

Performance Plan



Murugan, Senthil

Employee Information

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Promotion Response Analysis

Division Global Human Health

Supervisor Folske, Jane C.

Location KENILWORTH - GALLOPING HILL

Grade C

Country United St

Performance Plan: myPMP 2010

Planning period 2010

Status Objectives Setting

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: Deliver television revenue and profit curves by media investment level based upon market mix modeling for Nasonex®.

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

Measure the impact of in-person promotional channels

30.00%

Integrate Legacy SP products into Merck processes for measuring the impact of in-person promotional channels (ex: Detail response, RFM, Medical Forums etc.,)

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

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

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

Self Development

10.00%

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



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Signed: Folske, Jane C.

Signed: Murugan, Senthil

