

Performance Plan



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Employee Information

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Promotion Response Analysis

Division Global Human Health
Location UPPER GWYNEDD, PA
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Supervisor Folske, Jane C.
Grade C

Performance Plan: myPMP 2010

Planning period 2010

Status Coaching & Feedback

Valid from - to 1/1/2010 - 12/31/2010

Performance Objective

Weight

DTC Advertising - Promotional Response Analysis

30.00%

- a) Harmonize Television Campaign Decision Support across Legacy Companies:
 (i) Deliver television revenue and profit curves by media investment level based upon market mix modeling for Nasonex®.
 (ii) Continue and complete similar marketig mix analysis for Nuvaring®.
 b) Support Cross-Media Optimization for Respiratory Franchise: Provide consultative support to Marketing Evolution in collaboration with Promotion Optimization team to optimize the mix of consumer-directed media for Dulera® and other Merck respiratory products as needed.

Clients: Marketing and Global Marketing Communications

Timing: 2Q2010, Ongoing – specific projects/milestones to be included in final PPG

Exceeds: Based on results, provide two clients with actionable insights that will improve future profitability.

Employee 1. Nasonex Marketing Mix Analysis:

- Accomplishments**
- Estimated the sales impact and ROI for \$35MM per year of promotional investments in DTC for Nasonex
 - Informed the brand team of potential for higher profit by increasing the current DTC spends on Nasonex.
 - The analysis provided actionable results to the brand team and helped to appropriately allocate the DTC budget during 2010 profit plan.
 - Quickly adapted to execute various marketing mix modeling methodologies used by both legacy SP and legacy Merck.
 - Compared legacy SP log-linear mixed effects models against legacy Merck population standardized mixed effects models and chose the best performing model.
 - Enhanced the process to include non-parametric (LOESS) models, which provided a clearer picture of revenue and profit for various levels of DTC spend.



Performance Plan



Measure the impact of in-person promotional channels

30.00%

- a) Integrate Legacy SP products into Merck processes for measuring the impact of in-person promotional channels (ex: Detail response, RFM, Medical Forums etc.)
 b) Work with Mu-Sigma and/or other vendors to improve the processes to measure the impact of samples on Merck brand(s).

Clients: VPOs/DCOs, Global Expert Engagement Management, Marketing

Timing: Ongoing – specific projects/milestones to be included in final PPG

Exceeds: Resulting processes improves the efficiency in measuring the impacts for various legacy SP and existing Merck brand(s).

Employee Legacy SP Data Extracts:

Accomplishments • Overcame some of the integration related data issues by providing guidance and relevant promotion details for legacy SP brands for various members of the PRA team.

Support Customer Fulfillment/Strategic Sampling Operations Initiatives

30.00%

Provide decision support to improve sample efficiency, to evaluate the effectiveness of unique solutions related to product samples, vouchers and coupons (e.g., Direct to Physician Sample Send Pilot, End of Lifecycle Best Practices, MedVantx, Januvia BurgoPak Pilot, MedManage, etc.).

Clients: Joe Kozlowski/Kevin Parris/Valerie Coddington

Timing: Ongoing – specific projects/milestones to be included in final PPG

Exceeds: Based on results, provide two clients with actionable insights that will improve future profitability.

Performance Plan



- Employee Accomplishments**
1. Direct to Physician (DTP) Sample Send pilot
 - Computed potential revenues from the DTP Sample Send pilot for Portfolio II products, including Levitra.
 - This analysis helped to inform the samples management team on the profit potentials of the DTP sample send.
 - For various % increase in NRx volume, determined the optimal number of physicians required to implement DTP sample send pilot. A robust table of several potential scenarios was provided to make timely decisions.
 - Results helped towards the planning of next steps for the pilot. Due to changes in field and product alignment and the creation of new sales forces, a follow up analysis may be needed during the second half of 2010.
 2. Med Manage
 - Provided potential Med Manage target list for 2010. Applied several business rules to guide the selection of final target list.
 - Completed the project before the deadline while managing to work on couple of other projects during this time frame.
 - Given the addition of many Legacy SP brands, the results saved MedManage targeting cost by identifying higher revenue generating physicians.
 - Coordinated with Subbu to deliver Phase 2, "Understanding Power Users", within a very short time frame (3 days after getting the input data).
 - Phase 2 analysis informed the sample operations team that further coverage of power users by MedManage might not be necessary.
 3. End of Life Cycle Analysis
 - Visually analyzed the Rx and promotion dynamics during 18 months before expiry for Cozaar/Hyzaar, Zocor and Fosamax.
 - Results provided guidance towards future sample budget allocation for Singulair.
 - Created a simple one page color coded chart to capture various market activities for all three products across an 18 month analysis period. The simplicity and capability of this chart to explain various market dynamics was appreciated by the stake holders.
 - Learned the data environment and associated technologies (ex: mainframe, voucher/coupon data sources etc..) quickly to obtain the necessary data for the analysis.
 - For Phase 2 of the analysis, conducted a deep dive retrospective test vs. control study to understand effects of sample reduction on Cozaar/Hyzaar Rx's before its patent expiry.
 - Phase 2 results supported the profitable nature of the sampling, voucher and coupon strategies that were carried out in 2009.

Self Development

10.00%

Learn and explore various analytical and best-practice methods used across the industry through relevant trainings and conferences.

- Employee Accomplishments**
- Attended PMSA conference and training sessions to learn some of the current analytical methods implemented in the industry to better inform brand sales and marketing teams.

Signed: Folske, Jane C.

Signed: Murugan, Senthil

