**Promotion Optimization Mid-Year 2021 Accomplishments (and Ongoing projects)**

* **Keytruda Budget Support:**
  + DOMINO
  + CIA
  + Multiple adhoc consultations
* **Mkt Mix:**
  + Keytruda, Lynparza, Gardasil Adolescents, G9 Adults, Pneumovax, Januvia, Steglatro, Belsomra, Bridion
  + **New:** Lenvima, Ped vaccines (two)
* **DET:**
  + **New:** Dificid, HIV, Belsomra, P23.
  + Gardasil Adolescents
* **Consumer Promotions:**
  + Modeling / ROIs / Crossix / Adhocs
  + Keytruda analysis: Optimal mix, Master brand TV & digital planning.
  + Lynparza: ROIs and Optimal mix.
  + G9 Adults & Adolescents: TV ROIs and planning, Digital analysis and planning
  + P23, Januvia, Steglatro, Belsomra
* **Adhocs:**
  + Consumer: Ongoing consultations, Crossix, TV impacts, Digital impacts and Promotion Mixes
  + NWOW: Keytruda completed. Wrapping up – Gardasil, Januvia, Pneumovax
  + Januvia LOE related multiple analysis and consultations on “When to stop what”
  + HealthMap – Guidance on methods and case studies.
  + G9 Adult / DET – Monthly execution plans, optimal spends to meet forecast
  + Data Integration with Global Team
  + Several T/C analysis for vendors of interest (ex: Keytruda contextual search)

* **IPF (ongoing):**
  + G9 Adol, G9 Adults (approx.), Januvia, Steglatro, Belsomra, P23
  + Requests from Ped vaccines
* **Coupon / EVouchers:**
  + RShiny based Coupon Design & Analysis Tool is in production (highly productive)
  + **New:** Gefapixant Coupon/EVoucher/Denial Conversion analysis & strategy
  + Januvia Coupon / EV analysis done after few years. Potential $18MM savings in 2022 by stopping EV
  + Verquo - some consulting work.
* **NBE / CHP:** 
  + Continuous support for several products on MaxTP, CEI inputs, Method revisions etc.
  + CHP – just discussions at this point
* **Intern:**
  + One intern. Worked on Keytruda Indication level promo analysis on modeling of specific clusters (CART, K-Means etc.). Objective is to see if any clusters stand out as measurable for certain non-personal promotions.
  + Continuing as consultant with Mike Defazio’s group.
* **Hiring:**
  + Alex DaSilva – previous intern and PhD candidate – already hired.
  + Working on bringing in Mike – another PhD candidate and intern.
* **New Team support structure and organization with Datazymes**
  + *Very effective and has* ***been KEY TO COMPLETE MANY OF THE PROJECTS*** *this year.*
* **Tool Developments (with Datazymes support):**
  + Campaign planning tool based on sales impacts has proceeded well. Few more functionalities under development. Phase 2 is planned.
  + Considering to buy T/C tool from Datazymes.