



Common Data Architecture™ for Life Sciences

CDA.LS.CommercialContent Kernel Overview

Version 24.10 - October 21, 2024

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Overview

In the Life Sciences industry, Commercial Content (CC) is broadly defined as the documents used to promote and provide education on products or services. These include marketing materials, sales materials, and the documents that substantiate them such as regulatory documents and clinical trial data.

The Commercial Content kernel defines a standard nomenclature for classifying content. It describes what it is and the most common entities, attributes, and picklist items related to how it will be used, collectively referred to as components. Like all kernels, the CC kernel is intentionally small and describes only the most common components.

Entities

The CC kernel consists of the following entities.

Label	Name	Description
Commercial Content	commercial_content	In pharma and life sciences, commercial content refers to materials used to promote and educate about products or services. This includes marketing and sales materials and the documents that substantiate them, such as regulatory documents and clinical trial data.

Commercial Content Attributes

The **Commercial Content** entity consists of the following attributes.

Entity	Label	Name	Data Type
commercial_content	Document Type	document_type	Picklist (Restricted)
commercial_content	Document Subtype	document_subtype	Picklist (Restricted)

Commercial Content Document Type Picklist Items

The Commercial Content **Document Type** picklist consists of the following items.

Entity	Label	Name	Data Type
Material	material	Final content that can be published and distributed to one or several channels.	Picklist (Restricted)
Component	component	Discrete digital asset intended to be used in materials. Components may have associated rights & usage guidelines.	Picklist (Restricted)
Reference	reference	A document that substantiates claims and statements in materials.	Picklist (Restricted)
Template	template	A pre-defined format or structure that is used to create materials.	Picklist (Restricted)

Commercial Content Document SubType Picklist Items

The Commercial Content **Document SubType** picklist consists of the following items. Note that Document Subtype is a dependent picklist. Available items are determined based on a selection in Document Type.

Label	Name	Description	Document Type Mapping
Audio	audio	A sound file, including music or voice recordings.	component
Graph	graph	Data presented in a graphical format.	component
Image	image	A picture that is not a logo or photograph.	component
Logo	logo	Images, texts, shapes, or a combination of the three that depict the name and purpose of a brand, company or program.	component
Photo	photo	Photographs.	component
Video	video	A video file, including animations or live recordings.	component
App	app	A software package created for mobile or desktop device. This could also be called Application, Application/Software, Mobile App, Mobile Apps, Mobile Devices and Apps, Screen Saver, Digital Program / e-Module, and Device Application.	material
Article/Reprint	articlereprint	An individually bound copy of an article in a publication or the carrier or folder that is used to contain the reprinted material. This could also be called Clinical Paper/Reprint, Journal Article, Publication, Reprints, Reprint Carrier, Reprint Folder, Reprint Material,	material

		Scientific Publication, and Publication Journal Reprint.	
Broadcast	broadcast	Audio-visual materials created for distribution through television, radio, podcasts or other media. This could also be called Audio / Radio, Broadcast (TV / Radio), Podcast, and Radio.	material
Brochure	brochure	A booklet, brochure or an electronic document containing product information. This could also be called Sales Aid, Detail Aid, Leavepiece, Monograph, Flyer, Booklet, Leaflet, Flashcard, and Leave Piece.	material
Digital Advertising	digital_advertising	All digital advertising including web banners, paid search and search optimization. This could also be called Banner, Banner Ad, Search Engine, SEM/SEO, Search Engine Marketing, and Search Engine Marketing with Keywords.	material
Electronic Detail Aid	electronic_detail_aid	Interactive, dynamic HTML content created to be used through a CRM. This could also be called CLM Content, CLM presentation, Core Sales Aid / Visual Aid, Digital Sales Aid, iDetail Aid, Interactive Visual Aid, Self Detail Presentation, and Electronic Detail Aid/IVA.	material
Email	email	Electronic mail communication and attachments. Includes marketing automation email, Veeva approved email, templates, and fragments. This could also be called E-Mails, Emails, Fragments, Header, Mass Email, Newsletters, Rep triggered Email, Rep triggered letter, and VAE.	material
Event Resources	event_resources	All materials and resources created for events such as congresses, conventions, symposia, or sales meetings (internal and external). Resources includes booths, exhibition panels and layouts. This could also be called Booth panel, Booth, Convention Panel, Conference Booths, Congress Materials, Convention Material, Exhibit/Convention, Exhibit Stand Materials, Stage Panel, Stand, Event Item, Display Material, Invites, Agendas, and Posters.	material
Mailing/Letter	mailingletter	Advertising or marketing announcements sent by mail. Includes content and envelope / wrappers. This could also be called Direct Mail, Mail, Mailings, Reply Card, and Letters.	material
Presentation	presentation	Slide-based presentations typically in Microsoft PowerPoint or Google Slides format. May be published directly to a CRM, website, or used as a standalone presentation. This could also be called Multi Slide Document, Oral Presentation, Slide Deck, Slide Kit, Slides Content, and Presentations.	material

Press Release	press_release	Documents created for the news media. This could also be called Media, Media Release, PR Materials, Press Kit, Multi-Media Release, Public Relations.	material
Print Advertising	print_advertising	An advertisement created specifically to be placed in paid magazine or journal media. This could also be called Literature Advertising, Journal/Magazine Advertisement, Journal Ad, Advertorial, and Journal Advertising.	material
Promotional Aid	promotional_aid	Customized items such as books, pens, or other paraphernalia, typically used as brand reminders. This could also be called Books, Pens, Brand Reminder, Gimmicks, Giveaway, Reminder Item, and Branding Elements.	material
Social Media	social_media	Digital media content (text, images, video, gifs) used on a social media platform. This could also be called Social Media Content and Social Post.	material
Text Communication	text_communication	Text that will be published through a communication channels such as SMS or Approved Chat or chatbots. This could also be called Electronic Messaging, Text Messages (SMS), Text, Modular Text, and Mobile Message.	material
Video	video	Audio visual content in a video format. This could also be called Video / Audio, CD/DVD, and Animation Video.	material
Website	website	All types of websites and portals that include text, graphics and hypertext links accessed with a web browser or by typing a unique address. Usually includes a home page and layers of supporting pages. This could also be called Web, Digttool, Wireframe / Schematic, Microsite, and Portals.	material
Data on File	data_on_file	Document containing information that is not in the public domain.	reference
Government/Authority Report	governmentauthority_report	Reports or guidelines issued by authorities.	reference
Important Safety Information	important_safety_information	ISI. Important safety information will typically contain the name of the drug, approved uses for the drug, and the risks and side effects of the drug.	reference
Instructions for Use	instructions_for_use	IFU. Primarily for medical devices, instructions for use are information provided by the manufacturer to inform the user of a device's intended purpose, proper use, and any precautions.	reference

Labeling	labeling	Prescription labeling documentation that identifies the contents of the drug and provides specific instructions and warnings regarding its administration, storage, and disposal. Includes Patient Information Leaflet (PIL), Package Insert, Patient Information, Prescribing information (PI) and SMPCs.	reference
Monograph	monograph	A detailed document created to explain the approved use of the drug and contains any other information that may be required related to the drug. This could also be called Product Monograph and Monograph/Dossier.	reference
Publication	publication	A clinical or scientific study available in a publication. May include the full article and/or the abstract. This could also be called Clinical Articles, Clinical Guidelines, Clinical Material, Clinical Study, Clinical Study Report, Clinical Trial Report, Clinical Trials Report, Literature Reference, Abstract, Text, and Textbook.	reference
Website	website	A website that is used for substantiation.	reference

Internationalization

Translated labels are provided for the following languages in a separate translation file (See the CDA.LS.CC Kernel Translations file):

1. German
2. French (France)
3. Spanish (Spain)
4. Italian (Italy)
5. Chinese (Simplified)
6. Japanese
7. Korean
8. Portuguese (Brazil)

It is up to application developers and data providers to choose how to handle support for different languages and locales.

Change Management

CDA kernels are treated as a Data API, with a specific support and deprecation policy similar to developer APIs:

- The names of components will not change after they are published.
- Component labels and descriptions may change to provide clarity or correct errors.
- New components may be added in any new version.

- Components can be deprecated annually at the start of a calendar year, initiating a 3-year notice period. After this period, deprecated components will be removed.

Change History

As new versions of the Commercial Content kernel are released, a summary of changes is included here.

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