

## 2. Gestures & Summary

### Gestures

**M.A.T.CH** is designed for computers as well as touch tablets. The user's actions can be performed with a finger or a mouse.

Gesture	MATCH Pictogram	Finger action (tablet, iPad)	Mouse action (PC)
		Briefly touch surface with fingertip	left click
		Rapidly touch surface twice fingertip	double left click
		Move fingertip over surface without losing contact	move the mouse in the desired direction while keeping the left button pressed
		Quickly brush surface with fingertip	equivalent of swiping left or right
		Touch surface with two fingers and move them apart	mouse wheel
		Touch surface with two fingers and bring them closer together	mouse wheel

### Summary : categories

The different **M.A.T.CH** reports (Dashboard, Graph, Carto,..), after downloading are arranged in **categories**.

The screenshot shows the M.A.T.CH 5.0 interface. On the left, a 'Categories' sidebar lists various reports, with 'SCORE CARD' highlighted. The main dashboard displays a 'Monthly report PREV/REAL' for 'PRYSAM PHARMA Score Card JUNE 2022'. It includes a bar chart for monthly data (JAN to NOV) and a line chart for 'YTD - Realize / Prévisions'. Below this, there are charts for 'YTD - YTD - Realize Call per Target', 'Call Eq YTD', and a pie chart showing the distribution of 'REAL/PREV 96,06 %' across different categories like Hospital, GP, FP, Pharmacy, Dermato, and Cardio.

*Position yourself on a category to view its content and open the selected document*

## Summary : other elements

**Synchronize to receive new data.**  
A connection is required only for the download

**Select the month of data (double TAP or double click)**  
the data of the previous months can be viewed

**Select the geographical level**  
in the example: data from sector 07.01

**Title of the report**

**Match** Synchronized on Monday 30 May 2022

**Categories**

- All reports
- Unread (1)
- # Action Plan (1)
- # Targeting Tool
- Pharma-ALOMAX
- Pharma-BRETAXAN
- Pharma-CLEVIDRAL
- Pharma-DURAMIL
- Pharma-ELTROVIR
- SCORE CARD

**ALOMAX Market Line Pharma**

Pharma - ALOMAX 2022

	POIDS	CAM-1	CAM	EV CAM	YTD-1	YTD	EV YTD	CYC-1	CYC	EV
FRANCE	MAR.FRA	-	-	-	-	-	-	-	-	-
100,00	620	618	-0,3%	154	155	1,2%	151	155	3	
MILLIF	14,19	85	88	2,8%	21	22	-4,3%	21	22	1
SEC.07.01	1,16	7,3	7,2	-1,2%	1,8	1,7	-4,0%	1,6	1,7	7
MARIE JOHANNY	0,08	0,5	0,5	-9,4%	0,1	0,1	11,0%	0,1	0,1	19
GUINGAMP	0,05	0,3	0,3	-6,3%	0,1	0,1	-21,5%	0,1	0,1	16
USA.07.01.22LAN	0,11	0,6	0,6	5,9%	0,1	0,2	13,7%	0,2	0,2	-15
LANNION	0,06	0,5	0,4	-22,2%	0,1	0,0	-62,3%	0,1	0,0	-12
USA.07.01.22BRI	0,15	0,7	0,9	36,6%	0,2	0,2	-2,9%	0,2	0,2	37
SAINT-BRIEUC	0,09	0,7	0,6	-13,1%	0,2	0,1	-32,6%	0,1	0,1	-14
USA.07.01.22BRE	0,07	0,4	0,4	14,7%	0,1	0,1	57,9%	0,1	0,1	16
BREST	0,17	1,1	1,0	-8,5%	0,3	0,3	-0,2%	0,3	0,3	6
USA.07.01.22GUL	0,14	1,0	0,9	-11,8%	0,2	0,2	-2,0%	0,2	0,2	12
MORLAIX	0,24	1,4	1,5	4,2%	0,3	0,4	3,7%	0,3	0,4	11
PLOUZANE										

Creation Date: 30 May 2022

Frost A&B Market  
Line : Pharma  
Source of data : IQVIA - Micro  
Nature of data : units

**Description**

**Swipe right or left to navigate from one MATCH report to another**

**ALOMAX Market Line Pharma**

March 2022

SEC.07.01

Creation Date: 30 May 2022

**Radar ALOM Line Pharm**

March 2022

SEC.07.01

Creation Date: 30 May 2022