Promotion Optimization – Mid Year (Q1 / Q2) Priorities and Accomplishments

Innovations to Support Data & Digital Strategy

* Deploy, Evaluate & Scale Next Best Engagement Capabilities for Januvia & Garda
  + Guided successful implementation of Januvia NBE.
  + Started work on Gardasil NBE implementation.
* 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
  + Evaluated and tried few different analytical tools to improve Mkt Mix modeling process
  + Began evaluation of classical SEM models to study halo impacts of various promotional channels
  + Keytruda – GPO / IPP speaker program impacts and ROIs using GPO claim data.
  + Designed and Implemented Gardasil Promotional Channel Sequencing analysis to make a business case for NBE.

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
  + 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.
  + Provided guidance and strategy to plan promo budget cuts for Belsomra for senior leaders (Finance and Matt Strasburger)
  + MCM and MMF program measurements and consultations for multiple brands. Of particular mention is Keytruda (thru CIA process enhancements).
  + Began Marketing Mix models for several brands: Keytruda (with ZS), Januvia, Steglatro, P23, Gardasil, Belsomra, Nexplanon.
    - 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 - 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.
  + Supported multiple adhoc Fortify type requests to determine promo savings for Januvia, Steglatro, Belsomra etc.
  + Coupon, EVoucher design evaluations, geography selections, cost forecasts, budget optimization and Adherence / Abandonment impact studies for Prevymis, Januvia, Steglatro, Respiratory brands.
  + Sales PRC curves for multiple brands for call planning.
  + Support ROI measurements from various vendors related to adherence and in-office program
  + Deep consultations and guidance provided to IQVIA and Keytruda marketing team to measure effectiveness of Keytruda POC programs
* 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 1 DET implementations.
  + Supported consumer media pilot designs, Vaccination pilots involving Aetna and UHC, Geotargeting pilots, Facebook pilot design etc.

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.
* 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).
  + Some team members learned through other advanced statistics courses and PMSA conference.