Checklist for the review and approval of Veeva Approved Emails

This checklist provides guidance on the requirements when creating and approving Veeva Approved Email templates, associated fragments and linked assets.

Requirements for VAEs	Check
Does the email contain the following mandatory information for promotional emails:	
- Prescribing Information / Summary of Product Characteristics	
- Safety Information including adverse event reporting statement and black triangle (if required) Note: ensure black triangle is an image and not text (to not be impacted by dark mode use)	
- Generic name of medicine	
Does the email contain the following mandatory information for promotional and non-promotional emails:	
- Job bag number and date of preparation	
- Unsubscribe link	
- Link to Privacy Notice/Privacy Inbox	
Is the location, purpose and description of any *tokens used, clearly defined on the job bag? (see page 2 for further information)	
Have all links contained within the email been tested and confirmed as working	
Is the subject line **appropriate and aligned to the content contained within the email?	
If the email contains links to documents that can be downloaded – test download process	
Has the medical certifier received a test copy of the email as part of the approval process	

*tokens are a piece of dynamic content contained within the body of the email for example the customer name or the rep name: {{tokenName}}

A token always begins with "{{" and closed with "}}" and contains some text between. For example {{accFname}} will display the first name of the customer the email is being sent to

**Ensure the subject line of the email is not promotional (i.e. make claims or have both the brand and indication together) as it can be viewed without opening the email and therefore PI / references will not be included. If a brand name is mentioned, any obligatory information (generic name, black triangle etc.) must be included.