Medical eCommerce product content style guide – Best practices

Overview

This guide will provide Cardinal Health business partners the standards, best practices and clear guidelines to use when capturing and submitting enhanced product content for consumption on the Cardinal Health Medical eCommerce website.

By providing enhanced product content, you are enabling your products to be a part of the Cardinal Health customer's buying journey.

Products with enhanced content on the Medical eCommerce website have improved ranking in search results and can produce a better click-through rate and customer interaction, as well as increased conversion and sales.

Good enhanced product content is:

- A product title that follows consistent standards and includes just enough descriptive attributes to accurately convey the product without being too cumbersome to read.
- Product features/benefits - A feature is a fact that fully describes your product, while a benefit is an explanation of what that feature does for your customer.
- Kit, Tray or Pack Components – Intent is to provide several specifics of each component, such as quantity, followed by as many details as possible.
- Multiple product images that bring the item to life and create a consistent and visually pleasing online experience.

All of this product content helps our customers make an informed purchase decision.

1WorldSync™

Following GS1 Healthcare Standards, Cardinal Health as partnered with 1WorldSync™ to deliver a streamlined synchronized item set-up in line with the Healthcare industry's standards of sharing product information. Manufactures are now able to add required Cardinal Health eCommerce information as a part of their new item set-up requirements. The specific 1WorldSync sections within this document will highlight the fields where, within the 1WorldSync Item Management platform, specific eCommerce information can be populated.

For a complete reference of Cardinal Health's GDSN | 1WorldSync based attribution please refer to the **Cardinal Health Implementation Guide (**LINK)

1

Product title

A customer-facing product name that will display on our Medical eCommerce website. The naming convention follows a specific formula that includes key search terms and will create consistency across all product sets on the Cardinal Health Medical eCommerce website. This formula allows customers to quickly locate specific products.

General product title formula

BRAND NAME + 2-3 PRIORITY ATTRIBUTES + PRODUCT NAME, + VARIANT ATTRIBUTES
(For category specific product title standards, please reference examples provided at the end of this guide.
If category specific examples do not exist, please follow the general product title formula.)

Product title example:

Cardinal Health™ Esteem® Tru-Blu™ Stretchy Nitrile Exam Gloves, Blue, Large

BRAND NAME	ATTRIBUTES	PRODUCT NAME	VARIANT ATTRIBUTES

- **BRAND NAME** refers to the brand name, sub-brand name or in some instances, the manufacturer name associated with the product. BRAND NAME must be written in-full, without abbreviations and should include proper trademark (™) and registered marks (®).
- **ATTRIBUTES** are fact-based terms about the product. **PRIORITY ATTRIBUTES** are the most important of these terms to describe a product. (i.e., non-sterile, powder free, SMS [material]).
- **PRODUCT NAME** refers to the item name (not brand name) by commonly accepted terms.

  PRODUCT NAMES must be listed as singular, except when the PRODUCT NAME is normally referred to as plural. (i.e., pants, forceps).

  Where applicable, PRODUCT NAMES must include an attached attribute describing item department, use, or function. (i.e., lab coat, fluid drain, surgical forceps).

- **VARIANT ATTRIBUTES** are factors that differentiate the product from other products that are very similar and should be amended to the end of product titles separated by commas. (i.e., different sizes or colors of a glove). These types of attributes can include some of the following:

Color i.e., red	Size i.e., small	Weight i.e., 2.8GR
Flavor i.e., citrus	Dimensions i.e., 3.75 x 4.5CM	Concentration i.e., 0.9%
Scent i.e., menthol	Gauge i.e., 1.4MM	Quantity i.e., 800 caplets

General guidelines for creating product titles

- **Character count display limit (including spaces, not including ™ or ®): 150**
- Titles that exceed 150 characters will not be fully displayed to customers on search and product listing pages
- Capitalize elements following proper case authoring conventions. Every brand name, product name, and attribute must be capitalized.
- Write trademarks (™) and registered marks (®), after the BRAND NAME or ATTRIBUTE it is linked to and without a space between them.
- Preferably omit or limit conjunctions (i.e., with, and) to conserve space. Do not capitalize conjunctions.
- Do not include unit of measure or packaging information in the product title. Exceptions may occur.
- Do not include flavor-text or advertising language in product titles (i.e., trusted, comfortable).
- Do not include the following special characters in the product title: *, subscripts and superscripts.

Product Title with 1WorldSync

1WorldSync covers the requirements of Cardinal Health product title through 2 primary methods:

1. Use of productDescription & additionalProductDescription

The preferred method of providing product title is through the use of the attribute productDescription and additionalProductDescription can suffice to completing the full required

2. Use of a combination of attribution fields in brandName, subBrand, functionalName, & variant

An alternative method, is to use the attribute combinations of Brand, Sub-brand , Functional Name, and Variant to describe the product title parts associated with Cardinal Health's product title

3

Product features and benefits

A bulleted list of feature/benefit statements or claims to describe unique customer-facing product details that assist with the purchasing decision.

Product features and benefits are grouped to fit within 2-5 bulleted lines. The most important product details should take priority when ranking your features/benefits in sequential order.

It should be noted that, generally, this should not be a list of only the attributes by themselves.

General guidelines for creating product features and benefits

- **Character count limit per Feature/Benefit (including spaces, not including ™ or ®): 255**
- Minimum of two bullet points and maximum of five can be provided.
- Multiple claims can be combined in a single line, separated by comma or semi colon, to help maximize the character count. These should be "value add" claims and more customer-friendly.
- Can be written in plain language, but must include the most critical ATTRIBUTES (i.e., claims, secondary dimensions, concentration, material).
- Features/benefits must pertain only to the item being sold. Do not reference other variations of the product, such as the product is available in other sizes, colors, etc.
- Capitalize elements following sentence case authoring conventions. Capitalizing on the first word and any proper nouns.
- Write trademarks (™) and registered marks (®) after the ATTRIBUTE it is linked to and without a space between them.
- Conjunctions (i.e., with, and) can be used sparingly.
- If the item is a kit, tray or pack, you should provide one feature/benefit statement that provides an overall description of the item.
- Do not list the kit, tray or pack components as a feature/benefit. For guidelines on listing these components, please reference the special guidelines for kits, trays and packs section of this guide.
- Do not use the brand name by itself as a feature/benefit.
- Do not include punctuation at the end of the bullet (no periods or semi-colons).
- Do not include unit of measure or packaging information in the product's features and benefits. Exceptions may occur.

Features and benefits example

- Provides tactile sensitivity
- Protects the hands from potentially infectious materials
- Textured fingertips enable grip even when wet
- Appropriate for those with a natural rubber latex sensitivity
- Moderate to high risk of expos

Product features and benefits

Product features and benefits with 1WorldSync

Features and benefits is covered with 1WorldSync through the use of tradeItemFeatureBenefit attribute.This attribute is located within the inter-face near to the digital asset section. The attribute is repeatable, and you can you add additional feature benefits organized in sequence with the use of the qualifying sequenceNumber.

Special guidelines for kits, trays and packs

Components will appear in a bulleted list that displays each unique kit, pack and tray component on a separate line. The intent is to provide several specifics of each component, such as quantity, followed by as many details as possible.

General guidelines for kit, tray and pack components

- **No character count or bullet restrictions for components**
- Capitalize elements following sentence case authoring conventions. Capitalizing on the first word and any proper nouns.
- Write trademarks (™) and registered marks (®) after the ATTRIBUTE it is linked to and without a space between them.
- Use numeric digits when referencing the quantity of an item, not alphabetic letters.
- The quantity of the component should be listed first, even when the quantity is one.
- List each kit component with quantity followed by component name in its own cell.
- Components must pertain only to the kit, tray and pack item being sold, Do not reference other variations of kits, trays or packs.

Kit, tray and pack components example: (Includes the feature/benefit statement that was provided for this item)

- Tiburon® surgical drapes universal pack contains all of the supplies you need for general surgery
- 2 Tiburon® side drape, 38 x 77IN, adhesive, 16 x 25.5IN absorbent reinforcement
- 1 Tiburon® foot drape, 75 x 72IN, adhesive, 14.5 x 25.5IN absorbent reinforcement
- 1 Tiburon® head drape, 99 x 53IN, adhesive, 25.5 x 14.5IN, absorbent reinforcement
- 1 Cardinal Health™ AAMI 3 non-reinforced scrub nurse gown, large, with towel in outer wrap
- 1 Cardinal Health™ AAMI 3 non-reinforced surgical gown, large, sterile back
- 1 Absorbent towel, 15000 / PL BNS
- 4 Drape towels, 15 x 26IN, adhesive, non-absorbent
- 1 Mayo stand cover, reinforced poly, 23IN width
- 1 Suture bag
- 1 Outer wrap, reinforced poly table cover, 44 x 90IN, 24 x 90IN absorbent reinforcement
- 2 Tiburon® side drape, 38 x 77IN, adhesive, 16 x 25.5IN absorbent reinforcement

Kit Components with 1WorldSync

A supplier can list as many components as necessary with the detail information of each component's information within 1WorldSync. To properly complete the section you will need to first describe your kit by the number of pieces within a set followed by the total number of components where:

- numberOfPiecesInSet – *Specifies the total amount of individual items contained within the kit*

- totalNumberOfComponents – *Specifics the unique set of individual items in kit*

EXAMPLE

In our example you have a kit with 2 components with a total number of 3 pieces.

$NNNN. NNoo\ PP?P?P?PPPP\ ??ii\ SSPPSS\ (3) = CCNNCCCCNNiiPPiiSS\ QQQQQQQQQQQQQQ\ (2\ TT?M?TTTTTTNNii\ PP??ssPP\ ssTTddCCPPPP) + (1\ TT?M?TTTTTTNNii\ ooNNNNSS\ ssTTddCCPP)$

$TTNNSSddTT\ iiTTCCTTPPTT\ NNoo\ PPNNCCCCNNiiPPiiSSPP\ (2) = 1\ IIQQIIQQQQQQIIII\ NNoo\ TT?M?TTTTTTNNii\ PP??ssPP\ ssTTddCCPPPP + 1\ IliiPPSSddiiPPPP\ NNoo\ TT?M?TTTTTTNNii\ ooNNNNSS\ ssTTddTTPP$

Component Information ❓

No. of pieces in Set	3
Multiple Container Quantity	
Total number of components	2

Component Information

1st Component

| Component Number | 1 |
| Component Description | Tiburon® side drape, 38 x 77IN, adhesive, 16 x 25.5IN absorbent reinforcement |

2 qty

| Component Quantity | 2 |

Component Information

2nd Component

➕

| Component Number | 2 |
| Component Description | Tiburon® foot drape, 75 x 72IN, adhesive, 14.5 x 25.5IN absorbent reinforcement |

1 qty

| Component Quantity | 1 |

Additional guidelines

The following additional guidelines are for writing product titles and features/benefits. These guidelines are meant to give clarification around the specific formatting of product titles and features/benefits.

General guidelines

- Content that does not fit within the character count limit may not display online or may be cut off in certain circumstances (i.e., search results).

Capitalization

- Do not write in all capital letters.
- Do not capitalize conjunctions (i.e., with, and, for).

Language

- All flavor text must be supported by a legitimate claim. Do not include false claims or hyperbole. (i.e., comfortable and waterproof, can be 100% cotton-lined waterproof if 100% cotton-lined is a clear attribute).
- Do not refer to customers directly in any way, and Do not refer to BRAND as I, we, our, us or in any other way other than brand name. (i.e., we guarantee powder-free).
- Do not include verbs, including calls-to-action (CTAs) in any description. (i.e., buy our powder-free gloves).
- Do not use contractions (i.e., use Do not instead of don't, use cannot instead of can't, use is not instead of isn't).

Symbols, labels and punctuation

Marks and labels

- Trademark (™) and registered marks (®) must be included if relevant to the brand or sub-brand name.
- Attach trademark (™) and registered marks (®) at the end of the BRAND (if applicable) without a space. (i.e., use SoftGuard® instead of SoftGuard ®).

Punctuation

- Hyphens (-) can be used to refer to sizes (i.e., 3-0 is a size for a suture).
- Always use the percent sign (%) when referring to percentages.
- Please use your keyboard when adding special characters as the Cardinal Health Market site does not recognize slight variations of the copy paste function.

Slashes	=	/ or \	Hyphens	=	-
Quotation Marks	=	" or "	Parentheses	=	(or)
Semi-Colons	=	;	Colons	=	:

Additional guidelines continued

Abbreviations and acronyms

- Common abbreviations and acronyms may be used to fit longer descriptions within character count limits.
- Accepted abbreviations and acronyms include UoM, positions or departments, procedures or diagnoses, or other commonly-known medical abbreviations:

Biopsy	=	Bx	Chronic Obstructive Lung Disease	=	COLD
Diagnosis	=	Dx	Spunbound + Meltblown + Spunbound Nonwovens	=	SMS
No Added Salt	=	NAS	Emergency Medical Technician	=	EMT
Operating Room	=	OR	Beats Per Minute	=	BPM

- Do not use plus (+) or minus (-) to replace the words with or without. Do not use these as abbreviations for the words plus or minus. Only use when alluding to equations or if part of the name of a BRAND.
- Do not use a slash (i.e., / or \) to combine or group attributes in order to save space (i.e., Knit collar knit cuff instead of Knit collar/cuff). Only use a forward slash to show multiple components with same attribute.
- Do not use an "X" to describe multiple elements on a single product/item (i.e., pockets, closures, sleeves). Multiples of any element should begin with the number of that element, followed by a singular or plural descriptive NOUN for that element. (i.e., use Two sleeve pockets instead of Sleeve pocket x2).
- For SMS fabric: If we know the item fabric has three layers, please use three-layer (spelling out three and using a hyphen.) If we know it is more than one layer, but it is not specified exactly, use multi-layer.
- For pocket: Spell out number of pockets, unless space is limited. (i.e., Two hip pockets and one chest pocket).

Numbers, sizes and dimensions

Formatting numbers

- Enter fractions as decimal point numbers up to the thousandth place. (i.e., 8 ¼ = 8.25, 8 ½ = 8.5, 8 ⅓ = 8.333). There may be exceptions to this rule.
- For decimals, zeros (0) must be used as placeholders in the ones place if needed. (i.e., ¼ = 0.25, ⅓ = 0.333).
- Do not place a zero in the tenths place if the value is exact (i.e., 7.0 grams = 7GR) except when it is a category-specific requirement (i.e., lenses).

Additional guidelines continued

Sizes

- Size ATTRIBUTES must be capitalized, with hyphens (-) separating where appropriate, when used in product titles. The word "extra" may always be abbreviated to "X" only when it is attached to a size ATTRIBUTE via a hyphen (-):

Petite	Small	X-Large
XX-Small	Medium	2X-Large
X-Small	Large	3X-Large

- Abbreviating sizes is permitted only when it makes sense contextually and allows lengthy descriptions to fit within their character count limit. These include but are not limited to:

Petite	=	P	Small	=	SM	X-Large	=	XL
XX-Small	=	XXS	Medium	=	M	2X-Large	=	2XL
X-Small	=	XS	Large	=	LG	3X-Large	=	3XL

Dimensions

- UoMs (i.e.: inch, millimeter, gallon, liter, etc.) must be abbreviated according to UCUM standards and written in all capitals. Do not use apostrophes (') or quotes ("). Those abbreviations include but are not limited to:

Inch	=	IN	Pint	=	PT	Gram	=	GR
Foot	=	FT	Cup	=	C	Gauge	=	GA
Cubic Centimeter	=	CC	Milliliter	=	ML	Degrees	=	DEG
Millimeter	=	MM	Liter	=	L	Gallon	=	GAL
French Scale	=	FR	Ounce	=	OZ	Quart	=	QT

- If product dimensions refer to only one UoM, type that unit after the final dimension. Add a space before and after the lowercase "x" to differentiate dimensions. (i.e.: "2.5 x 4.75 x 5MM", not "2.5MMx4.75MMx5MM").
- If product dimensions refer to two or more UoMs, type that unit after each dimension. Add a space before and after the lowercase "x" to differentiate dimensions. (i.e.: "2IN x 4.5FT x 3.25FT", not "2x4.5x3.25FT").

Product image requirements

Our eCommerce team is happy to work with you to facilitate submission of product images.

Please reach out directly to our team for further instructions on image submission options
email: GMB-CHMContentProject@cardinalhealth.com

It is **highly recommended** that each product feature at least **one** image for online use on the Market website.

Images are very important to customers, so quality matters. Products without images may be ranked lower in results pages and receive less overall exposure.

Images must accurately represent the product and show only the product that is for sale, with minimal or no propping. Images should be in focus, easy to understand, clinically correct and attractively presented.

Feature image

The feature image is the primary image showcased for a product. It is the first image on a product detail page, represents an item in on-line search results and browse pages.

- The feature image is a **standalone** image of the product or package.
- Photography should be positioned at an angle to show dimension, as shown to the right.
- Image should be on a **white background**.
- It is preferred that feature images must show the actual product, and must not show unrelated accessories or props, descriptive text that is not part of the product packaging, or logos/watermarks/inset images. There may be some category based exceptions to this rule.
- Ensure that you have all necessary rights for the image, particularly for images featuring human models.
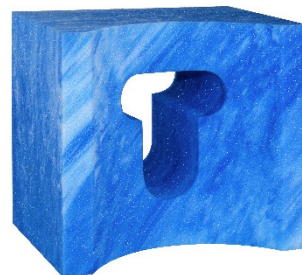
Additional images

Additional Images help sell your items and proactively answer customer questions. Suppliers can submit **up to four additional images** to represent an individual product for a total of five images.

- Additional images show different sides of a package, the product itself, the product in use, or details that are not visible in the main image, as shown below.
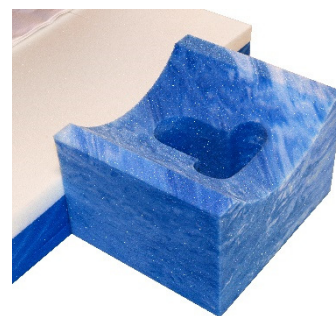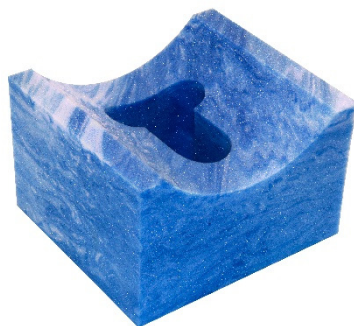
Product image requirements continued

Types of additional imagery

1. Product with prop or additional product

● Items shot with a secondary product or prop to showcase the main product in the proper setting. The prop should not be the primary focus of the image. Prop direction will be specified (shoot on mannequin, with scissors, etc.)

2. Lay-down/Stand alone

● Items shot singularly, positioned at an angle to show dimension. The subject must be contained within the image bounds and in full focus. Most requested images will be shot in this form.

3. Package image with product lay-down

● Image will feature item as a lay-down in front with package or box next to or behind the product. Packages must not appear empty or otherwise opened in any form.

4. Packaged product

● Image will be shot of packaged or boxed item, positioned at an angle. Packages must not feature significant blemishes including dents, tears, debris, packaging labels, or shelf labels that are not inherently part of the product.

5. Alternative direction

● An additional shot(s) required of an item to demonstrate alternate positioning or setup. Shots should be established per specific instructions (with accessory, etc.).

Product image requirements continued

Types of additional imagery

6. Close up/Detail

- Zoomed image showcases detail(s) of product at a closer level. Detail shots should not be standalone representations of the product and should not be considered the MAIN image unless otherwise specified.

7. Schematic or graph

- No photo required. A schematic chart or diagram will be used to represent the item. Diagrams must be clearly labeled and scaled appropriately to appear clear to users when viewed at full size on retina screens.

8. Kit elements

- Image will feature a lay-down of multiple items. Direction will be given on what item or items should be the focus of the entire kit – which items must stand out or be positioned in front of other items.

9. 360 Spin photography

- Image will feature 24 images in incrementing degrees of rotation to simulate 360 degree rotation. Item must be positioned properly within the frame to appear centered at all angles and must not change in state or appearance between frames of a single set.

Product image requirements continued

File type (format):

- JPEG (.jpg) type format that supports transparency for outlined images

File specifications:

- RGB color model. Do not submit images using CMYK color model.
- 300 dpi (72 dpi minimum)
    - o To be used for online applications
- Minimum 4.0 Megapixel resolution (calculate by multiplying image length and width)
    - o Image sides are matching in length (i.e.: square 2000 x 2000 pixels minimum)
- 100 GB maximum file size

File naming conventions

Images are named by Cardinal Health material number followed by an underscore "_" then a Descriptor number in ascending order.

- Descriptor dictates the presented order of images on an Item Detail Page
- There can be up to five total images featured online for one item
- Every item must be paired with a Feature image
- If the Cardinal material number is not currently available, temporarily name product images by Manufacturer number

Image	Image name = Material # + "_" descriptor
Primary image	12345_1
Alternate image 1	12345_2
Alternate image 2	12345_3
Alternate image 3	12345_4
Alternate image 4	12345_5

881882712T_1   881882712T_2   881882712T_3   881882712T_4   881882712T_5

Product image requirements 360 Degree Spins

360 basic image principles:
- The main subject of the image must be centered in the frame
- The product/ image focus must not exceed padding bounds of 10% on the top, left, bottom, and right
  - i.e. 3,375 x 3,375 px images have internal padding of approximately 340px on all sides. The product fills as much of the resulting central 3,035 x 3,035 px "safe area" as possible to optimize visibility.

360 specifications

360 file types (formats):
- 24 individual 72 dpi JPG (.jpg) images
  - ZIP (.zip) folder containing 24 flattened manipulated images with pure white (RGB #ffffff) background
  - To be used for online applications

360 file dimensions and color requirements:
- 3,375 x 3,375 pixels (1:1 square aspect ratio) minimum
  - Image subject spans 3,035 x 3,035 pixels with 340 x 340 pixel padding on all sides (top, left, bottom, and right)
- RGB color model: sRGB IEC61966-2.1

360 file naming conventions
- Images are named by Cardinal Health material number followed by "_SS_R1_C" then a Descriptor number in ascending order from "01" to "24".
- The suffix "_SS_R1_C##" indicates the photo is part of a spinset ("SS"), images are shot from a side-facing angle ("R1"), and contains images 01 through 24 ("C##")
- Descriptor dictates the presented order of images in the 360 degree spinset
- There must only be one spinset per product unless otherwise required or requested

Image	Image name = Material # + "_ss_r1_c" + "##" descriptor
Spinset image 1	12345_SS_R1_C01
Spinset image 2	12345_SS_R1_C02
Spinset image 3	12345_SS_R1_C03
Spinset image 4	12345_SS_R1_C04
Spinset image 5	12345_SS_R1_C05

CAH4413_SS_R1_C01   CAH4413_SS_R1_C02   CAH4413_SS_R1_C03   CAH4413_SS_R1_C04   CAH4413_SS_R1_C05

Product image requirements - Additional guidelines (1WorldSnyc)