**2021 Objectives & Accomplishments for Blythe Bealer**

**Innovation**

**Objective 1:**

Support ONCOLOGY, primarily KEYTRUDA, promotion budget allocation ($530M) at all levels: brand, tumor, HCP vs consumer, channel and vendor. This includes scoring models and marketing mix models. Oncology team is incorporating qualitative and quantitative data in resource allocation as more tumors, channels and vendor possibilities arise. Process gives MLT consistent methodology to prioritize spend and respond to individuals responsible for marketing budgets.

**Accomplishments:**

* Developed DOMINO model to allocate KEYTRUDA promotion budget by HCP vs Consumer within each tumor. Scoring model used quantitative data like sales and impactable new patient starts and qualitative data like competition, sales force promotion, tumor prioritization, etc. Project DOMINO required coordination among many Merck teams and consulting companies as well as getting buy-in from MLT.
* Supported KEYTRUDA ICE team and brand teams in allocation of $44MM HCP media, medical education and MMF budget for 2021 across indications, HCP promotion channels and vendors using Channel Investment Allocation model.
* Twice a year, supplied and verified promotional data for multiple HCP channels/vendors 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.
* Participated in CIA working sessions with Customer Engagement Managers and presented ROI during brand team CIA meetings for each tumor family.
* Provided Customer Engagement Managers analytical support regarding testing designs, adhoc impact analyses, interpretation of impactable revenue and ROI, optimal budget discussions, etc. including Banner impact analysis, NBE, Crossix HPC promo measurement and 81QD digital segmentation.
* To support request from AVP, conducted analysis of current KEYTRUDA reach and freq of HCP segments by channel to determine if and where additional spend could be placed and estimated revenue as result of that spend.
* Incorporated impactable new patient start methodology into other KEYTRUDA projects to answer business questions regarding tumor prioritization and staffing.

**Core Services**

**Objective 2:**

Continue to proactively identify and measure sales impact & ROI opportunities regarding $40M HCP promotion to provide US Pharmaceuticals' Marketing and Sales Leadership with profit-maximizing recommendations to inform current year trade-off decisions and 2021 Annual Budget (HCP Promotion includes: targeted non-personal promotion by third party vendors and Merck, mass media non-personal promotion, field representative email, Merck Medical Forums, etc.).

**Accomplishments:**

* Supported marketing mix analysis for at least ten brands sharing impact and ROI by vendor with brand teams to aid in 2021 resource planning and adhoc analysis. Support included promotion data and spend collection, input on brand strategy, presentation preparation and/or sharing of ROI results to brand teams.
* Provided PNEUMOVAX\_23 brand team and DET with inputs needed to train NBE model launching in early 2021 including sales impacts by vendor and channel and maximum touchpoints by segment.
* Partnered with ZS to perform impact analysis of personal and non-personal promotion pre-COVID compared to post-COVID to understand how impact per unit of promotion changed. Also, compared impact of various promotion types during COVID period to understand how performance of phone calls and online meetings compared to live rep calls. This will be beneficial to set expectations if another COVID shutdown period occurs.
* Supported Datazymes consultant in impact and ROI analysis of 2019 MMF program attendance for 2021 IPF planning. Researched MMF data changes, as MMF vendor changed in 2020, resulting in new format and processing rules within new views.

**Core Services**

**Objective 3:**

Work with MDSI, Digital Engagement Capabilities team and Oncology Multi-Channel Integration Customer Engagement team to on-board new vendors and offerings providing HCP-level digital promotion that is consistent across vendors and appropriate ROI measurement. Includes initiatives to improve vendor data collection and internal mapping processes and analysis. Obtain and standardize HCP promotional spend used in ROI calculation.

**Accomplishments:**

* Participated in Agile HCP DnA Sprints to determine ideal, future state for channel, sub-channel and user action mappings of non-personal promotion. Collaborated to create category definitions which adhere to industry standards, where possible, and can be utilized holistically by Merck teams.
* On-boarded four vendors (Healthcasts, Haymarket, Deep Intent and Alert Marketing) by reviewing assets they offer and the HCP level data they will provide. Determined how to map their offerings and actions to our standard values while being consistent with existing vendor mappings.
* Participated in “Run the Business” meetings to understand improvements, changes and data issues in non-personal data and communicate them to larger MA&IO team.
* Worked with Digital Engagement Capabilities team and Solved to establish templates and SOPs to ensure we receive accurate promotional data and spend.
* Act as MA&IO point for HCP non-personal promotion channels and Grail views in CIRRUS.

**People**

**Objective 4:**

Manage off-shore contracting team regarding analytical projects to lessen workload of Promotion Optimization team.

**Accomplishments:**

* Managed relationship between Promotion Optimization team and Datazymes’ contractors including invoicing, hardware, systems access and project assignment.
* Transitioned several data processes to Prakhar for automation and ownership: NPP Grail, MMF, Grail QC.
* Supervised multiple analytical projects completed by Prakhar Mundra and mentioned in above achievements under Innovation & Core Services.

**Compliance**

**Objective 5:**

Conduct activities in accordance with policies and regulations. Engage compliance and legal for input and guidance in analyses, where appropriate.

**Accomplishments:**

* Completed all assigned ethics and compliance training courses.
* Revisited measurement of EHR/EMR promotion with legal to understand guidelines for sales impact analysis.
* Followed guidelines regarding ROI measurement and sharing results with internal and external partners.