Team - hope you found this morning’s discussion helpful.Please don’t ever hesitate to ask questions about the business context of our efforts…just a recap of what we discussed in terms of what Sentier’s core business is (and how it relates to the stuff we are doing for Astellas):We specialize in running MMM (Marketing Mix Models) for pharma companies. We have recently been asked if we could apply the same logic to a consumer package goods organization, and the answer is basically yes. Companies that have marketing spend want to know what is working and whether they should increase or decrease their investments in certain tactics (promotions). A few of the terms we care about:**Carryover effect**— the concept that a TV commercial or an interaction of any sort has a long-lasting effect on the minds of the consumer. Industry standard benchmarks say that DTC TV campaigns linger in consumers’ minds for 90 days. We don’t see this to be accurate.**ROI/MROI** - Return on Investment/Marginal return on investment…for every $1 of spend are we getting a return of $1 or more/less? At what point do we stop spending on a tactic?Where I think we need to spend a little time is defining what the business value of the Astellas projects is…I will put some thoughts together on this and we can run them by Alex and Chad.

I encourage you all to acquaint yourselves with the industry and learn as much as possible. Some of the links that I reference:<https://www.fiercepharma.com/>  
[https://www.drugchannels.net](https://www.drugchannels.net/)Gross to Net: <https://www.eisneramper.com/pricing-adjustment-gross-to-net-cat-0318/>

**fiercepharma.com**

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Visit FiercePharma for pharma industry news on big pharma, FDA decisions, patents, pharmaceutical marketing, generic drugs, and other pharma news.

**EisnerAmper**

[**Four Gross-to-Net Pitfalls to Avoid**](https://www.eisneramper.com/pricing-adjustment-gross-to-net-cat-0318/)

Companies should also develop detailed analytics to understand trends and the magnitude and appropriateness of customer pricing adjustments. The most successful companies use a combination of in-house technology and third-party resources. (56 kB)