**2018 Summary of Accomplishments for Blythe Bealer**

**Innovation**

Supported JANUVIA and KEYTRUDA brand teams in determining optimal content and channel sequencing for next best engagement. Worked with ZS providing data and insights regarding personal and non-personal promotion to estimate potential sales increase of $30MM for JANUVIA and $143MM for KEYTRUDA if NBE is applied.

**Core Services**

Supported KEYTRUDA brand team in allocation of $42MM for the 2019 HCP media, medical education and MMF budgets utilizing results from marketing mix model and channel investment allocator. Several methodology changes and enhancements were made to both tools.

Supported multiple brand teams in estimating impact, cost and/or ROI for MCM, MMF and field email channels with about $20MM spend including: JANUVIA, BELSORMA, PNEUMOVAX 23 and GARDASIL. Provided guidance on MCM journey design, in-market tactic testing, control selection and general vendor performance.

Worked with MDSI and Customer Engagement Architects to on-board new vendors providing HCP-level digital promotion. Determined level of data needed and how to map to our standard values. Checked several files from each vendor before data could be loaded into views used for HERO reporting and ROI measurement.

Participated in DDW Governance council prioritizing DDW requests for current year and 2019 profit plan and cross-functional team for CIRRUS migration of DDW promotion and Grail views. Checked Grail views monthly for accuracy and requested necessary changes in product, markets, detail groups and samples.

**People**

Supervised off-shore contractors for in-depth analysis of JANUVIA MCM to further validate ROI from HCP-level marketing mix model that were found to be counter-intuitive or inconsistent with prior results and to measure ROI of JANUVIA and BELSOMRA MMF programs.

**Compliance**

Established and renewed TPAs for all analyses involving ZS and other 3rd party vendors.

Shared ROI, NPV, net sales and other sensitive, financial assumptions in the appropriate manner on “need to know” basis both internally and externally.

Completed all assigned ethics and compliance training courses on time.

**2018 Detailed Accomplishments for Blythe Bealer**

**Innovation**

**Objective:**

Support JANUVIA and KEYTRUDA brand teams in determining optimal content and channel sequencing for next best engagement providing sales impact business case and incorporating learnings into journeys.

**Accomplishments:**

* Provided personal and non-personal promotion data to ZS to create analytical datasets for project.
* Provided data insights to determine how to accurately interpret, summarize and group tactics and sub-channels.
* Supported JANUVIA content coding process for representatives’ CLM data, digital non-personal promotion and MMF programs identifying what data is available and can be used to categorize content.
* Worked with other IA&DS team members to determine digital plan provided to ZS for business case estimation to optimize number of deliveries and incorporate segment learnings from the plan into JANUVIA journey.
* Reviewed business case estimated increase in sales as $30MM for JANUVIA and $143MM for KEYTRUDA if NBE was utilized.

**Core Services**

**Objective 1:**

Support GCS Oncology Multi-Channel Integration team and brand teams in allocating media, medical education and MMF spend across indications, HCP promotion channels and vendors using Channel Investment Allocator and results from marketing mix models.

**Accomplishments:**

* Supported KEYTRUDA GCS Oncology Multi-Channel Integration team and brand teams in allocation of $42MM HCP media, medical education and MMF budget for 2019.
* Supplied activity data for several HCP channels and promotional cost for all HCP channels for marketing mix model analysis.
* Reviewed MMM assumptions and results with ZS and Yan to validate carryover and independent variable estimates compared to previous run.
* Compared % sales contribution and ROI between original methodology to new pathway methodology prior to sharing ROI results with Multi-channel Integration team.
* Improved usage of MMM results in CIA tool to allocate channel spend by capping spend in most profitable channel and then moving to allocate to next channel.
* Assisted in allocating budget by tumor type family and determining if additional funds were needed for some tumor type families based on upcoming market events or launches.

**Objective 2:**

Continue to proactively identify and measure sales impact & ROI opportunities regarding HCP promotion to provide US Pharmaceuticals' Marketing and Sales Leadership with profit-maximizing recommendations to inform 2019 Annual Budget (ex. targeted non-personal promotion, mass media non-personal promotion, field representative email, Merck Medical Forums, US3C, etc.).

**Accomplishments:**

* Supported multiple brand teams in estimating impact, cost and/or ROI for MCM, MMF and field email channels with about $20MM spend including: JANUVIA, BELSORMA, PNEUMOVAX 23 and GARDASIL.
* Performed some analyses to determine ROI or provided data, cost and review to others’ performing analyses. Packaged and presented results to brand teams or assisted in presentation to brand teams.
* Provided guidance to Customer Engagement Architects and brand teams on MCM journey design, in-market tactic testing, control selection and general vendor performance.

**Objective 3:**

Work with MDSI and Customer Engagement Architects to on-board new vendors that are providing HCP-level digital promotion data and to ensure data is consistent across vendors and can be used for ROI measurement.

**Accomplishments:**

* On-boarded three vendors (Everyday Health / Medpage Today, Skipta and Watzan) meeting to review assets they offer and the HCP level data they are able to provide. Determined how to map to our standard values while being consistent with other vendor mappings.
* Performed UAT on data for some vendors that have been on-boarded but not yet moved to steady state.
* Participated in project to determine which edetail mappings can be changed to video so that video becomes a new sub-channel in non-personal data.
* Participated in “Run the Business” meetings to understand improvements, changes and data issues in non-personal data and communicate them to larger IA&DS team.

**Objective 4:**

Act as IA&DS point for promotion and Grail views in DDW and adherence curve update for NPV calculation. Participate in DDW Governance council representing IA&DS for DDW requests this year and for 2019 profit plan.

**Accomplishments:**

* Checked Grail views monthly for accuracy and requested necessary changes in product, markets, detail groups and samples. Adjusted Grail datasets to add Publicis data, separate BELSOMRA vouchers and correct JANUVIA market.
* Participated in cross-functional team for CIRRUS migration of DDW promotion and Grail views determining views to migrate and if changes need to be made.
* Participated in DDW Governance council representing IA&DS DDW requests for current year and 2019 profit plan.
* Collaborated with Adheris on updating commercial patient adherence curves and transitioned updates of Patient View adherence curves and NPV to Ambika.

**People**

**Objective:**

Supervise off-shore contractors on analytical projects to lessen workload of team.

**Accomplishments:**

* Supervised Mohit for further exploration of JANUVIA MCM HCP-level marketing mix model to understand ZS process and validate ROI that were found to be counter-intuitive or inconsistent with prior results. Met 1-2 times week to review work, provide Promotion Optimization analytic data sets and protocols, and determine next steps of the project.
* Supervised Ramana in analysis of MMF impact and ROI for BELSOMRA and JANUVIA. Met frequently to share processes and review results and packaging of results for presentation.

**Compliance**

**Objective:**

Conduct activities in accordance with policies and regulations, engaging compliance and legal for input and guidance in analyses, where appropriate.

**Accomplishments:**

* Established and renewed TPAs for all analyses involving ZS and other 3rd party vendors.
* Shared ROI, NPV, net sales and other sensitive, financial assumptions in the appropriate manner on “need to know” basis both internally and externally.
* Completed all assigned ethics and compliance training courses on time.