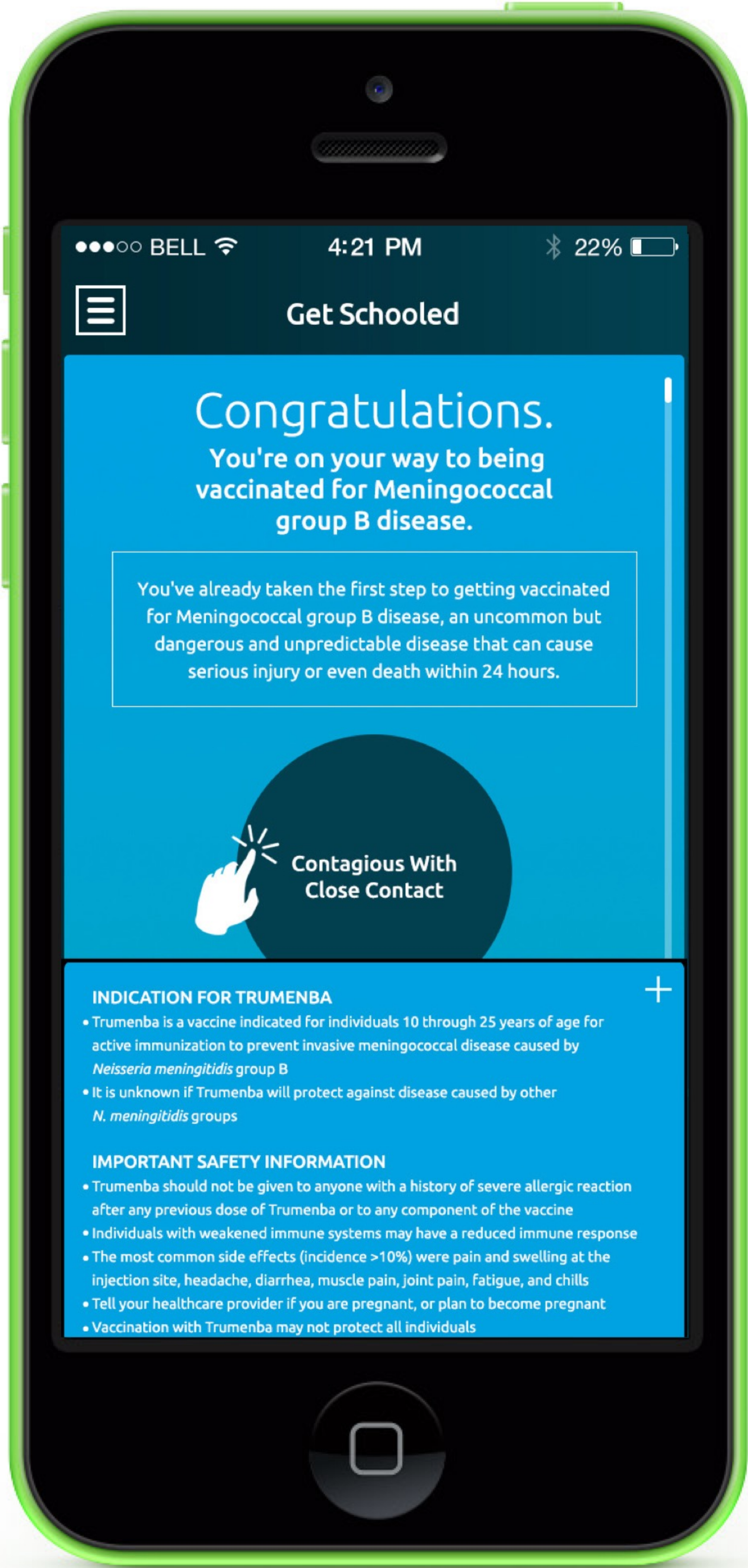
3.0 - Initial My Doses Flow



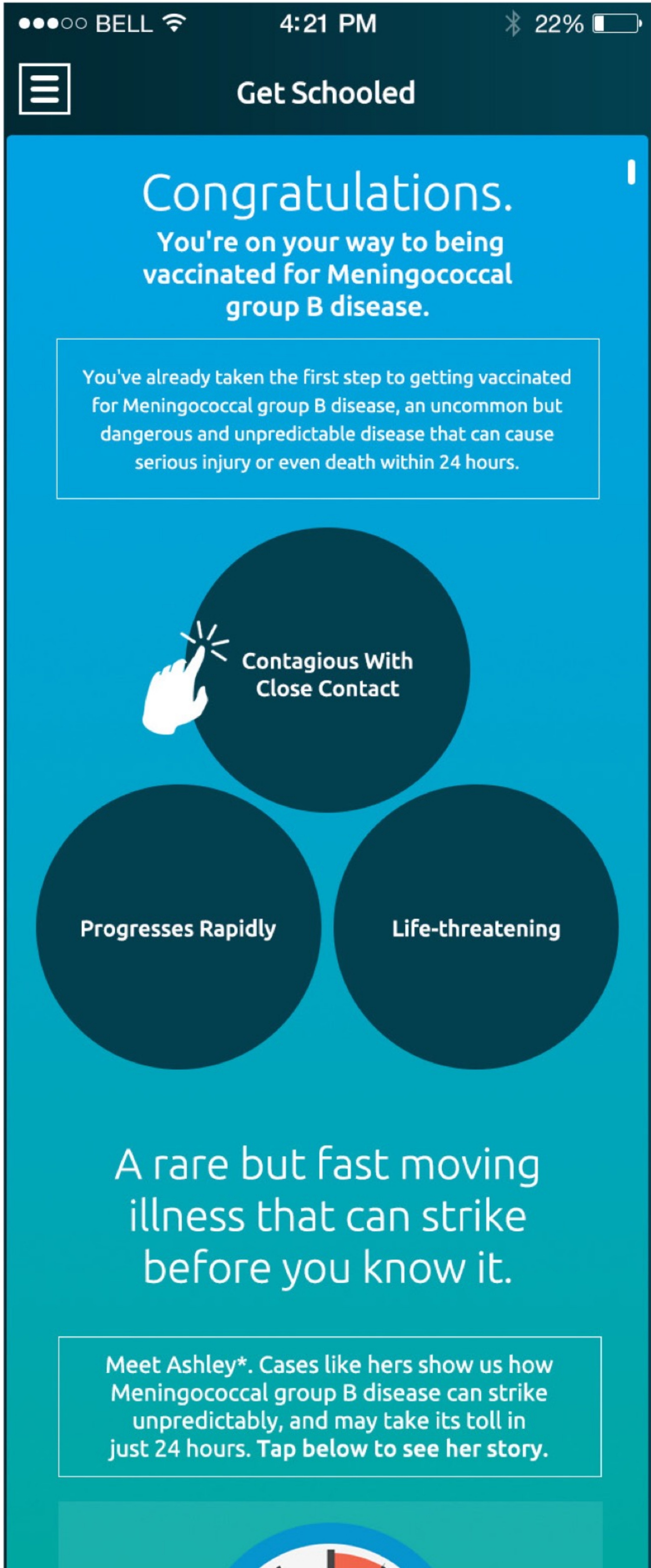
3.0 - Initial My Doses Flow



4.0 - Education Flow



4.0 - Education Flow



Before Tap



After Tap

*Content extracted from UMAP iPad App

4.0 - Education Flow

BELL

4:21 PM

22%

Get Schooled

Congratulations.

You're on your way to being vaccinated for Meningococcal group B disease.

You've already taken the first step to getting vaccinated for Meningococcal group B disease, an uncommon but dangerous and unpredictable disease that can cause serious injury or even death within 24 hours.

Contagious With Close Contact

Progresses Rapidly

Life-threatening

A rare but fast moving illness that can strike before you know it.

Meet Ashley*. Cases like hers show us how Meningococcal group B disease can strike unpredictably, and may take its toll in just 24 hours. Tap below to see her story.

before you know it.

Meet Ashley*. Cases like hers show us how Meningococcal group B disease can strike unpredictably, and may take its toll in just 24 hours. Tap below to see her story.

*All individuals in this work are fictitious.

Schedule your three doses.

With Trumenba®, you need three vaccine doses over time. This app will help you stay on top of your dose schedule.

+

Set your dose reminders now

Spread the word.

Now that you're on your way to being vaccinated for Meningococcal group B disease, spread the word about Trumenba® and this app.

INDICATION FOR TRUMENBA

• Trumenba is a vaccine indicated for individuals 10 through 25 years of age for active immunization to prevent invasive meningococcal disease caused by *Neisseria meningitidis* group B

• It is unknown if Trumenba will protect against disease caused by other *N. meningitidis* groups

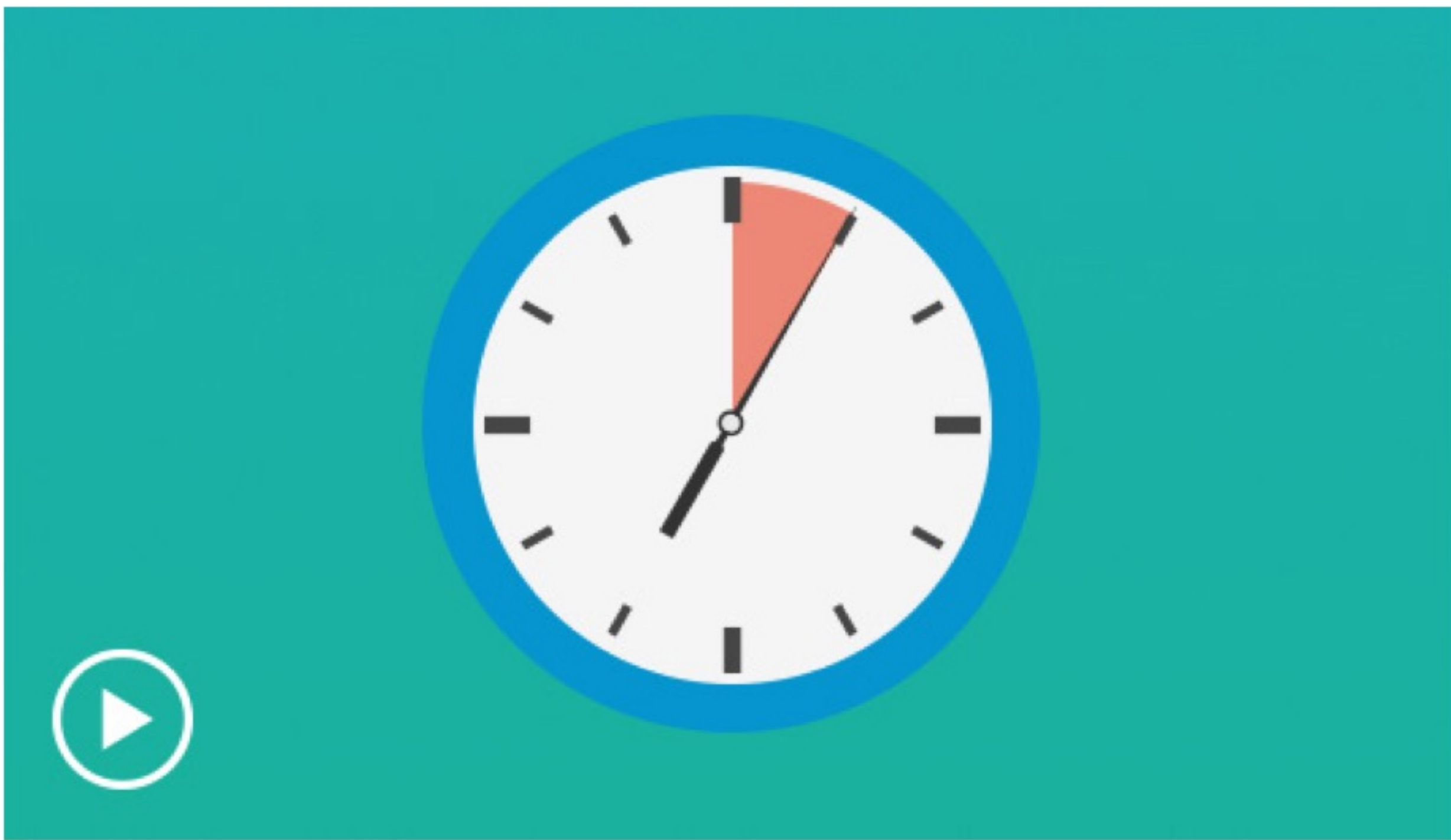
IMPORTANT SAFETY INFORMATION

• Trumenba should not be given to anyone with a history of severe allergic reaction

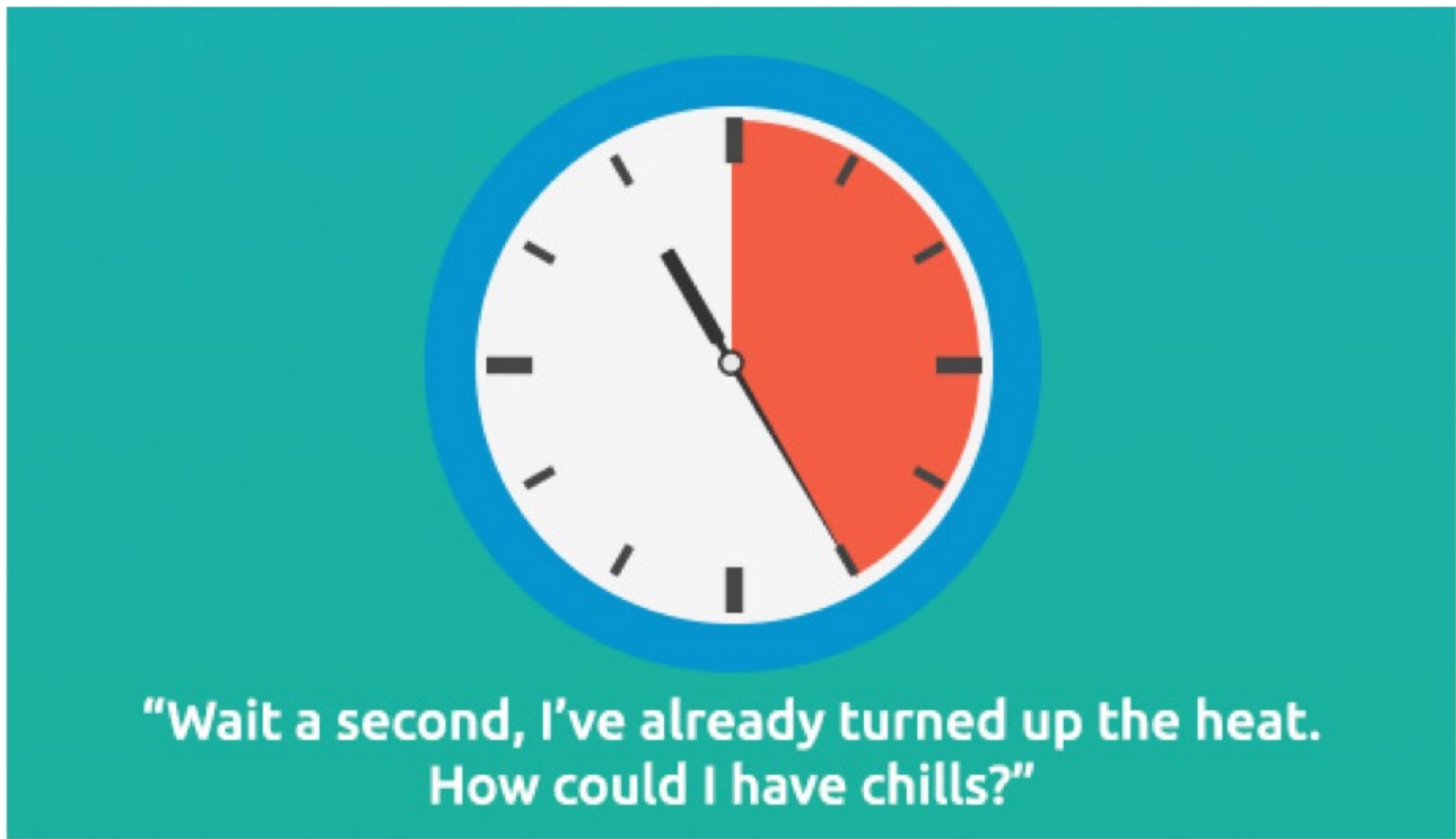
• See your previous dose of Trumenba gets any components of the vaccine

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Get Schooled Interactive Piece

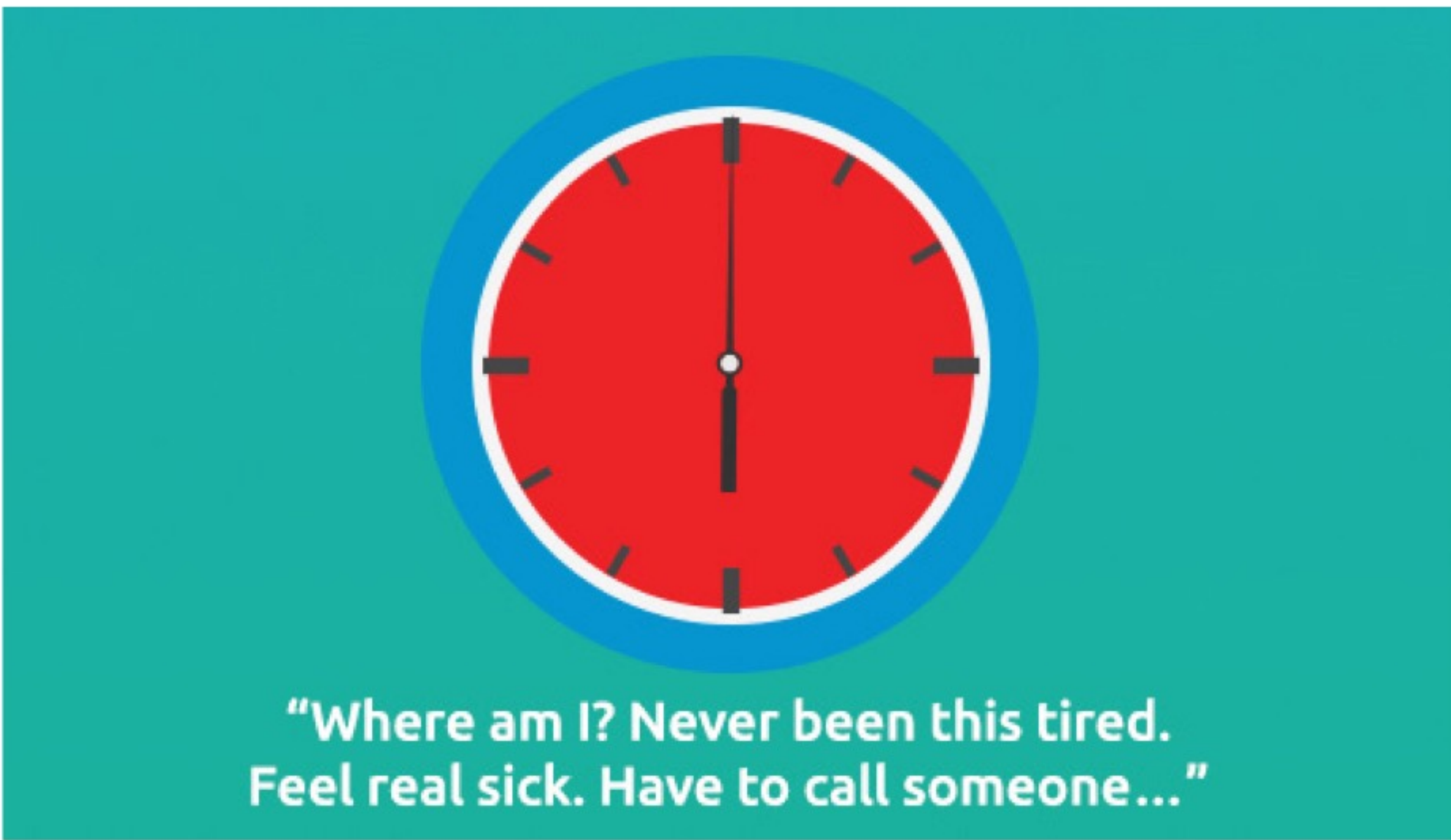


01



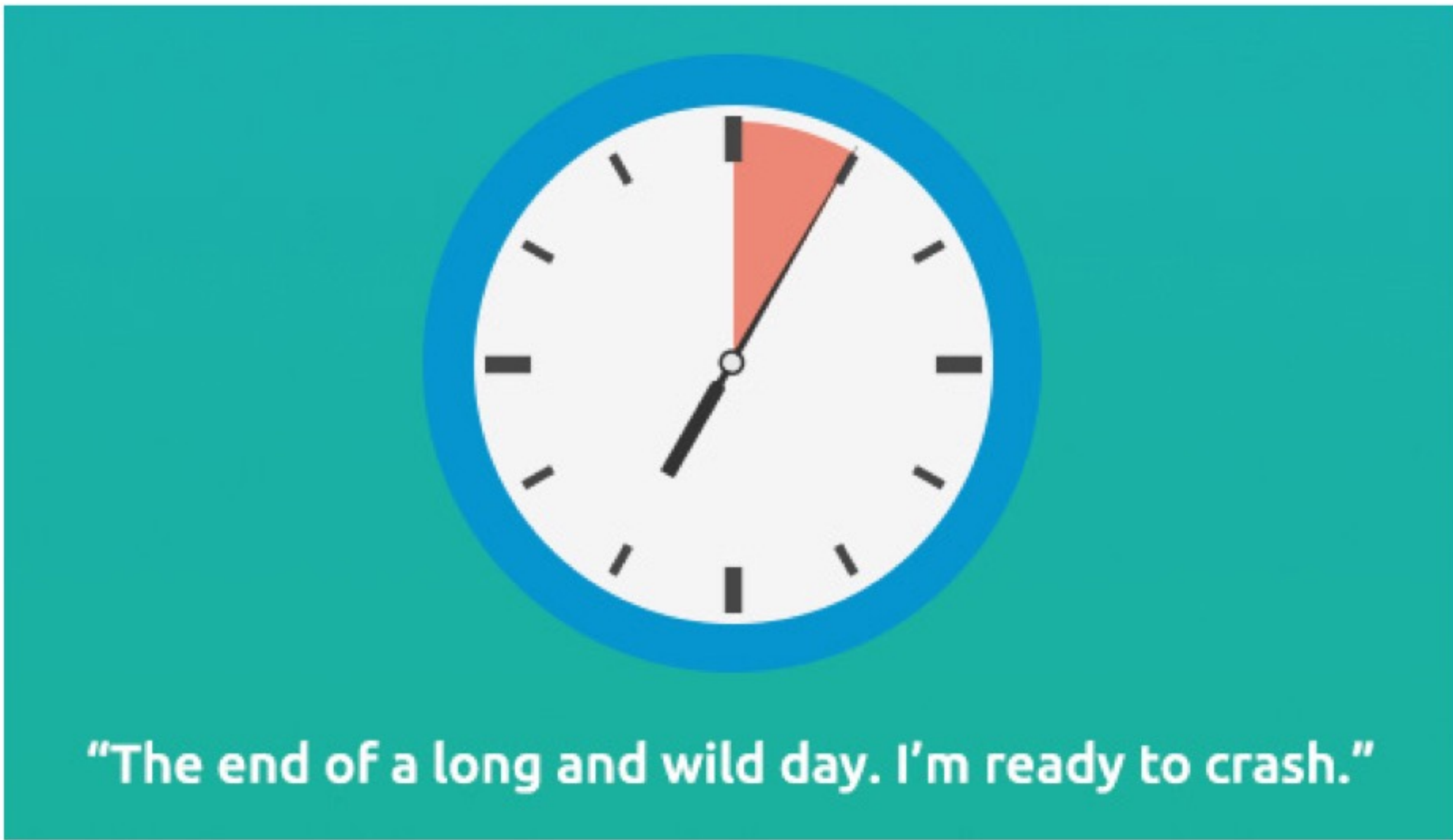
"Wait a second, I've already turned up the heat.
How could I have chills?"

04



"Where am I? Never been this tired.
Feel real sick. Have to call someone..."

07



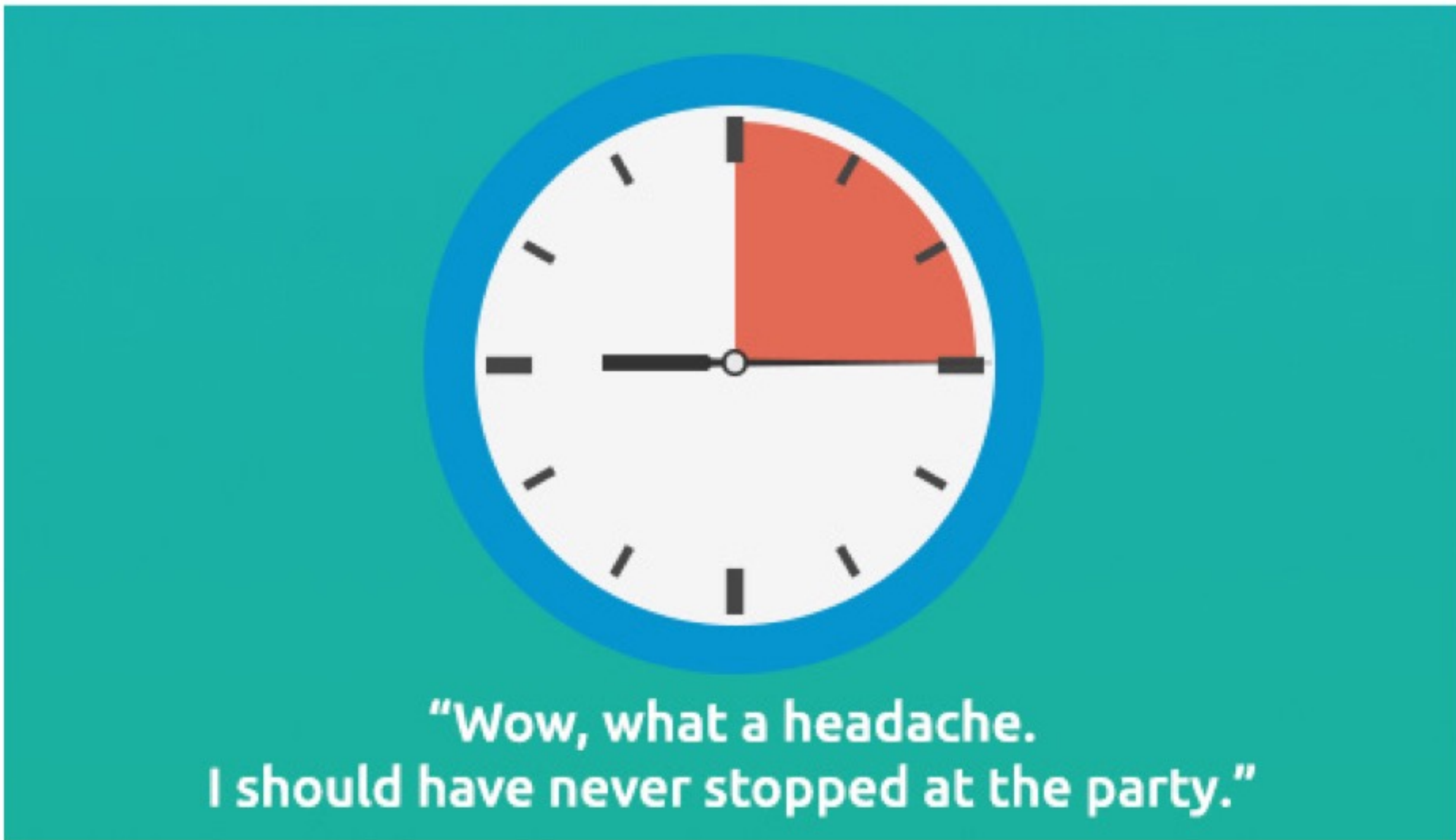
"The end of a long and wild day. I'm ready to crash."

02



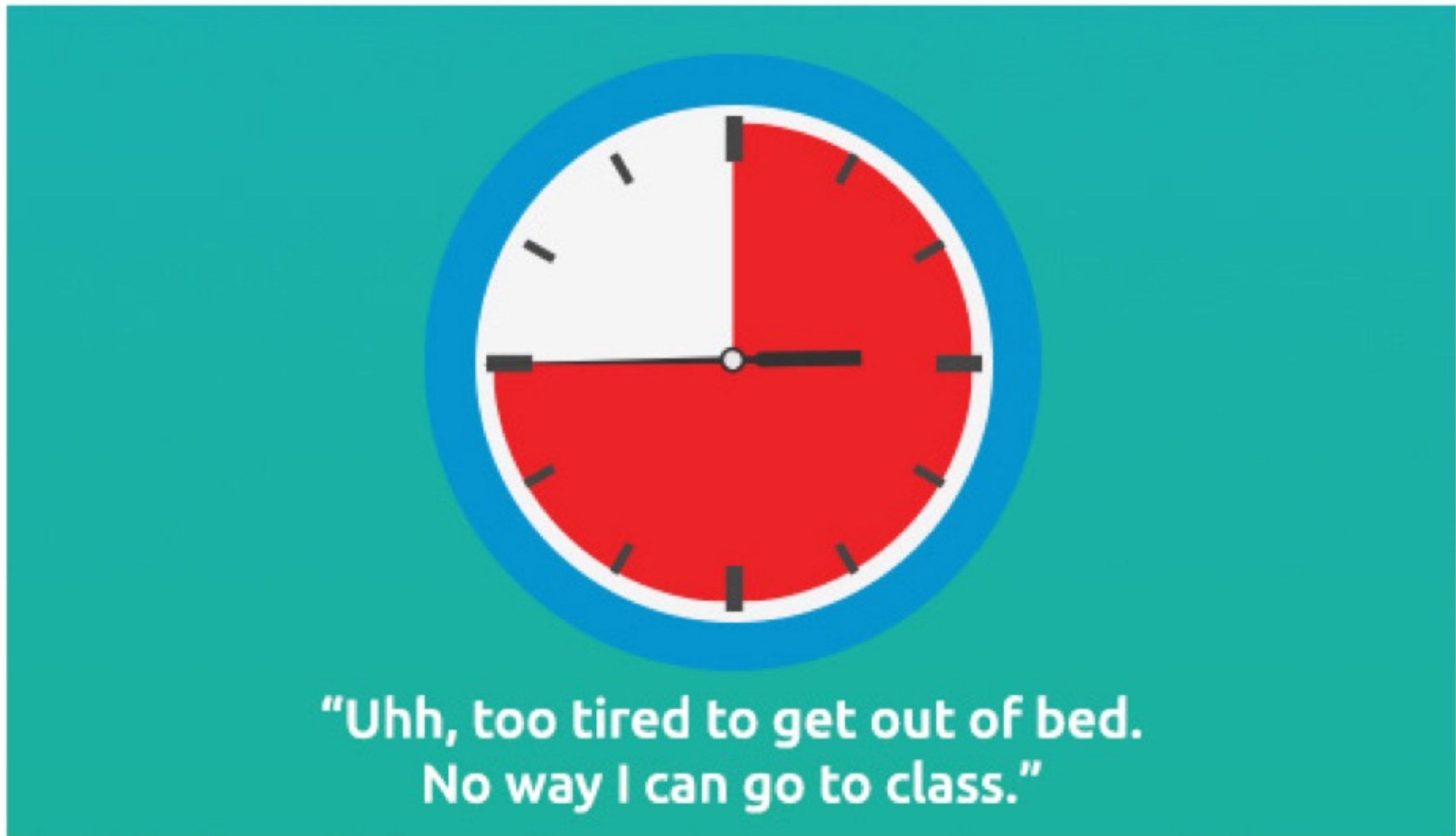
"Oh no, not body aches. I don't have time for the flu."

05



"Wow, what a headache.
I should have never stopped at the party."

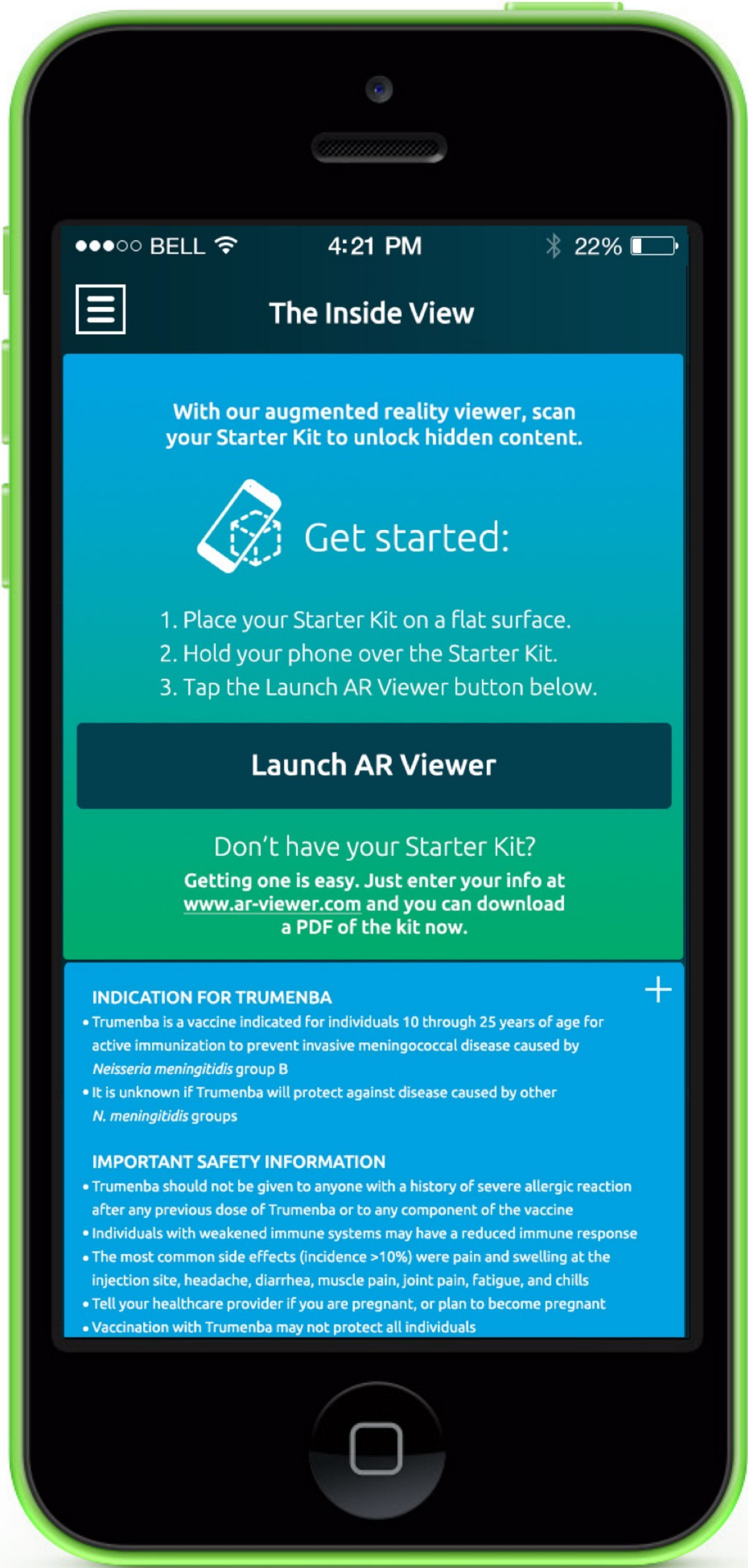
03



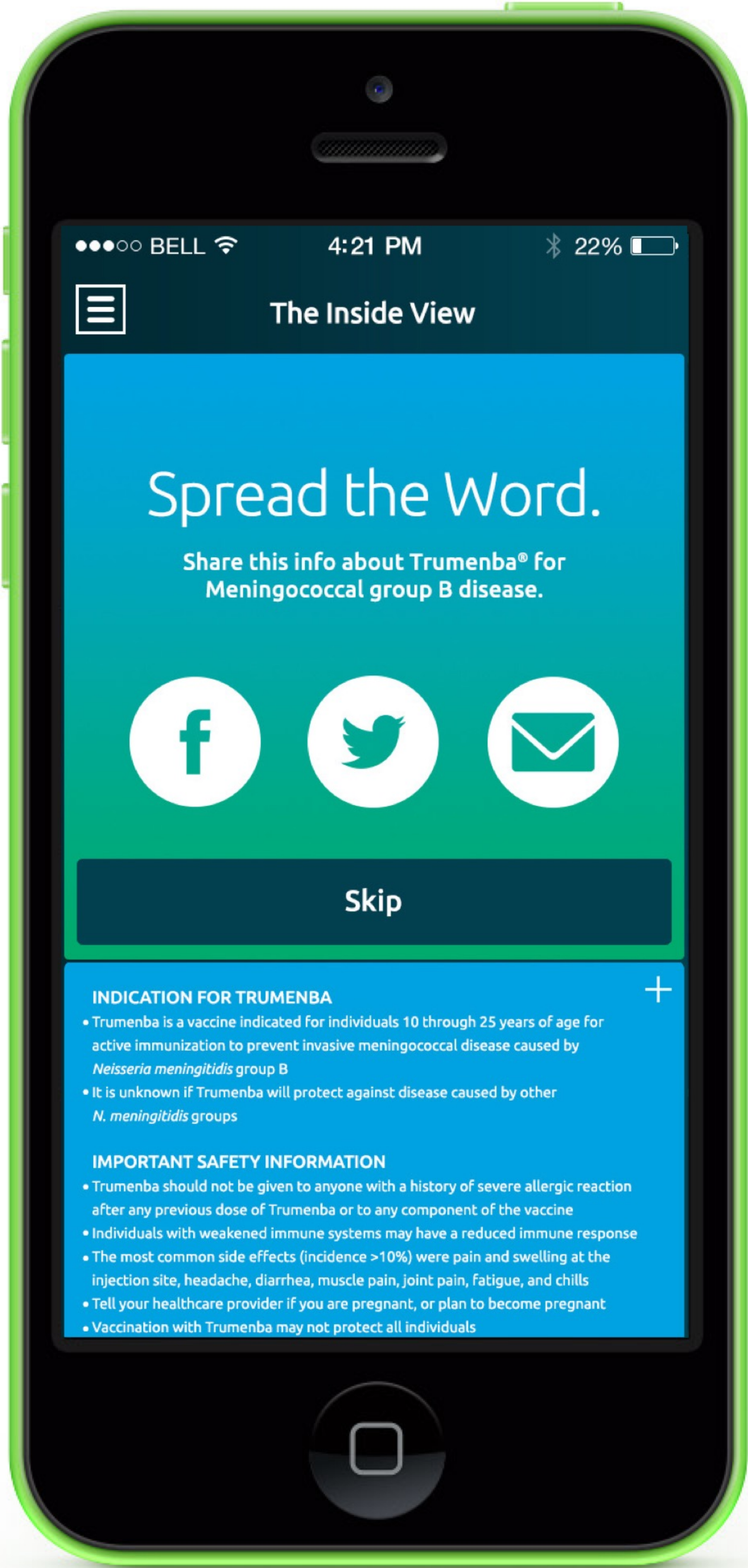
"Uhh, too tired to get out of bed.
No way I can go to class."

06

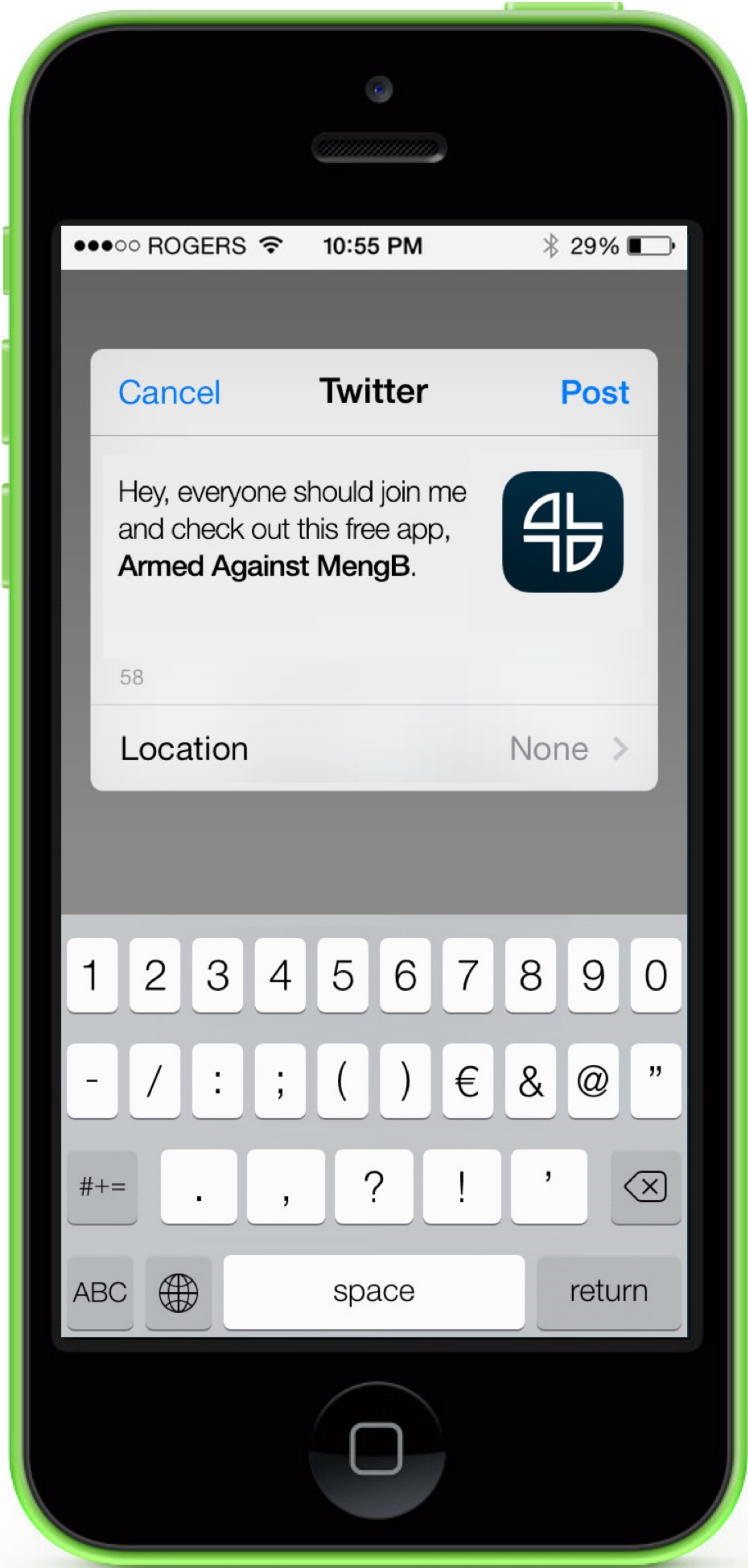
5.0 - Augmented Reality Flow



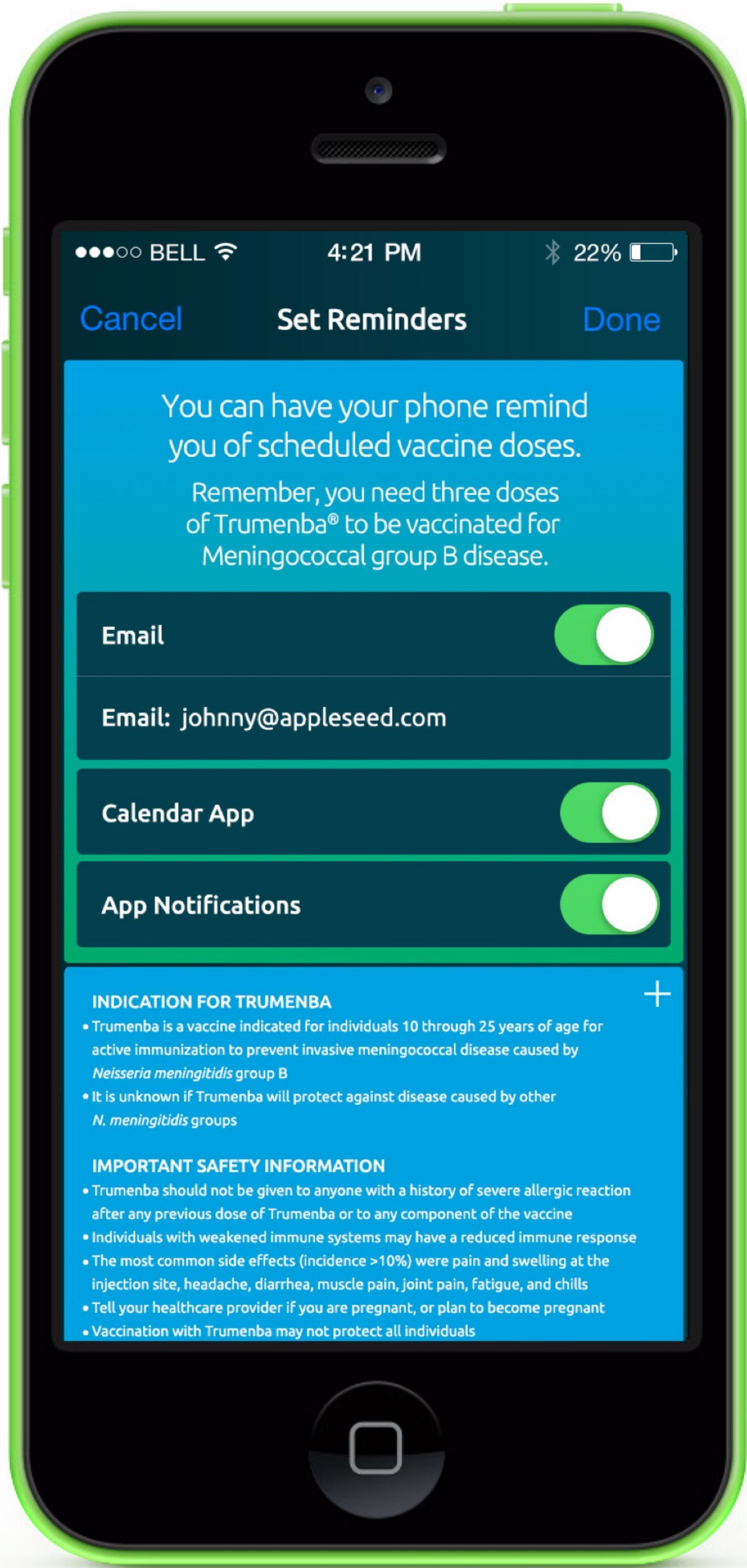
5.0 - Augmented Reality Flow



6.0 - Spread the Word Flow



8.0 - Settings Flow

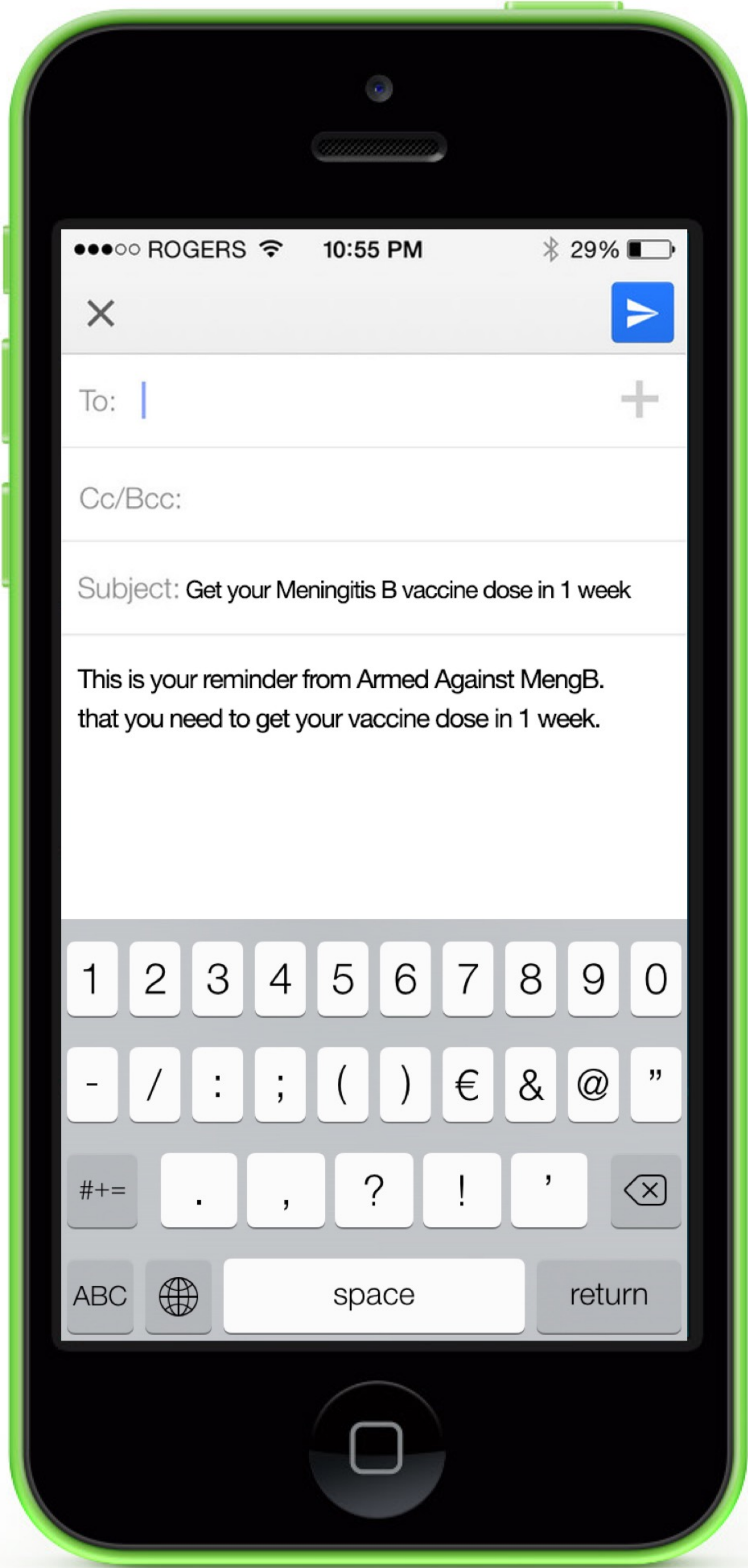


10.0 - Notifications Flow



- Other push notifications:
- Armed Against MengB Notification
You need to get your vaccine dose tomorrow.
 - Armed Against MengB Notification
You're due for your vaccine dose today.

10.0 - Notifications Flow



Other email notifications:

Subject: Get your Meningitis B vaccine dose tomorrow.
Copy: This is your reminder from Armed Against MengB that you need to get your vaccine dose tomorrow.

Subject: Get your Meningitis B vaccine dose today.
Copy: This is your reminder from Armed Against MengB that you need to get your vaccine dose today.

Subject: Reset your Armed Against MengB passcode.
To change your Armed Against MengB passcode, click this link: [passcode reset link].

01