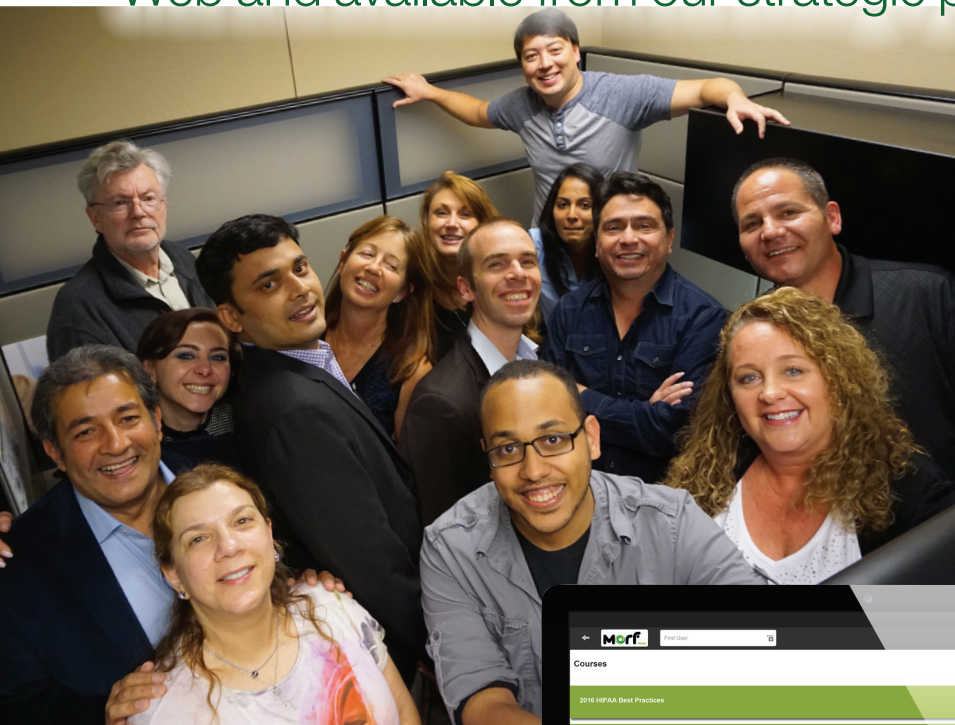


NEWS

IN THIS ISSUE

- **Announcing The Morf Playbook™ Partner Portal**
- **FDA Compliance Training for Mobile Devices**
- **Launching HR Workplace Awareness and Training Courses on Morf Playbook™**
- **Diversity is Good Business**

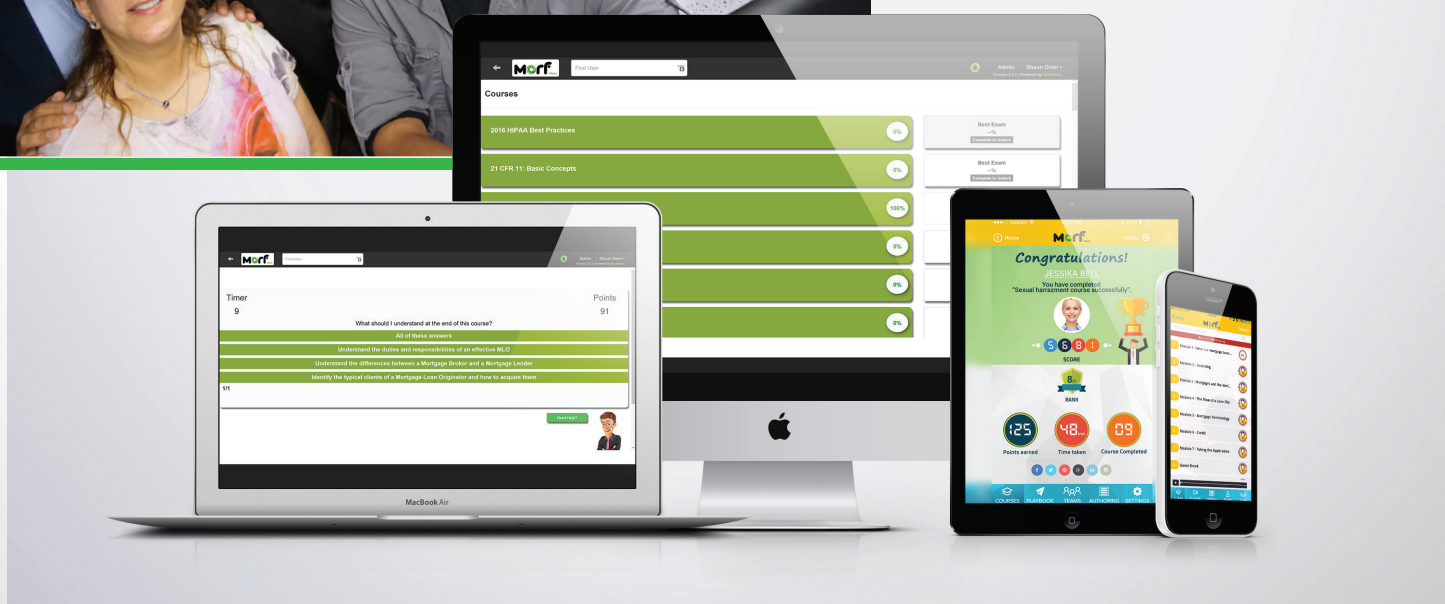
“We are excited to announce the launch of the Morf Playbook™ partner portal with a series of courses, on sale now on the Web and available from our strategic partners and distributors.”



Eduardo Cervantes

CEO & PRESIDENT, MORF MEDIA INC

Developed by industry expert partners in the life sciences, healthcare, financial services and human resources, the courses provide training made easy, fast and effective. We welcome new partners across industry to work with us to deliver their expert training and knowledge on the innovative mobile platform, Morf Playbook™. Contact me to get started today. ◦



FDA Compliance Training for Mobile Devices



“I am thrilled to introduce the FDA Compliance Training series of courses on Morf Playbook. We are seeing tremendous uptake from customers and training distribution partners. Morf Playbook is the leader for delivering mandatory compliance training that’s easy, fast and engaging training as a mobile App or on PCs.” — Ms. Angela Bazigos CHIEF COMPLIANCE OFFICER AND HEAD OF LIFE SCIENCES

Pharmaceutical, biotech and medical device manufacturers recognize that regulatory inspection is a normal part of their business. Yet many companies are unprepared or do not know the best practices for writing effective standard operating procedures, managing an inspection or responding to citations or other critical action by the agencies. Traditional compliance training often requires professionals to interrupt their

executive management on a quarterly basis and corrective and preventive action needs to be taken when the results do not meet expectations.

Morf Playbook 2016 FDA Compliance Training offers a growing series of online courses available for use on mobile devices and PCs. The interactive courses with quizzes and exams written by FDA training experts,

provide secure, yet fast and focused guides and the ‘Golden-Rules’ on preparing for, hosting and managing FDA Inspections, responding to FDA 483’s, CAPA training and more. The courses offer certificates of completion that can be used for continuing education credits.

The FDA Compliance Training series includes online courses on the following:

The FDA Compliance Training series includes online courses on the following:

- 21 CFR 11: Basic Concepts
- Corrective and Preventive Action
- Cosmetics — How Are They Regulated
- Drug Discovery and Development — The FDA Way
- European Data Protection Reform
- Excel Spreadsheet Validation for 21 CFR 11
- FDA Direct: Establishment Registration and Listing
- FDA Direct: Overview of Regulatory Requirements for Medical Devices

- FDA Direct: Risk Management & Drug Surveillance
- FDA Inspection — Key Factors for a Successful Inspection
- FDA Inspections — 21CFR11 and Computer System Validation
- FDA Inspections — Food Facility Inspections
- FDA Inspections — Information Readiness
- FDA Inspections — Managing Inspection Outcomes
- FDA Inspections — Managing Regulatory Risk
- FDA Inspections — Organization Readiness
- FDA Inspections — Program Overview
- FDA Inspections — Quality System Readiness
- FDA Quality Metrics — Latest Advances
- Good Clinical Practices
- 2016 HIPAA Best Practices
- Project Management for 21 CFR 11 & CSV
- Writing Effective SOPs
- Key Factors for an FDA Inspection

Morf Playbook is a complete system for authoring, delivering certified courses, measuring an individual’s progress, and rewarding achievement. With its patented technologies for use on mobile devices, Morf Playbook takes into account the employees’ motivations, interests and strengths, empowering them to realize their full potential through an inspiring gamification platform built in collaboration with Yu-Kai Chou, the leading gamification expert in the world. ○



workflow or attend a seminar offsite, adding cost, complexity and increasing the burden of adding another mandatory process to an already challenged workload. But organizations can now address this challenge by using secure, validated cloud technology and mobile technology.

Morf Playbook FDA Compliance Training offers managers a simpler, better way to control, enhance and report on compliance through compliance training. Managers can create multi-year training plans aimed at increasing training frequency and the use of tracking metrics that enable executive management to measure the level of compliance of their employees. This can be reported to



Heidi Wieland
VP OF MARKETING

Launching HR Workplace Awareness and Training Courses on Morf Playbook™

We are shaping the future of enterprise talent development and compliance training with Morf Playbook™. Our mobile platform provides one-to-one leadership, development, skill building and training on a smart phone, tablet or PC. Morf Playbook delivers interactive courses using a variety of media, including audiobooks and video. Its patented mobile framework offers an engaging way to empower people to perform at their best while providing individuals, team leaders and managers with reporting, metrics and communication tools to optimize talent and performance.

“Diversity is about engaging staff, not just instituting a Diversity Program.”

This month we are launching HR Workplace Awareness and Training Courses on Morf Playbook. The courses are developed by industry experts who know the best practices to develop leadership, even in the event of difficult events and incidents in the workplace.

Of those crisis management courses, we are including Violence Prevention in the Workplace, Sexual Harassment and Bullying Behavior Response Training and other essential new hire orientation courses.

Another important course developed by experts is one of best practices to create a culture of inclusion and diversity. My colleague, Ginger Bell, SVP e-Learning at Morf Media discusses today’s definition of diversity in her article, included in this newsletter. “The definition of diversity in the workplace has changed. Many organizations are seeking value in what is called diversity of thought. Deloitte research shows in their report “Engaging the 21st-century workforce” that diverse thinkers help guard against groupthink. Diversity is about engaging staff, not just instituting a Diversity Program.” Read more in the next story.

These Morf Playbook HR Workplace Awareness courses are offered compliments of Morf Media Inc. for customers purchasing the Morf Playbook platform. For more information and to test drive the platform free, please contact Heidi.Deishl@morfmedia.com. Please visit morfmedia.com to learn more. ◦



Diversity is Good Business

By Ginger Bell

SVP OF eLEARNING MORF MEDIA

Millennials has been a constant topic the past few years but what about creating a diverse culture? What are we doing to make sure we are providing opportunities both in employment and home ownership for diverse cultures and what does that mean?

To begin, diversity consists of all the different factors that make up an individual. This includes age, gender, culture, religion, personality, social status and sexual orientation.

Cultural diversity (also known as **multiculturalism**) includes diverse individuals from different cultures or societies.

Cultural diversity usually takes into account things like language, religion, race, sexual orientation, gender, age and ethnicity. Simply put, diversity means differences and inclusion is about ensuring that individuals are not "excluded."

Diversity affects more than just your staff; it also includes your clients, your business partners and your vendors. Consider all the ways they are different. Race and gender are typically the first characteristics that come to mind, right? However there are many other elements that make up a diverse society. For example, disability, national origin, socio-economic differences, education, height, weight, culture, sexual preferences, age are all elements that contribute to diversity.

Often companies only think of diversity when hiring; but for companies that are not planning to hire, diversity should still be important. Let's look at diversity from a client or marketplace perspective. Homeownership reaches all cultures, all disabilities, all national origins, all religions, all ages... every group that makes up a diverse culture.

Consider some recent data from NAHRep, the National Association of Hispanic Real Estate Professionals:

- The Hispanic population is now widely recognized as the key driver for growth in the overall housing sector.

- Accordingly, the barriers that are impeding Hispanic participation in homeownership have a substantial impact on all segments of the housing industry.
- 2014 was that first time home buyers represented the smallest percentage of overall home sales (33 percent) in any year since 1987.
- Most housing experts believe that a healthy and sustainable housing market would need that number to be closer to 40 percent.
- Despite the challenges, Hispanic real estate agents expect 2015 to be a breakout year, with 65 percent of the top agents surveyed forecasting a stronger year for Hispanic home buyers.

Have you looked at your marketplace recently? One may argue, for example that diversity does not exist in your marketplace and therefore does not affect you. An originator from Iowa recently told me that there is no diversity in Iowa. Let's consider this; there is age diversity in Iowa. There is gender diversity in Iowa. There is disability diversity in Iowa. If that person were to take a closer look at the market and potential clients, they most likely would find that there are ethnic minorities in Iowa as well. The point here is that you may not think your market is diverse, but after taking a deeper look, you may be surprised by what you find.

Here are a few statistics to support the importance of marketplace diversity:

- Demographic shifts are happening globally (beyond workforce).
- Women drive an estimated 70-80% of consumer spending with their purchasing power and influence.
- The Lesbian, Gay, Bi-sexual and Transgender (LGBT) community has significant buying power (\$884 Billion in 2014).



- 1 in 5 Americans is considered disabled and the number of disabled Americans will increase with the aging population.

What do these statistics tell you? Essentially, they are telling us that there are opportunities to gain new business opportunities when companies understand and leverage the diversity of their marketplace.

We need to look beyond our usual clients and consider what other ways we can be helping to create and build a cultural of diversity.

Below is a list of some things to consider to help build diversity in your marketplace:

1. Learn and understand the marketplace and any potential clients.
2. Look at your business to determine if you are penetrating the marketplace effectively.
3. Get involved in the community to learn what's happening.
4. Meet community leaders (get out there and network).
5. Attend social events and community events.
6. Volunteer in your community.
7. Align with community organizations (i.e. Hispanic Chamber of Commerce)
8. Engage in business social networking online communities.

Diversity is good business: It increases competitiveness in new markets; expands market share through access to new markets; deepens customer loyalty and increases value; enhances the employee talent pool; increases creativity, production and revenue; and, improves recruitment and morale. ○

INSIDE Morf Media

Morf Media, Inc. is shaping the future of enterprise compliance training for the mobile workforce. For the first time, a digital compliance training system, Morf Playbook™, provides one to one training to millions on a smart phone or tablet. Now in pilot with more than 100 major companies in the financial services and life sciences industries, Morf Playbook™ is proving to be cost-effective and engaging. Morf Playbook™ delivers three-minute mini lessons with a personalized Virtual Coach using the Octalysis framework designed by world-renowned gamification designer, Yu-Kai Chou. The platform empowers professionals to train, reference policy details and get compliance training reminders on the go. Morf Playbook™ offers secure centralized reporting on an individual's progress, course completion and other behavioral data. The platform includes a library of certified enterprise compliance courses, and offers an easy to use built-in authoring solution for rapid development and deployment of custom, company-specific policies and alerts. Founded in 2013 by a seasoned management team, the company is based in San Francisco. For more information, please visit www.morfmedia.com.



Mr. Eduardo Cervantes
CEO AND PRESIDENT

Eduardo has led three successful exits. He has managed large and small Cloud and Mobile companies in the US and Europe and provided excellent return to his venture investors. He started his career in M&A with Goldman Sachs and has led technology companies for 18 years.



Mr. Roy Hanif
CHIEF REVENUE OFFICER AND FOUNDER OF MORF MEDIA INC. USA

Roy, is an entrepreneur who has launched numerous ventures in Silicon Valley and elsewhere. He has been a part of many successful enterprises, including such notable companies as Oracle Corp., Cisco Systems, PeopleSoft, NC International, Telenor M2M, and most recently, exiting OneDrum, which was acquired by Yammer.



Ms. Ginger Bell
SVP OF eLEARNING

Ginger is a renowned education specialist in the mortgage banking industry with more than 25 years experience delivering mission critical training and compliance training. Ginger has been awarded the Presidential Award by both the California and the Oregon Association of Mortgage Professionals for her commitment to bringing quality education to the banking industry.



Mr. Rudiger Diezmann
CHIEF TECHNOLOGY OFFICER

Rudi, Chief Product Officer, is one of the top software technology experts in the Silicon Valley, having served as Director of Development for Apple Corporation, CTO at Success Factors, Development Director at Adobe Systems, VP of Engineering at CyberArts, and head of technology at several successful Silicon Valley start-ups.



Ms. Angela Bazigos
CHIEF COMPLIANCE OFFICER AND HEAD OF LIFE SCIENCES

Honored by Stanford Who's Who Registry for contributions to the Life Sciences Industry, Angela has more than 35 years of experience working with life sciences companies around the world. Most recently Bazigos was CCO for Prime Genomics, and held executive roles at Incyte Genomics, Roche and Counsyl among others.



Ms. Heidi Wieland
VP OF MARKETING

Heidi is an established tech marketing pro with start-up and blue chip experience with companies including Thomson Higher Education Publishing, Softbank, AOL (in partner marketing with HP and Apple), start ups 3Scale, Mesagraph (acquired by Twitter Europe) and DataPop (acquired by Criteo), Expertcity (GoToMyPC, GoToAssist, GoToMeeting, GoToWebinar and Citrix Online). She is a strategist who gets things done with metrics-driven brand, customer-focused, eco-system and analyst relations, PR, social and leadership marketing.