**2018 Accomplishments**

**Core Services –**

* **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
* **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
* **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

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

**People development –**

* **Intern management -** Managed intern onboarding, and provided guidance on building a simulation model to evaluate the effect of coupon design on patient abandonment &adherence.

**Compliance –**

* 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
* Collaborated with legal and marketing team on NOXAFIL Evoucher to confirm that the recommended program was legally compliant

**Trainings for professional development –**

* Attended multiple training through Statistical Horizons to build and improve understanding of key statistical modeling concepts