



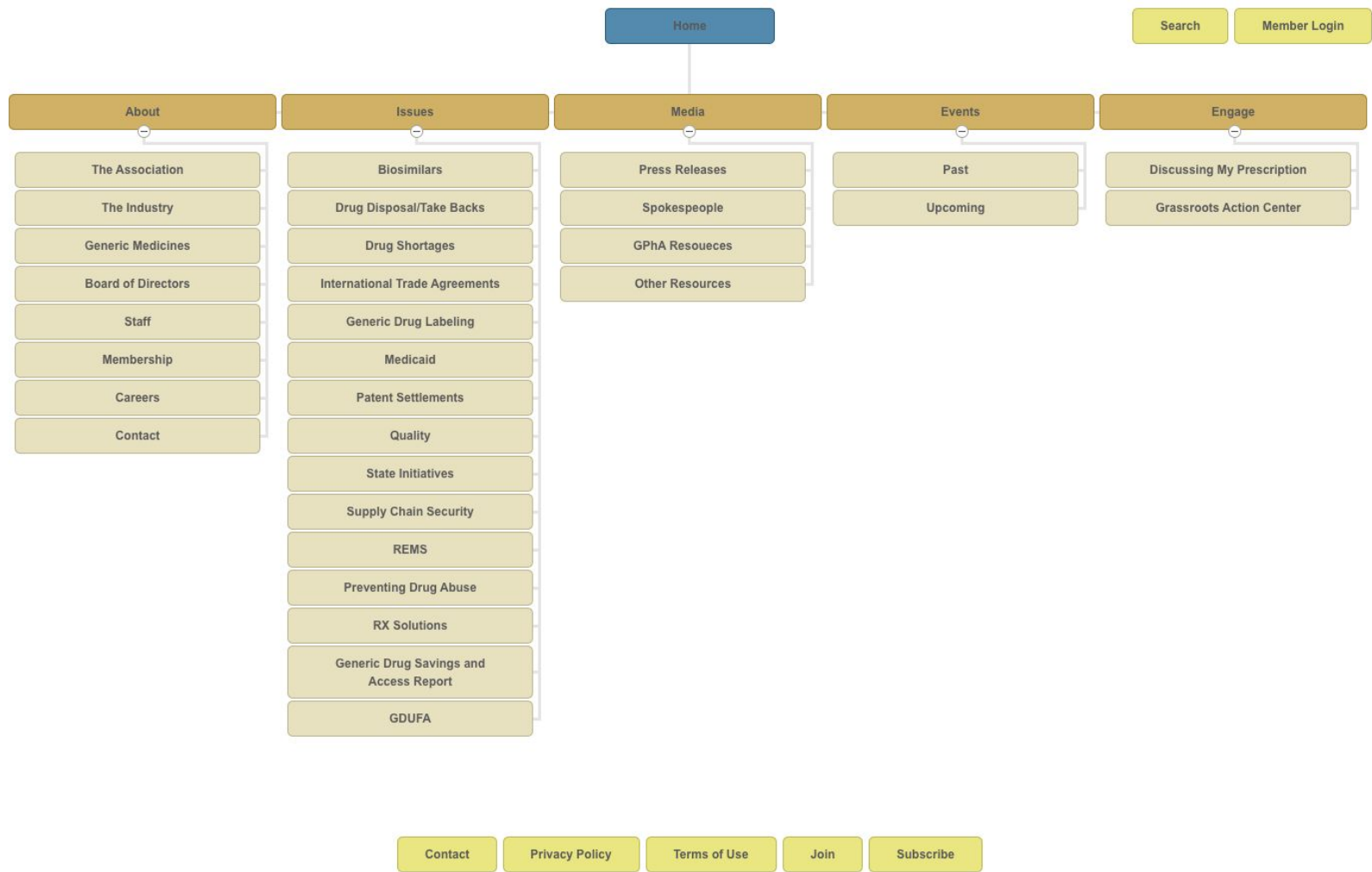
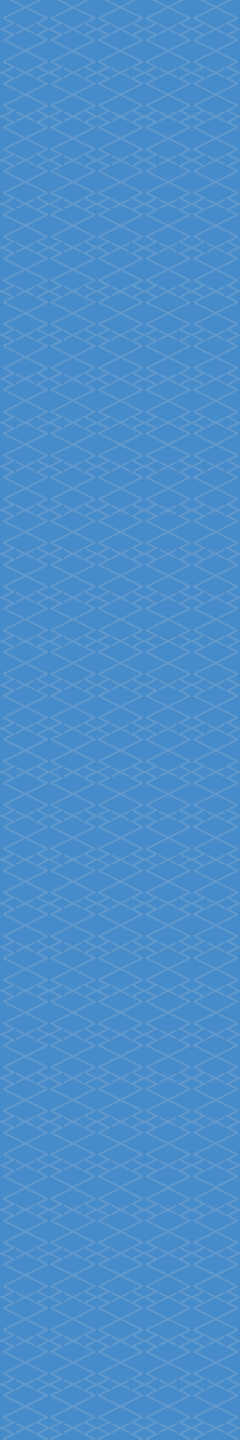
Information Architecture
January 20, 2017

Revisit Project Goals

Revisit Project Goals

- Business Goals
 - Increase credibility of AAM
 - Increase brand awareness
 - Position AAM as the patient advocate
 - Encourage new membership
- User Goals
 - Provide users with engaging, focused content through media
 - Compelling messaging and calls to action
 - Increase ability for social media sharing
 - Intuitive and easy navigation through the site

Current Information Architecture



Current Information Architecture

- “Issues” section is not forward-looking.
- “Issues” section is also most dense content-wise.
- “Engage” section is forward-looking, but needs more content.
- Challenging for different user types to navigate through the site, as they require different information, levels of detail, and calls to action.
- Only the Grassroots Action Center inspires action.
- Media section seems disjointed; users cannot tell what info will be found under each “Resources” section

New Information Architecture

[Science|Research|Industry]

- Biosimilar Medicines
- Quality
- Supply Chain Security
- Generic Drug Savings and Access Report
- RX Solutions
- Drug Disposal/Take Backs
- More Resources

[Legal|Congressional]

- Generic Drug User Fee Act
- Patent Settlements
- International Trade Agreements
- Risk Evaluation and Mitigation Strategies
- State Initiatives
- Generic Drug Labeling

[Patients|Advocates]

- Discussing My Prescription
- Drug Shortages
- Preventing Drug Abuse
- Medicaid
- More Resources
- Grassroots Action Center

About AAM

- Why Accessible Medicines?
- The Association
- The Science
- The Industry
- Our Team
- Board of Directors
- Staff
- Careers
- Join AAM
- Membership Benefits
- Join AAM
- Contact

Newsroom

- Sort by Resource Type
 - Press Release
 - Report
 - Fact Sheet
 - Blog
 - Video
- Sort by Date
- Sort by Topic

Events

- [name of event]
- [name of event]
- Past Events
- Future Events

Different Sections for Specific User Types

- Scientific/Research/Industry
 - Prove that generic medicines are safe, effective, and trustworthy.
 - Biosimilar medicines are a popular section here, so highlight that on the homepage as well.
- Legal/Congressional
 - Focus on legal victories and pending legislation.
 - List ways policymakers can help.
- Patients/Caregivers/Advocates
 - Focus on how patients lives will be better with generics
 - List ways patients and caregivers can find generic medicines.
 - Connect them with their representatives, so they can call/write. This will increase legal/congressional visitors.

About AAM

- Why Accessible Medicines?
 - Provide a *brief* overview of the success AAM has had getting people to advocate for and/or use generic medicines.
 - Association goals
 - Quick science overview
 - Industry success
- Our Team
 - Board of Directors & Staff on same page to unify team.
- Membership
 - Keep the membership page highlighted on the benefits of joining before the final call to action.

Newsroom

- All content types (except for press releases) will be present on the newsroom landing page.
 - Users can sort/filter the contents from there to find exactly what they're looking for.
- Press releases will be linked to inside blog posts when necessary.
- Content can be filtered different ways.
 - By Data type
 - Blog post
 - Press release
 - Fact sheet
 - Report
 - Video
 - By Date
 - By Topic

Events

- Events section lists events for the next 6 months separately.
- Allow for events further than 6 months away to show under “Upcoming Events”

(example)

- Events
 - Annual Meeting 2017
 - CMC Workshop 2017
 - Policy Conference 2017
 - Upcoming Events
 - Past Events