**Important Reminders:**

        **Data must be transactional with a specific date per action**

        The data has to be HCP level transactional, meaning, one activity type per row per person.

        File name preferably to have the following format: VENDOR\_BRAND NAME\_INIDICATION\_MM\_YYYY (month which the data covers).

        The data can be in csv or text file.

        Description of the campaigns. Is it target list only buy, all audience? What will be provided in the data feeds – will each record have an NPI number and/or personal information (name + address) so we can look up the NPI?

This will need to be completed and delivered **every month**, no later than the **10th of the month**, to Teva/Epsilon’s sFTP.  (If you have not received login credentials, please let us know.)

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