



Sinhmar, Arun

Sr. Spclst, Data Science

Manager: Senthil Murugan

Evaluated by: Senthil Murugan

2021 Performance Review

Organization: Promotion Optimization (Senthil Murugan) (SUP53012191)

Location: USA - Pennsylvania - North Wales (Upper Gwynedd)

01/01/2021 - 12/31/2021

Overall

Rating:

Successful

Comment:

General comments

Arun had a very successful year and quickly increased the variety and complexity of the projects he has been involved with. Arun led and managed his carved out functional area of DET campaign very well. Arun is always willing to jump in and help the team wherever needed and I highly appreciate this quality. Arun is a deep and thorough thinker and seeks to understand the ins and outs of the projects he is working on. He has a curious mind and is always ready to explore new analytical and functional areas. This has immensely helped to advice investment strategies for various DET campaigns and brands for which sales impacts were accessed. He has effectively managed multiple offshore consultants to drive results in a timely manner.

Some of the areas of further focus and development would be to proactively meet his clients (particularly DET architects and directors) to discuss and plan evolving needs – a monthly one on one may help here - particularly with DET Director for Architects and key architects. This will not only hone the skills to assess the needs but also help to gain more confidence and trust of stakeholders. Arun's above and beyond performances are noticed by his clients and he received six inspire awards from various stakeholders.

Key 2021 projects

- DET Functional Area Lead [~\$30MM ispend]
 - Primary leader to support all HCP DET campaign impact assessments.
 - 2021 completed DET impacts include Doravrine, Belsomra, Pneumovax, Gardasil [\$17 MM spend]
 - Analysis in the final stages of completion include Bridion, Difcid and HIV [\$10+ MM]
 - Managed these analyses with offshore team. Suggested optimal investment strategies based on the outcomes.
- HCP / HCC Sales Impact analysis [\$9MM to \$31MM spend]
 - Lynparza Mkt Mix analysis and optimal investment recommendations for HCC promotions [\$6MM]
 - Lenvima Mkt Mix analysis and optimal investment recommendations for HCP promotions [\$3MM]
 - Support HCC media crossix analysis for Diabetes and Lynparza [\$22 MM]
 - Evaluate NWOW DTC performance campaigns
 - Gefapixant pilot sample analysis, T/C DMA selection support
- Optimal Budget Allocation & Investment Prioritization [IPF] [~\$53 MM spend]
 - Informed optimal 2022 budgets for various marketing channels for Steglatro and Belsomra
- Strategic Initiatives
 - Evaluated and helped to develop Net Impact Analysis methods for HealthMap initiative where customer level exposure data is integrated with Rx data – no easy task with lot of expectation management for various teams (vendors and Merck teams). This is a strategic initiative that has high savings potential for the future.
 - NBE max touchpoint determination for Proquad, Rotateg and Vacta.

- Consultant management and development
 - Effectively managed multiple offshore consultants.
 - Wore multiple hats – coach / mentor, business understanding and communications, functional area and project manager etc.

Stakeholder feedbacks

Arun's stakeholder identified his area of strengths to be:

Applies knowledge to business challenges to improve media optimizations Helps looking at a complex problem in new ways

Suggested areas of development are: a) Proactively reaching out to clients to discuss opportunities or analysis/ insights after monthly reporting's or QBRs and b) hone the ability to assess the needs or assess requirements and identify new solutions.

I am glad to have Arun as the promotion optimization team member. His analytical and technical skills combined with a curiosity to have a deep understanding of the business are very valuable. I look forward to continuing to work with him in a challenging and always changing future.

Comment:

This year, I increased the number of my deliverables and expanded into new areas:

1. Helped team with Budget Optimization for Steglatro and Belsomra
2. Increased number of DET projects and also the granularity of ROI results to
 - Patient segment level,
 - HCP segment level and
 - Also analysed campaigns at content and message level

Priorities

Analyse the Impact of NWOW (New Ways of Working) on DTC campaign performance.

- Compared Januvia 2019 vs 2020 DTC performance over multiple KPIs to understand the impact of NWOW on campaign performance.
- This will help Media team understand if NWOW works for Diabetes brands or not.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Calculate Maximum Touchpoints/ Deliveries for three Pediatric brands (PROQUAD, ROTATEQ and VAQTA) to be used in NBE engine.

The Maximum Touchpoints were calculated for each brand's different HCP segments at vendor-channel level based on below factors:

- Impact per engagement (calculated from marketing Mix Model)
- Historical Reach and touch points/ deliveries
- Cost per delivery (based on historical data)
- Digital affinity of HCPs (High/ Medium/ Low)

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Evaluate impact of five Belsomra 2020 DET HCP digital campaigns with about \$3M spend.

- Calculated impact on total sales and channel level ROIs.
- Helped Brand team better understand which vendors work best for respective HCP segment and message type by quantifying the sales impact of different vendors by individual DET campaign.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Evaluate impact of HIV 2021 DET Campaigns impact analysis in Q4'21.

5 DET campaigns for 3 brands - PIFELTRO/ DELSTRIGO and ISENTRESS

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Evaluate impact of HIV DORAVIRINE 1.0 (PIFELTRO and DELSTRIGO) DET HCP digital campaigns which were live from Feb'20 - July'20.

- Calculated impact on total sales and channel level ROIs of HIV DET HCP digital campaign with about \$2M spend.
- Quantified sales impact coming from different HCP segments and gave recommendations on how to approach DET campaign development and customer targeting.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Evaluate impact of three G9 Adolescent 2020 DET HCP digital campaigns with about \$6M spend.

- Calculated impact on total sales and channel level ROIs
- Also analysed campaigns (calculated incremental sales and % contribution) at tactic/ message level. This is the first time we are analyzing any brand at tactic/ message level and we were able to parse out results for couple of campaigns.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Evaluate impact of U65 and O65 P23 2020 DET HCP digital campaigns with about \$6M spend.

- Calculated impact on total sales, channel level ROIs for both O65 and U65 campaigns.

- Also did ROI comparison between U65 and O65 campaigns.
- U65 campaigns were further split by condition categories - diabetes, lung, and heart. O65 campaign
- ROI results to be used by brand for profit planning for 2022.

Due Date: 12/31/2021 **Status:** Completed **Completion Date:** 12/31/2021

Category: Business

Comments:

Evaluate promotion impact and channel ROI estimates of Lenvima 2020 HCP Digital campaign.

- Calculated impact on sales and channel level ROIs of 2020 LYNPARZA NPP campaign with about \$3M spend.
- This was the first time, team did ROI analysis for this brand

Due Date: 12/31/2021 **Status:** Completed **Completion Date:** 12/31/2021

Category: Business

Comments:

Evaluate promotion impact and channel ROI estimates of Lynparza's 2020 DTC campaign.

- Calculated impact on sales and channel level ROIs of 2020 LYNPARZA DTC campaign with about \$6M spend.
- Assisted in justifying historical investments and determining if additional funds are needed for 2022.
- Helping brand team plan DTC budget for 2022

Due Date: 12/31/2021 **Status:** Completed **Completion Date:** 12/31/2021

Category: Business

Comments:

Help Brand and Media teams in profit planning and recommend optimal budgets for 2022 based on latest Marketing Mix ROI results and Promotion Response Curves.

I worked on two brands.

- Steglatro (total budget = \$ 37M and analyzable budget = \$ 24M)
- Belsomra (total budget = \$ 16M and analyzable budget = \$ 14M)

Due Date: 12/31/2021 **Status:** Completed **Completion Date:** 12/31/2021

Category: Business

Comments:

Helped team with coupon design projects for Gefapixant and Januvia using McKesson and Relay Health data.

Due Date: 12/31/2021 **Status:** Completed **Completion Date:** 12/31/2021

Category: Business

Comments:

Helped team with creating decks and storyboarding for COVID impact analysis for multiple brands (Nexplanon, Gardasil, Diabetes, Bridion and Pneumovax).

Goal of the analysis was to understand impact of COVID on personal and non-personal promotions and recommend how to navigate COVID landscape i.e. understand how different promotions perform (in terms of impact per engagement) in new environment vs pre-COVID days.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Identify top DMAs to target in Gefapixant 2021-22 DTC Campaign

Ranking DMAs based on # of HCP targets, # of available patients and insurance access in the respective geography for a new Gefapixant DTC campaign

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Review HealthMAP Net Impact Analysis and compare with current set-up

- Comparing HealthMAP Net Impact with current set-up to identify key differences in results and methodology
- Recommending and guiding team through changes in HealthMAP Net Impact Analysis Methodology, so that its outputs align with current deliverables

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Development

Comments:

Support Crossix 2020-2021 HCC media analysis for Diabetes and Lynparza.

- Supported multiple brand teams (Diabetes and Lynparza) in estimating ROIs for DTC campaigns at granular level – publishers, audience segments, targeting tactics and multiple paid search campaigns with about \$22MM spend.
- Provided guidance to media and brand teams for 2021-22 DTC channel mix based on ROI and conversion results.

Due Date: 12/31/2021 Status: Completed Completion Date: 12/31/2021

Category: Business

Comments:

Job Interest:

Willing to Travel:

Travel Amount:

Additional Information:

Long Term: Yes/No

Areas:

Short Term: Yes/No

Areas:

Additional Information:

Career Preferences: Cross Functional, Expand beyond role, Broaden

- Career Interest:
- Continue exploring new ways of improving performance of Marketing Mix Models to better answer Brand/ Marketing team's questions
 - I would like to lead or be part of cross-functional projects within DAI, if opportunity is available.
 - I want to continue working on research initiatives like Content tagging, Marketing Mix modelling using patient level data, etc..
 - Continue to improve relationship with DET teams so that our insights are aligned with what DET stakeholders are expecting and help improve future DET campaigns.