[](http://images.google.com/imgres?imgurl=http://www.biojobblog.com/bms(2).gif&imgrefurl=http://www.biojobblog.com/2007/11/articles/biojobbuzz/bristolmyers-squibb-to-announce-layoffs-this-week/&usg=__Xy3O20k1v02FRmarPbbY6ck8Rh0=&h=160&w=198&sz=8&hl=en&start=1&um=1&tbnid=vB-3DN8CVX-AbM:&tbnh=84&tbnw=104&prev=/images?q=bristol+myers+squibb&hl=en&rlz=1I7GGIH_en&sa=X&um=1)

BMS – 3rd Party Vendor

Everyday Health

File Interface Agreement

**6/18/2020**

**Version 1.6**

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# Revision History

|  |  |  |  |
| --- | --- | --- | --- |
| ***Date*** | ***Version*** | ***Author*** | ***Description*** |
| 1/4/2017 | 1.0 | Cherryln Carlson | Initial document created |
| 1/19/2017 | 1.1 | Sarah Trainer | Added BMS vendor ID |
| 2/14/2017 | 1.2 | Sarah Trainer | Updated Frequency to Monthly & updated required fields on page 8 |
| 3/31/2017 | 1.3 | Sarah Trainer | Deleted Report ID in file name. Updated the date format in field name Order Date to mm/dd/yyyyhhmmss |
| 10/18/2019 | 1.4 | Timothy J. Scales | Updated Loopback File Edits, Vendor Loopback Control File Layout, Vendor Trigger File Layout & BMS Contact Information. |
| 03/17/2020 | 1.5 | Timothy J. Scales | GENERIC\_1 Required in Loopback File |
| 06/18/2020 | 1.6 | Timothy J. Scales | Added 1L Loopback File |

# 

# Introduction

This document defines the file layouts that are to be passed back and forth between the BMS DT-HCP Database and the various vendors involved in Non-Personal Promotion marketing campaigns.

## General Direction and Tips

* Within the File Name example formats, the XXXX is to be replaced by 3 to 5 letters that represent the company’s name (e.g. “BMS” for Bristol-Meyers Squibb or “EH” for Everyday Health)
* When sending test files, please include “TEST” at the beginning of the file name
* All specified delimiters must be included in the file, even if the fields are not being populated.
* Delimiters are to be added after every field, including after the final field before the Line Feed (LF)
* If possible, do not include Carriage Returns at the end of each line, just include the Line Feed (LF)

# Vendor Fulfillment File Layout

Fulfillment files are sent from BMS to Everyday Health for outbound social media fulfillment.

Source: BMS

Format: ASCII, Delimited

Records: Variable

Length: Variable

Frequency: Monthly

File Name: EH\_HCP\_FFL\_*MMDDYYYYHHMISS*.TXT

*YYYY* Current year

*MM* Current month (01 – 12)

*DD* Current day (01 – 31)

*HH* Current hour (00 – 23)

*MI* Current minute (00 – 59)

*SS* Current second (00 – 59)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Field Name** | **Description** | **Data Type** | **Max Length** | **Req?** | **Delim** |
| **Order Number** | Unique ID associated to the fulfillment | Numeric | 19 | Y | | |
| **System Flag** | Always 'H' for HCP | Char | 50 | Y | | |
| **Fulfillment Channel** | Always "3P" for Third Party | Char | 20 | Y | | |
| **Brand ID** | Brand Id | Numeric | 19 | Y | | |
| **Brand Description** | Brand Name | Char | 50 | Y | | |
| **HCP ID** | Unique identifier for the HCP | Numeric | 19 | N | | |
| **Campaign ID** | Campaign Id | Char | 32 | Y | | |
| **Surv Resp Hdr ID** | Response that generated the fulfillment | Numeric | 19 | N | | |
| **Vendor ID** | Vendor Identifier. Everyday Health is always '201' | Numeric | 19 | Y | | |
| **Customer Code** | Always "BMS" | Char | 3 | Y | | |
| **Offer CD** | Outgoing Offer Code | Char | 64 | Y | | |
| **Mail CD** | Mail Code to identify the item to send | Char | 30 | Y | | |
| **Salutation** | HCP’s salutation | Char | 10 | N | | |
| **First Name** | HCP’s first name | Char | 20 | N | | |
| **Middle Name** | HCP’s middle name | Char | 20 | N | | |
| **Last Name** | HCP’s last name | Char | 30 | N | | |
| **Suffix** | HCP's suffix | Char | 10 | N | | |
| **Professional Designation** | HCP's professional Designation | Char | 15 | N | | |
| **Company Name** | HCP’s firm name | Char | 50 | N | | |
| **Email Address** | HCP's email address | Char | 75 | N | | |
| **Address 1** | HCP’s address line 1 | Char | 50 | Y | | |
| **Address 2** | HCP’s address line 2 | Char | 50 | N | | |
| **Address 3** | HCP’s address line 3 | Char | 50 | N | | |
| **Address 4** | HCP’s address line 4 | Char | 50 | N | | |
| **City** | HCP's City | Char | 28 | Y | | |
| **State** | HCP's State | Char | 2 | Y | | |
| **Zip code** | HCP's 5 digit zip code | Numeric | 9 | Y | | |
| **Country** | HCP's Country | Char | 50 | N | | |
| **ELOT Number** | Not Applicable | Char | 4 | N | | |
| **ELOT Code** | Not Applicable | Char | 1 | N | | |
| **Carrier Route Code** | Not Applicable | Char | 4 | N | | |
| **ACS Serial Number** | Not Applicable | Char | 3 | N | | |
| **DBPC** | Not Applicable | Char | 9 | N | | |
| **Segment ID** | Not Applicable | Numeric | 19 | N | | |
| **Segment Description** | Not Applicable | Char | 60 | N | | |
| **Response Source** | Source of the response | Char | 250 | N | | |
| **Order Date** | Date Fulfillment was created (mm/dd/yyyyhhmmss) | Date | 10 | N | | |
| **Completion Date** | Date by which item should be fulfillment will be complete (mm/dd/yyyyhhmmss) (Optional expiration date) | Date | 10 | N | | |
| **Telephone 1** | Not Applicable | Numeric | 10 | N | | |
| **Telephone 1 Extension** | Not Applicable | Numeric | 10 | N | | |
| **Telephone 1 Type** | Not Applicable | Char | 20 | N | | |
| **Telephone 2** | Not Applicable | Numeric | 10 | N | | |
| **Telephone 2 Extension** | Not Applicable | Numeric | 10 | N | | |
| **Telephone 2 Type** | Not Applicable | Char | 20 | N | | |
| **Fax Number** | Not Applicable | Numeric | 10 | N | | |
| **Campaign Grouping Id** | ID used to group all components for a single campaign together. | Numeric | 19 | N | | |
| **Line Number** | ID used to track multiple components in a fulfillment | Numeric | 19 | N | | |
| **Reserved 1** | Reserved 1 | Char | 50 | N | | |
| **Reserved 2** | Reserved 2 | Numeric | 1 | N | | |
| **Fulfillment Item ID** | Fulfillment Item ID | Numeric | 19 | N | | |
| **Product ID (Code)** | Product code or enclosure code | Char | 38 | N | | |
| **Quantity** | Quantity to be fulfilled | Numeric | 19 | N | | |
| **Card Number** | Not applicable | Char | 20 | N | | |
| **Physician First Name** | Not applicable | Char | 20 | N | | |
| **Physician Last Name** | Not applicable | Char | 30 | N | | |
| **Physician City** | Not applicable | Char | 28 | N | | |
| **Physician State** | Not applicable | Char | 2 | N | | |
| **Reserved 3** | Reserved 3 | Char | 3 | N | | |
| **Reserved 4** | Reserved 4 | Char | 20 | N | | |
| **Reserved 5** | Reserved 5 | Char | 20 | N | | |
| **Fulfillment Notes** | Not applicable | Char | 255 | N | | |
| **Reserved 6** | Reserved 6 | Date | 10 | N | | |
| **Shipping Method** | Not applicable | Char | 30 | N | | |
| **Shipping Option** | Not applicable | Char | 30 | N | | |
| **Batch Number** | Not applicable | Char | 100 | N | | |
| **Rush Order Flag** | Not applicable | Char | 1 | N | | |
| **Source Id** | Not applicable | Char | 255 | N | | |
| **Generic 1** | Generic campaign specific value 01 | Char | 255 | N | | |
| **Generic 2** | Generic campaign specific value 02 | Char | 255 | N | | |
| **Generic 3** | Generic campaign specific value 03 | Char | 255 | N | | |
| **Generic 4** | Generic campaign specific value 04 | Char | 255 | N | | |
| **Generic 5** | Generic campaign specific value 05 | Char | 255 | N | | |
| **Generic 6** | Generic campaign specific value 06 | Char | 255 | N | | |
| **Generic 7** | Generic campaign specific value 07 | Char | 255 | N | | |
| **Generic 8** | Generic campaign specific value 08 | Char | 255 | N | | |
| **Generic 9** | Generic campaign specific value 09 | Char | 255 | N | | |
| **Generic 10** | Generic campaign specific value 10 | Char | 255 | N | | |
| **Generic 11** | Generic campaign specific value 11 | Char | 255 | N | | |
| **Generic 12** | Generic campaign specific value 12 | Char | 255 | N | | |
| **Generic 13** | Generic campaign specific value 13 | Char | 255 | N | | |
| **Generic 14** | Generic campaign specific value 14 | Char | 255 | N | | |
| **Generic 15** | Generic campaign specific value 15 | Char | 255 | N | | |
| **Generic 16** | Generic campaign specific value 16 | Char | 255 | N | | |
| **Generic 17** | Generic campaign specific value 17 | Char | 255 | N | | |
| **Generic 18** | Generic campaign specific value 18 | Char | 255 | N | | |
| **Generic 19** | Generic campaign specific value 19 | Char | 255 | N | | |
| **Generic 20** | Generic campaign specific value 20 | Char | 255 | N | | |
| **Generic 21** | Generic campaign specific value 21 | Char | 255 | N | | |
| **Generic 22** | Generic campaign specific value 22 | Char | 255 | N | | |
| **Generic 23** | Generic campaign specific value 23 | Char | 255 | N | | |
| **Generic 24** | Generic campaign specific value 24 | Char | 255 | N | | |
| **Generic 25** | Generic campaign specific value 25 | Char | 255 | N | | |
| **Generic 26** | Generic campaign specific value 26 | Char | 255 | N | | |
| **Generic 27** | Generic campaign specific value 27 | Char | 255 | N | | |
| **Generic 28** | Generic campaign specific value 28 | Char | 255 | N | | |
| **Generic 29** | Generic campaign specific value 29 | Char | 255 | N | | |
| **Generic 30** | Generic campaign specific value 30 | Char | 255 | N | LF |

# Vendor Loopback File Layout

Source: Everyday Health

Format: ASCII, Delimited

Records: Variable

Length: Variable

Frequency: Monthly

File Name: EH\_HCP\_DAL\_LOOP\_*MMDDYYYYHHMISS*.TXT

*YYYY* Current year

*MM* Current month (01 – 12)

*DD* Current day (01 – 31)

*HH* Current hour (00 – 23)

*MI* Current minute (00 – 59)

*SS* Current second (00 – 59)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Field Name** | **Description** | **Type** | **Max Length** | **Req?** | **Del** |
|
| **Channel** | Type of Loopback. Always "3P" for Third Party. | Char | 50 | Y | | |
| **Vendor\_Id** | Vendor Identifier. Everyday Health is always '201' | Numeric | 19 | Y | | |
| **File\_Name** | Loopback filename as sent to BMS. | Char | 256 | Y | | |
| **Brand\_Id** | Brand associated to the original fulfillment | Numeric | 19 | Y | | |
| **HCP\_ID** | BMS assigned unique identifier for the HCP. | Numeric | 19 | Y | | |
| **Order\_Number** | Unique ID associated to the fulfillment – not required for 3rd party vendor sourced data. | Numeric | 19 | N | | |
| **Line\_Number** | ID used to track multiple components in a fulfillment | Numeric | 19 | N | | |
| **Fulfillment\_Status** | Processing status of the fulfillment. See values below. | Char | 15 | Y | | |
| **Status\_Date** | Date timestamp when the event occurred. Date is in the format of mm/dd/yyyyhhmmss. | Timestamp | 26 | Y | | |
| **Order\_Date** | Date Fulfillment was created (mm/dd/yyyyhhmmss) | Timestamp | 26 | Y | | |
| **Offer\_Code** | The offer to be delivered to the address. | Char | 64 | Y | | |
| **Mail\_Code** | The offer name to be delivered to the address. | Char | 28 | Y | | |
| **URL** | URL of the link clicked | Char | 500 | N | | |
| **Bounce\_Reason** | Optional Bounce Reason | Char | 50 | N | | |
| **Reject\_Reason** | Optional reason a fulfillment was rejected | Char | 100 | N | | |
| **Email\_Address** | Not applicable | Char | 75 | N | | |
| **Quantity** | Not applicable | Numeric | 19 | N | | |
| **Shipping\_Method** | Not applicable | Char | 100 | N | | |
| **Shipping\_Option** | Not applicable | Char | 100 | N | | |
| **Shipping\_Tracking\_Number** | Not applicable | Char | 100 | N | | |
| **Signature\_Name** | Not applicable | Char | 100 | N | | |
| **Phone\_Number** | Not applicable | Char | 10 | N | | |
| **Call\_Disposition** | Not applicable | Char | 100 | N | | |
| **Call\_Attempts** | Not applicable | Numeric | 19 | N | | |
| **Alert\_Status** | Not applicable | Char | 100 | N | | |
| **Generic\_1** | Program Type IndicatorType Indicator | Char | 255 | N | | |
| **INDV** – Individual HCP\_ID data if available |
| **Generic\_2** | Generic field 02 **– HCP First Name** | Char | 255 | Y | | |
| **Generic\_3** | Generic field 03 **–** **HCP Last Name** | Char | 255 | Y | | |
| **Generic\_4** | Generic field 04 **– HCP City** | Char | 255 | Y | | |
| **Generic\_5** | Generic field 05 **– HCP State** | Char | 255 | Y | | |
| **Generic\_6** | Generic field 06 **– HCP Zip** | Char | 255 | Y | | |
| **Generic\_7** | Generic field 07 **– HCP ME #** | Char | 255 | Y | | |
| **Generic\_8** | Generic field 08 **– HCP NPI #** | Char | 255 | Y | | |
| **Generic\_9** | Generic field 09 | Char | 255 | N | | |
| **Generic\_10** | Generic field 10 | Char | 255 | N | LF |

# Vendor Loopback 1L File Layout

Source: Everyday Health

Format: ASCII, Delimited

Records: Variable

Length: Variable

Frequency: Monthly

File Name: EH\_HCP\_DAL\_1L\_LOOP\_*MMDDYYYYHHMISS*.TXT

*YYYY* Current year

*MM* Current month (01 – 12)

*DD* Current day (01 – 31)

*HH* Current hour (00 – 23)

*MI* Current minute (00 – 59)

*SS* Current second (00 – 59)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Field Name** | **Description** | **Type** | **Max Length** | **Req?** | **Del** |
|
| **Channel** | Type of Loopback. Always "3P" for Third Party. | Char | 50 | Y | | |
| **Vendor\_Id** | Vendor Identifier. Everyday Health is always '201' | Numeric | 19 | Y | | |
| **File\_Name** | Loopback filename as sent to BMS. | Char | 256 | Y | | |
| **Brand\_Id** | Brand associated to the original fulfillment | Numeric | 19 | Y | | |
| **HCP\_ID** | BMS assigned unique identifier for the HCP. | Numeric | 19 | Y | | |
| **Order\_Number** | Unique ID associated to the fulfillment – not required for 3rd party vendor sourced data. | Numeric | 19 | N | | |
| **Line\_Number** | ID used to track multiple components in a fulfillment | Numeric | 19 | N | | |
| **Fulfillment\_Status** | Processing status of the fulfillment. See values below. | Char | 15 | Y | | |
| **Status\_Date** | Date timestamp when the event occurred. Date is in the format of mm/dd/yyyyhhmmss. | Timestamp | 26 | Y | | |
| **Order\_Date** | Date Fulfillment was created (mm/dd/yyyyhhmmss) | Timestamp | 26 | Y | | |
| **Offer\_Code** | The offer to be delivered to the address. | Char | 64 | Y | | |
| **Mail\_Code** | The offer name to be delivered to the address. | Char | 28 | Y | | |
| **URL** | URL of the link clicked | Char | 500 | N | | |
| **Bounce\_Reason** | Optional Bounce Reason | Char | 50 | N | | |
| **Reject\_Reason** | Optional reason a fulfillment was rejected | Char | 100 | N | | |
| **Email\_Address** | Not applicable | Char | 75 | N | | |
| **Quantity** | Not applicable | Numeric | 19 | N | | |
| **Shipping\_Method** | Not applicable | Char | 100 | N | | |
| **Shipping\_Option** | Not applicable | Char | 100 | N | | |
| **Shipping\_Tracking\_Number** | Not applicable | Char | 100 | N | | |
| **Signature\_Name** | Not applicable | Char | 100 | N | | |
| **Phone\_Number** | Not applicable | Char | 10 | N | | |
| **Call\_Disposition** | Not applicable | Char | 100 | N | | |
| **Call\_Attempts** | Not applicable | Numeric | 19 | N | | |
| **Alert\_Status** | Not applicable | Char | 100 | N | | |
| **Generic\_1** | Program Type IndicatorType Indicator | Char | 255 | N | | |
| **INDV** – Individual HCP\_ID data if available |
| **Generic\_2** | Generic field 02 **– HCP First Name** | Char | 255 | Y | | |
| **Generic\_3** | Generic field 03 **–** **HCP Last Name** | Char | 255 | Y | | |
| **Generic\_4** | Generic field 04 **– HCP City** | Char | 255 | Y | | |
| **Generic\_5** | Generic field 05 **– HCP State** | Char | 255 | Y | | |
| **Generic\_6** | Generic field 06 **– HCP Zip** | Char | 255 | Y | | |
| **Generic\_7** | Generic field 07 **– HCP ME #** | Char | 255 | Y | | |
| **Generic\_8** | Generic field 08 **– HCP NPI #** | Char | 255 | Y | | |
| **Generic\_9** | Generic field 09 | Char | 255 | N | | |
| **Generic\_10** | Generic field 10 | Char | 255 | N | LF |

Per Campaign Management. Offer & Mail Codes to use:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Brand Name** | **Brand ID** | **Offer Code** | **Mail Code** | **Article Name** |
| Opdivo | 197 |  |  | Opdivo Brand Content Message "Second Line is a Second Chance” |

## 

|  |  |  |
| --- | --- | --- |
| **Valid Fulfillment Statuses** | | |
| **System** | **Fulfillment Stus** | **Fulfillment Status Description** |
| HCP | NOMATCH | The HCP was not found |
| HCP | VIEW | The ad was viewed |
| HCP | CLICK | The ad or email link was clicked |
| HCP | REJECT | The ad was unable to be deployed |
| HCP | OPEN | The email was opened |
| HCP | SENT | The email was delivered to the HCP |
| HCP | ENGAGEMENT | 50% of the DMU is viewed for 5+ seconds; user opens eDMU or; user views BCC page for 5+ seconds |
| HCP | EXPOSURE | The ad reached the HCP |

**Edits – Loopback Files**

### *Requirements to Prevent Full Record Rejections*

1. Fulfillment status must be one of the agreed upon valid fulfillment statuses.
2. All date fields must be in MM/DD/YYYYHH24MISS format.
3. All required fields must be populated.

# Vendor Loopback Control File Layout

Source: {Insert vendor name}

Format: ASCII, Delimited, see below

Records: Variable

Length: Variable

Frequency: Monthly

File Name: XX\_HCP\_DAL\_LOOP\_CONTROL\_*MMDDYYYYHHMISS.*TXT

*YYYY* Current year

*MM* Current month (01 – 12)

*DD* Current day (01 – 31)

*HH* Current hour (00 – 23)

*MI* Current minute (00 – 59)

*SS* Current second (00 – 59)

Following are the values that needs to be put in the control file.

• row\_cnt - Count of rows in the data file. (Including the header record in total count if it is present in the data file)

• file\_cnt – Number of splits data file has. Normally it will be 1 for any data file which is not split into multiple parts.

• history – ( ‘Y’ or ‘N’ ) depending on the type of data present in the file. For ongoing production files, it would be ‘N’ always.

Sample File Contents:

{ "row\_cnt":784, "file\_cnt":1, "history":"N" }

# Vendor Trigger File Layout

Source: Everyday Heatlh

Format: Empty Text File

Frequency: Monthly

File Name: TGR\_XX\_LPBK1.txt

Empty text file – posted last to AWS S3 to indicate that the files are ready to be processed by CSCAN

BMS Contact Information

Phone: 215-208-7968

Fax:

www.bms.com

**Main Contacts:** Loi Lim, Taura Elleson

|  |  |  |
| --- | --- | --- |
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