2018 Performance Plan for Ambika Rana

Employee Information

First Name	Ambika	Location	UPPER GWYNEDD PA USA-OFF
Last Name	Rana	Country	USA
Job Title	Spclst, Quant. Sciences-(56991934)	Manager	Senthil Murugan
Personnel Sub Area	GHH-Z005	Job Code	56991934

Year End Review

Overall Performance Category

Outperformed

Year-End Review Comments

Managers Comments

Summary

Ambika has been a very valuable asset for the Promotion Optimization team. She worked on wide variety of projects including Diabetes Sampling Pilot, Noxafil Evoucher rollout, Investment Prioritization Framework (IPF), various ad-hoc analysis and requests. Ambika also managed a summer intern very effectively and worked on developing agent based simulation model to understand utilization of coupons. Ambika attended several advanced statistics courses and incorporated some of the learning into her work.

Ambika delivered well above expectation in all of the projects she has been involved with. Ambika's eagerness to learn, curiosity to understand and solve wide ranging business issues and technical know-how related to modeling, data processing and project management are invaluable assets. Ambika has excellent listening skills. She communicates her thoughts clearly, concisely and to the point in the meetings she has with various stakeholders including brand leaders, senior leaders, finance and other support teams. Ambika is also very detail oriented, a necessary skill for the current job, and is not afraid to push back and communicate her innovative ideas even if others have not thought about them. Overall, Ambika is a high performing team member. Merck and I are lucky to have her as part of the team.

I would like Ambika to take on more responsibilities, explore new business areas both inside and outside our group and continue to explore innovative ideas to identify and solve various business issues.

Stakeholder Feedback

Ambika's stakeholders find her to be a terrific partner and feel that she is highly collaborative, communicates clearly and delivers on her commitments. Ambika's strength lies in communication, insights into business and its dynamics and balancing the analysis results with practical business needs. Ambika's clients want her to get more involved in some of the businesses and to see her more often with additional analysis to support the business. Ambika has earned a spot at their table. Her client appreciates the innovative program design she developed that is currently live in the market. Ambika's ability to clearly articulate the analysis and effectively answer questions from tough audience are noted with high regard.

Performance Priorities

Complete
Core Services

| Business |

Analyze promotional programs - Samples, coupons, and vouchers and provide recommendations across product as well as business units to optimize promotion investments

Managers Comments

1. ### Diabetes Sampling Pilot
   One of Ambika's initial projects after joining the team was Diabetes Sampling Pilot. She quickly learned the activities involved in the project and adapted to complexities arising from difficulties in its execution. Ambika illustrated the execution difficulties clearly to the brand team through relevant metrics and chose a sub population to give directional guidance of impact of samples on the business. Her work confirmed that directionally samples do provide value to the patients and the physicians who would like to experiment with the trial. This study was well received by the brand and COE teams and helped to directionally validate IADS modeling approach as well as towards appropriate sample allocations.

2. ### Noxafil Evoucher Program

   Noxafil brand team was evaluating whether an Evoucher program would be helpful to patients and be financially feasible. Ambika single handedly analyzed all relevant patient level claims data from Relay Health and Symphony Health Solutions and recommended an innovative targeting strategy that measures the benefit for the patients and also financial feasibility for Merck. She actively engaged with brand team, strategy board members that included legal department and in collaboration with brand team, successfully convinced legal team and other stakeholders that this new targeting strategy, the first for such programs, is the best approach for patients and Merck as well as being legally relatively less risky. This has set precedence for other brands to consider such innovative targeting approach. In 2019, Prevymis is considering such a strategy.

3. IPF

Ambika got fully involved in one of the most important project of the team - Investment Prioritization Framework (IPF). This process supports and informs over $200MM in promotional investments and guides the yearly budget allocation process. Ambika identified a potential $25MM savings in promotional investment through this process. This process is challenging in terms of technical know-how, communicating and coordinating with numerous stakeholders and deal with ambiguity due to limited data and inputs in many cases. Ambika, with minimal guidance from her manager, learned the process, communicated very effectively with the stakeholders and completed the analysis and informed the profit planning process. She effectively consulted with relevant brand team leaders as well as senior leadership team and finance and guided the profit planning process. Tom Loose, AVP of Chronic Care and Women's Health, commented that Ambika's presentation was one of the best presentation of the year. IPF & scoring models involved heavy workload and Ambika was able to take the extra workload and complete the analysis successfully. Ambika's detail orientation, thought process and the ability to come up with appropriate solutions to the problem is highly commendable and is probably one of the main success factors in executing the IPF process.

Priority Details

Due Date   12/31/2018

Priority Updates 1. Ambika Rana
01/02/2019
Completed multiple projects focusing on core analytic services provided by the Promotion Optimization team -

1) Diabetes Sample pilot - Analyzed the implementation of sample pilot for the Januvia family, and studied its impact on physician prescribing. The project concluded gaps in the rollout but provided directional results that aligned with the impact measured in the period-to-period change models. Total sample investment analyzed – $10MM

2) Noxafil Evoucher program - Evaluated different Evoucher designs and suggested a targeting strategy estimated to

improve affordability while maintaining financial feasibility. Led discussions with the marketing and legal team to launch the program in July in select states. Estimated annual program cost – $1.3M

3) Investment Prioritization Framework (IPF)
– Analyzed the impact of Samples and vouchers on physician prescribing through a period-to-period change model for the Januvia family and Belsomra
– Integrated promotional impact across different channels and ran optimization scenarios to recommend 2019 allocations for brands in Primary Care and Vaccines. Held discussions with the individual brand teams to apprise them of the brand performance and suggested changes for 2019.
– Recommended allocation within/across business units (Primary Care &Women's Health, Specialty) through scoring models and communicated the results to the BU leaders & Finance team.
Total promotional dollars impacted – $200MM, Savings identified through optimal allocation - $25MM

4) Adhoc activities – Gathered inputs and coordinated with the Finance team to get the 2019 NPV values

Complete
People Development

Development

Onboard and coach the incoming intern

Managers Comments

Ambika successfully managed a summer intern and guided the intern to develop an agent based simulation model to understand the penetration and utilization of coupons in the market. She guided the intern to come up with various coupon designs and its impact on utilization of coupons by patients. The methodology was new to her and she quickly learned the necessary details so that she could guide the intern and teach all relevant business constraints and processes involved. Ambika's willingness to spend lot of time with intern while she was busy with other projects had helped both the intern as well as herself immensely in terms of people management.

Priority Details

			1. Ambika Rana 01/02/2019 Managed intern onboarding, and provided guidance on building a simulation model to evaluate the effect of coupon design on patient abandonment &adherence.
Due Date	12/31/2018	Priority Updates	

Complete
Compliance

Business

Adhere to legal/ethical guidelines laid down my Merck

Priority Details

			1. Ambika Rana 01/02/2019 1) Completed all the trainings assigned on the learning portal. Ensured that day to day activities are fully compliant with the data privacy, social media, and other compliance guidelines laid by Merck 2) Collaborated with legal and marketing team on NOXAFIL Evoucher to confirm that the recommended program was legally compliant
Due Date	12/31/2018	Priority Updates	

Complete
Trainings for professional development

Development

Develop statistical as well as business skills critical to the promotion optimization job

Managers Comments

Ambika's eagerness and willingness to learn continuously is one of the greatest assets for the team. She attended multiple trainings on various statistical methods and applied some of the concepts in her work.

Priority Details

Due Date	12/31/2018	Priority Updates	1. Ambika Rana 01/07/2019 1) Attended multiple training through Statistical Horizons to build and improve understanding of key statistical modeling concepts 2) Attended a conference organized by Digital Pharma, focusing on advances in the HCP promotion space

Signature

Manager:	Senthil Murugan	03/08/2019
Employee:	Ambika Rana	03/13/2019