2019 Priorities

Evolution of Core Services Business

Short Description:

* Co-pay/voucher support: leading and conducting analysis of historical performances, formulating more optimal deployment scenarios, predicting likely future performance of these scenarios, designing/analyzing in-market pilots for candidate scenarios and providing recommendations for optimization of this important resource. Work w/the Consumer Marketing Center of Excellence, brand teams, finance, and legal to support realization of optimal deployment. Proactively provide insights and recommendations to optimize coupon/evoucher investments to inform 2020 budget and in-year optimization choices
* MVD/Specialty Pilots: manage vendor and/or in-house analytics for pilot(s); e.g., Sivextro, Gardasil
* Field PRCs: For direct selling, produce national and/or segment level promotion response curves based on HCP-level data (for primary care pharmaceutical products) and/or geography-level data (for hospital/specialty and vaccines as agreed).
* HCP Sales Impact/ROI/Marketing Mix Models: Estimate results and deliver actionable recommendations for ongoing and new programs as identified and needed [e.g., Field and US3C sales representative delivered/managed promotion (e.g., details, product samples, Representative Facilitated Meetings, Merck Medical Forums, “non-personal” programs/campaigns)].
* Adherence: Revise (if needed) and install SOP for design, execution and vetting of adherence studies in partnership with Finance and Adherence teams. Protocol: Revise (if needed) and deploy standard protocol for adherence service providers to position each program to deliver unbiased and robust results are delivered (incremental pills and fills).

Review: Agree to review and communication process with vendors, Finance and Adherence teams to ensure that results can be fairly interpreted and leveraged by Merck.

* Engagement Optimization: Complete a series of robust pilot evaluations to inform major investment choices in new engagement model strategies, tactics and technologies, e.g. NBE.

Exceeds: Major components of objective demonstrably used to inform expense allocation decisions within and/or between product families.

Operational Transformations Business

Short Description:

* PRC Evolution: Evolve PRC and other processes to more broadly account for factors such as managed care (e.g., working with Contract Optimization team) and accounts/institutions (e.g., working with Customer Engagement Optimization team for hospital/specialty products and vaccines).
* Systematically evaluate newly available data assets and methods to provide improved predictive targeting and investment insights with particular focus on HCP patient-level insights
* Continue to evolve analytic capabilities to optimize consumer engagements, e.g. estimate optimal digital frequencies for key brands

Exceeds: Operational transformations are accomplished efficiently and effectively pulled through to become business as usual.

Personal Development

Short Description:

* Employee Development: Continue to work on developing procedures to measure the impact of online and digital HCC/HCP promotion and coupon utilization. Work with patient-level data. Implement key actions from Development Plan.
* Training: attend training classes and/or analytic conferences.
* Consulting: Reach out to customers to determine measurement opportunities; provide consultation, training, and leadership to customers and peers
* Data Science Symposium: attend Data Science Symposium and present “short talk” on The Saga of Marketing Mix Models

Analytics COE Staff Development

Short Description:

* Intern Program: Continue US Market Analytics & Investment Optimization Internship Program to identify & evaluate early analytic talent. Manage intern program, and recruit, train, and manage summer interns for work on USMA&IO research projects.

Compliance Business

Short Description:

* Understand and support US Market compliance plans including:

-On time completion of all relevant compliance training

-Review updated policies to ensure firm working knowledge of them

* Conduct activities in accordance with any applicable compliance policies or procedures, i.e. ensure targeting exercises exclude “CIA excluded” HCPs.

-Raise any compliance issues or concerns immediately

* Drive accountability for business process discipline.
* Ensure quality and standards are enabled as we transform business processes.