2018 Accomplishments

* Pneumovax 23 (P23) MCM/MMF ROI Analysis: evaluated the sales impact of P23 MCM and MMF programs (Nov16-Oct17) using marketing mix models for:
  + Doximity: $0.45MM
  + Medscape: $1.74MM
  + DMD: $0.30MM
  + PDR/NexGen $0.48MM
  + Overall MCM: $2.97MM
  + Overall MMF: $0.59MM
* Vaccine/Specialty Promotion Response Curves (PRC): developed customer segment PRCs (year ending May18) for:
  + Gardasil (High/Low Meningitis, Nation)
  + Pneumovax 23 (Clinics/Hospitals, Nation)
  + Nexplanon (High/Low Market, Nation)
* GPO/IPP ROI Analysis
  + Measurement/Feasibilty: Reviewed GPO data (oncology claims from ION, McKesson, and Cardinal GPOs: Jan16-Aug18) to determine if this data could be used to measure the Keytruda sales impact of IPP attendance (IPPs are HQ MMFs that are held at GPOs – the GPOs are paid for sponsoring programs and they recruit attendees: Jan17-Jul18).
  + Measurement Plan: developed analysis plan (test/control)
  + ROI Measurement: implementing ROI measurement w/expected completion in Q418.
  + Investment: $MMs
* Coupon/Voucher Design Optimization – consulted on the following projects:
  + Steglatro 2019 Coupon/Voucher Optimization Study w/Senthil Murugan – coupon design analysis w/goal of optimizing design by adjusting max payout
  + Publicis/Saatchi/Digitas Health Januvia Copay Design Analysis: Proof-of-Concept study looking for ways to optimize 2019 coupon design. Provided McKesson copay/redemption data and IQVIA LAAD data to Digitas Health for use in study.
  + IQVIA Abandonment/Adherence Study for 5 Markets – needed for optimal design of 2019 coupons
* Consultation: provided data, consulted on measurement plan, and performed internal ROIs for various 2017-2018 POC (in-office), in-store, at-home, and non-personal 3rd party managed promotional programs.
  + Patient Point (POC): Pnemovax 23 (3 programs – $0.99MM), Gardasil (2 programs - $1.17MM)
  + Coverwrap Communications (POC): Nexplanon ($0.5MM), Belsomra ($2.00MM)
  + Targeted Media Health (POC): Belsomra ($0.30MM)
  + Medicx (email): Gardasil ($0.50MM)
  + RxEdge (in-store): P23 ($0.53MM)
  + Outcome Health (POC): Zostavax ($1.5MM), P23 ($0.50MM), Nexplanon ($0.32MM)
  + Phreesia (POC): Zostavax ($0.43MM)
  + WebMD Exam Room Poster (POC): Gardasil, P23, Nexplanon – consulted on measurement plans for proposed programs
  + Everyday Health (email): P23 – consulted on measurement plans for proposed programs
* Sales Force Pilots
  + Sivextro (2018): reselected HCPs for test and control groups using new target list for proposed 2018 digital pilot. Performed a comparative and measurement/feasibility analysis of the proposed test and control group. Investment: $0.075MM
  + Gardasil MN/Wi Digital Pilot (2018): evaluated measurement/feasibility of a randomly selected test/control group for this pilot from reduced target list; unable to select a well-matched control group, recommended using controls from surrounding states; however, this plan had low measurability. Investment: $0.15MM
* Adherence: provided measurement methodology consultation for 3rd party POC, in-store, and at-home adherence programs. (Helped Finance perform ROIs.)
  + Connective Rx (ScriptGuide (POC), PhysicianCare (POC), CarePoints (in-store)): Asmanex, Januvia, Janumet, Janumet XR, Dulera, Belsomra, Isentress; total investment: $MMs
  + Connective Rx: vaccine analytics test program – Gardasil, developed measurement plan – ConnRx would provide Merck w/zip3s where program implemented and IA&DS would measure lift using test/control analysis.
  + RxEdge (in-store): Belsomra ($0.2MM)
  + Practice Fusion (POC): consulted on measurement plans for proposed programs
  + Walgreens Adherence Letters (in-store): consulted on measurement plans for proposed programs
  + Adheris Health (POC): Asmanex ($0.012MM), Belsomra ($.057MM), Dulera ($.026MM), Janumet/Janumet XR ($0.066MM), Januvia ($0.13MM)
  + Optimize Rx (POC): Sivextro, Steglatro, Gardasil, Noxafil, Zepatier, Proventil HFA, Belsomra - consulted on measurement plans for proposed programs
* Training/Recruiting:
  + R-Training Class: Recruited instructors from MRL and helped them develop materials/structure for R-Training class. Held training class in Q218.
  + 2018 Graduate Intern: recruited, hired, trained and supervised graduate intern in summer of 2018. The intern worked on channel sequence optimization research.
  + 2019 Graduate Intern: recruiting graduate interns for summer of 2019.
  + IA&DS Graduate Intern Program: supervised IA&DS graduate intern program. Worked with Mike DeFazio to implement and manage IA&DS intern recruitment.