**2019 Objectives & Accomplishments for Blythe Bealer**

**Innovation**

**Objective:**

Support JANUVIA and GARDASIL brand teams in implementation of Next Best Engagement.

**Accomplishments:**

* Supported JANUVIA and GARDASIL in content coding process for representatives’ CLM data, digital non-personal promotion, field email and MMF programs identifying what data is available and how to categorize content.
* Consulted with ZS and NBE measurement team to explain nuances of how non-personal data is captured in CIRRUS.
* In collaboration with other team members, created optimal digital deliveries by segment for JANUVIA using historical activity and cost data. Supported process for GARDASIL.

**Core Services**

**Objective 1:**

Support GCS Oncology Multi-Channel Integration team (ICE Team) and brand teams in allocating media, medical education and MMF 2020 budgets across indications, HCP promotion channels and vendors using Channel Investment Allocator and results from marketing mix models and other analyses.

**Accomplishments:**

* Supported KEYTRUDA ICE team and brand teams in allocation of $42MM HCP media, medical education and MMF budget for 2020 by indication and channel.
* Assisted ZS and ICE team in scoring model development to allocate KEYTRUDA budget to 11 tumor families/indications based on forecast sales, sales force support, indication lifecycle and business strategy.
* Supplied and verified promotional data for multiple HCP channels and promotional spend for all HCP channels for marketing mix model analysis. Reviewed assumptions and model results with ZS and our team to determine best model structure. Compared % sales contribution and ROI between original methodology to pathway methodology.
* Improved usage of MMM results in CIA tool by revising MMM weight and researching promotion response curves.
* Participated in CIA working sessions with Customer Engagement Managers and presented ROI during brand team CIA meetings for each tumor family.
* Worked with Customer Engagement Managers to provide analytical support regarding testing designs, adhoc impact analyses, interpretation of impactable revenue and ROI, optimal budget discussions, etc.

**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 2020 Annual Budget (ex. targeted non-personal promotion by third party vendors and Merck, mass media non-personal promotion, field representative email, Merck Medical Forums, etc.).

**Accomplishments:**

* Standardized several processes for 2020 profit plan marketing mix models including summarizing non-personal targeted HCP promotion and Veeva email, detailing for hospital and vaccine brands, and communicating among team about brands and variables to analyze.
* Performed impact and ROI measurement for roughly $27MM STEGLATRO HCP and HCC promotional spend. Attempted various model techniques, time periods and geographical levels due to limited sales data. Supported analyses of HCP targeted and mass media promotion for BELSOMRA, BRIDION, JANUVIA, NEXPLANON and PNEUMOVAX 23.
* Performed various sales impact and ROI measurements including deep dive of Doximity’s performance for JANUVIA and deliver only impact vs engaged impact.
* Consulted with marketing and strategy teams providing analytical support including GARDASIL Aptus Health geo-targeting.

**Objective 3:**

Work with MDSI, Digital Engagement Capabilities team and GCS Oncology Multi-Channel Integration Customer Engagement team to on-board new vendors providing HCP-level digital promotion that is consistent across vendors and can be used for ROI measurement. Obtain and standardize HCP promotional spend used in ROI calculation.

**Accomplishments:**

* On-boarded three vendors (DMD Aim, Healio/Telltale and Reach MD) meeting to review assets they offer and the HCP level data they will provide. Determined how to map their action to our standard values while being consistent with existing vendor mappings.
* Participated in project to reclassify edetails into more specific categories.
* 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.
* Worked with Digital Engagement Capabilities team and Solved to establish templates and/or SOPs to ensure we receive accurate promotional data and spend.

**Objective 4:**

Act as IA&DS point for HCP promotion and Grail views in DDW. Participate in DDW Governance council representing IA&DS for DDW requests this year and for 2020 profit plan.

**Accomplishments:**

* Performed UAT of promotional views as they moved from Teradata to CIRRUS and revisions to promotion, GRAIL and medical education views in CIRRUS.
* Worked with Veeva email channel owner and IT to understand and correct error in Veeva email view.
* Met with MA&IO team members to share knowledge of non-personal promotion views.

**People**

**Objective:**

Managed off-shore contracting team regarding analytical projects to lessen workload of our team.

**Accomplishments:**

* Managed process to obtain VDIs and/or laptops for 4 new DataZymes contractors including access to network, shared drives, CIRRUS views and programs.
* Supervised multiple analytical projects for Prakhar and Vasu including HCP or zip level marketing mix models for STEGLATRO, BELSOMRA, NEXPLANON, BRIDION; MMF ROI analyses; and KEYTRUDA MSI-H impact analysis.

**Compliance**

**Objective:**

* Completed all assigned ethics and compliance training courses on time.
* Conduct activities in accordance with policies and regulations, engaging compliance and legal for input and guidance in analyses, where appropriate.