Promotion Optimization – 2019 Priorities and Accomplishments

Innovations to Support Data & Digital Strategy

* Deploy, Evaluate & Scale Next Best Engagement Capabilities for Januvia & Garda
  + Guided successful implementation of Januvia and Gardasil NBE with an expected sales impact of about $50MM per year. <Ambika, Blythe><New>
    - Team helped in Content Coding, consulted on segmentation schemes (marketing & affinity segments), solving or supporting multiple implementation issues and NBE engine functions and worked through CIRRUS NPP data issues and nuances.
  + Started working towards Steglatro NBE implementation. <Ambika><New>
* Continue to evolve analytic capabilities to optimize consumer engagements, e.g. estimate optimal digital frequencies for key brands
  + Developed optimal digital frequencies for Januvia NBE and Gardasil NBE <Blythe, Ambika><New>
  + Evaluated and tried few different analytical tools (ex: ZS Mkt Mix platform) to improve Mkt Mix modeling process <Team> <New>
  + Ongoing research on expanding Keytruda indication level Mkt Mix analysis using various new datasets (Sales, Claims, GPO etc). <Valerie, Tracie> <New>
  + Began evaluation of classical SEM models to study halo impacts of various promotional channels <Yan, Intern, Team> <New>
  + Keytruda – GPO / IPP speaker program impacts and ROIs using GPO claim data. <Tracie> <New>
  + Designed and Implemented Gardasil Promotional Channel Sequencing analysis to make a business case of about $22MM potential impact for NBE. <Ambika><New>
  + Optimized HCC digital touchpoint frequencies for various publishers using inputs from Crossix for Nexplanon and P23<New>. <Yan>

Evolution of Core Services

* Proactively provide insights and recommendations to optimize sales force, promotion and discount /rebate investments to inform 2020 budget and in-year optimization choices
  + Informed allocation of about ***$800 MM*** total investments in various promotions for Oncology, Vaccines, Chronic Care / Women’s Health and Specialty business units. This includes approximately, $400 MM in HCC promotions, $100 MM to $150MM in HCP promotions, $200MM in Coupons / EVouchers and $50 MM to $100 MM in programs such as Adherence, POC and other initiatives. <Team>
  + Informed optimal allocation of about $300+ MM of 2020 investments through Investment Prioritization framework. Brands include Januvia, Gardasil, P23, Belsomra, Nexplanon<New> and Steglatro<New>. <Ambika, Team>
  + Expanded consumer media consultation by expanding the analysis of Crossix studies for multiple brands. Measured and guided proper deployment of G9 TV and video budgets.<Yan><Partly New>
  + Supported Keytruda HCC promotions brand team to shape the 2019 2H consumer marketing strategy and investment due to loss in TV, Streaming and Online Video promotions. Provided optimal strategy mix and budget allocations for 2020 Keytruda Master brand launch planning. <Yan>
  + **FORTIFY:** Provided guidance and strategy to plan promo budget cuts for Belsomra for senior leaders (Finance and Matt Strasburger) <Senthil><New>
  + **FORTIFY:** Supported multiple adhoc Fortify requests from Nicolas to determine sales force (i.e., PRCs) and promo savings for Januvia, Steglatro, Belsomra, Nexplanon, Bridion etc. <Tracie, Ambika, Blythe> <New>
  + Completed Marketing Mix models to account for about $450MM in investments for several brands: Keytruda (with ZS), Januvia, Steglatro<New>, P23, Gardasil, Belsomra, Nexplanon.<Team>
    - Expanded the definition of Marketing Mix to include a) Test vs Control b) HCP level models c) DMA level consumer models d) models at account level, zip level etc.
    - Key change in sourcing model - Agile process and a group effort to support each other in terms of idea sharing, gaining data collection efficiency, expanding number of channels to study etc. <New>
    - Executed **second iteration** of Mkt Mix models for Keytruda and Gardasil through ZS Sourcing model <Blythe, Yan, Tracie><New>
    - Working on a new specialty market Mkt Mix analysis for Bridion with ~$20MM promotional investments. <Blythe><New>
  + Coupon, EVoucher design evaluations, denial conversion feasibility, go/no-go decisions, launch decisions, geography selections, cost forecasts, budget optimization and Adherence / Abandonment impact studies for Prevymis, Januvia, Steglatro, Respiratory brands, Belsomra. <Dave>
  + Supported Keytruda ICE team and brand teams in allocation of $42MM 2020 spend in HCP media, Med Ed, MMF programs by indication and channel. <Blythe>
  + MCM and MMF program measurements and consultations for multiple brands. <Blythe>
  + Developed Sales PRC curves for multiple brands for call planning. Supported audits and ROI measurements from multiple vendors related to adherence, in-office, POC, in-store / at-home programs for multiple brands. <Tracie, Dave>
  + Deep consultations and guidance provided to IQVIA and Keytruda marketing team to measure effectiveness of Keytruda POC programs <Tracie, Yan>
  + Developing, with the help from Datazymes, a new R / R-Shiny based tool for coupon design evaluations to make future analysis quick and consistent. <Dave> <New>
  + Internally Developing a new R / R-Shiny based dashboard for automating IPF optimization process and save execution time in the future. <Ambika> <New>
  + Explored presence of and reasons behind delivery only impacts for various HCP digital promotions. <Blythe>
  + Onboarded multiple new NPP vendors to Merck IT systems. <Blythe>
  + Provided sample/voucher related analytics for Steglatro and Dulera. Sourced abandonment / adherence analysis for 5 markets including our brands and competitors from IQVIA. <Dave>
  + Supported several adhoc analytical requests on various topics. <Team>
* Complete a series of robust pilot evaluations to inform major investment choices in new engagement model strategies, tactics and technologies, e.g. NBE
  + Evaluated impact of G9 Wave 0 and Wave 1 DET implementations using G9 Claims and Sales data. Investment informed is about $4MM. <Ambika> <New>
  + Supported consumer media pilot designs, Vaccination pilots involving Aetna, heal.com and UHC, Geotargeting pilots, Facebook pilot design, Nexplanon social heavy-up etc. <Tracie, Yan> <Some are New type of programs>

Continue to Develop & Staff Analytics COE

* Continue Investment Analytics Internship Program to identify & evaluate early analytic talent
  + Evaluated and Hired two well qualified summer interns to work on commercially usable and research-oriented projects related to EVoucher discontinuation impacts and Halo impact extensions for Mkt Mix models. <Dave, Yan><New Studies>
  + Working on hiring two new summer interns for 2020 with well-defined analytical and business problems to research. <Dave, Ambika, Yan>
* Actively participate in the “Analytics Leadership Consortium” with industry-leading analytic groups to share best practices related to data, analytic methods & tools and staffing
  + Participated in IIA conferences and webinars and gained knowledge on various industry issues and solution approaches.
* Team skill development
  + The whole team attended online SEM training to explore applying them to new trends in marketing mix models (i.e., quantifying cross channel indirect impacts and attributions). <Team>
  + Some team members learned through other advanced statistics courses and PMSA conference. <Ambika, Yan>