Cedric Vicera

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Profile

Data scientist currently working in healthcare analytics. Currently focused on patient personalization in the retail pharmacy setting. Experience in campaign and experiment development and monitoring as well as uplift modeling.

Professional Experience

Data Scientist Jan 2023 – Present

CVS Health · Immunization Outreach

- Developed tactics for immunization outreach efforts to drive 36M Flu and 19M Covid vaccinations.
- Conducted exploratory data analysis on patient immunization and retail data to propose five outreach tactics, including verbiage experiments.
- Authored presentations on analytics sizing, modeling, and analysis projects for data science and business stakeholders.
- Collaborated weekly with data engineers and business partners to ensure quality campaign measurements.
- Monitored performance of 29 past and ongoing immunization campaigns daily, with a primary focus on A/B testing for outreach tactics.
- Refreshed Flu uplift model using LightGBM to prioritize patient SMS outreach, improving F1 score year-over-year from 0.739 to 0.893.
- Developed measurement automation standards, reducing measurement reporting efforts by up to 50%.

Data Science Intern Jun – Aug 2022

CVS Health · Immunization Outreach

- Developed time of day uplift model to prioritize patients for Flu SMS outreach.
- Learned about patient personalization efforts in the retail pharmacy setting.

Biostatistics Research Intern Jun – Aug 2021

St. Jude Children's Research Hospital · Department of Biostatistics

- Implemented a linear mixed-effects model to identify 3 bacteria species pairs correlated with elevated post-treatment BMI.
- Conducted hypothesis testing and presented results in a research seminar and wrote a manuscript detailing project methods and discussion.

Undergraduate Research Assistant Aug 2018 – May 2020

University of Arizona · Computational Medicine and Informatics Collaboratory

- Extracted critical care telemedicine data to analyze failure rates and temporal differences between noninvasive ventilation strategies of 10K patients.
- Applied logistic regression to show that NIPPV patients have an increase of 16.8% in mortality compared to HFNI patients, who carry a 6.6% increase in mortality.

Technical Skills

Languages Python, SQL, R

Data Science A/B Testing, Hypothesis Testing, Uplift Modeling, Linear/Logistic Regression, Random Forest

Tools Git, Databricks, Airflow, Snowflake, Jupyter, PowerPoint, Excel

Education

University of Pennsylvania

Master of Computer and Information Technology

University of Arizona

Bachelor of Arts (with Honors)