

# MI-TOUCH FILE NAMING CONVENTION

The naming convention for MI-Touch has been created to keep consistency across all presentations to enable uniform reporting across all products and therapy areas

## The naming convention to be used for MI-Touch presentation

- Origination date (3-2 characters)
- Product code (7 characters)
- Country code (2 characters)
- Section/screen number (3-3 characters (section-screen))
- Behavioural driver code (2 characters)
- Chapter name (7 characters)
- Screen name (No spaces)

NOV-15-REBIFXX-XX-000-000-XX-CNAME-SNAME

### Job origination date

3-2 characters  
mmm-yy

This date will remain as the jobs original creation date of the master document

### Product code

7 characters  
1-5 Product 1st 5 charaters of product name  
6-7 Therapy area

If therapy area is undefined use XX

### Country code

2 characters

XX

ISO 3166 standard 2 letter country code where the presentation is to be used

### Chapter/screen number

6 characters  
000-000

The initial numbering should be in 10s to allow inserting of pages/sections at a later date

ie

Chapter 2 - Screen 5  
020-050

Chapter 4 - Screen 11  
040-110

### Behavioural drivers

2 characters  
See list below

### Behavioural driver list

BL	Brand Loyalty
CN	Convenience
EF	Efficacy
ES	Efficacy/Safety
KM	Key messages
PE	Personalisation
QU	Question
SA	Safety
SC	Safety/Convenience
XX	Undefined

### Chapter name

CNAME

Chapter short description, this is intended to make the chapter easily identifiable when viewed as CLM data

### Screen name

SNAME

Screen short description, this is intended to make the screen easily identifiable when viewed as CLM data