**Innovation**

Objective 1: (currently working on)

Review HealthMAP Net Impact Analysis and compare with current set-up

1. Comparing HealthMAP Net Impact with current set-up to identify key differences in results and methodology
2. Recommending and guiding team through changes in HealthMAP Net Impact Analysis Methodology, so that its outputs align with current deliverables

**Core Services**

Objective 1:

Evaluate promotion impact and channel ROI estimates of Lynparza's 2020 DTC campaign.

1. Calculated impact on sales and channel level ROIs of 2020 LYNPARZA DTC campaign with about $6M spend.
2. Assisted in justifying historical investments and determining if additional funds are needed for 2022.
3. Helping brand team plan DTC budget for 2022

Objective 2:

Evaluate promotion impact and channel ROI estimates of Lenvima 2020 HCP Digital campaign.

1. Calculated impact on sales and channel level ROIs of 2020 LYNPARZA NPP campaign with about $3M spend.
2. This was the first time, team did ROI analysis for this brand

Objective 3:

Help Brand and Media teams in profit planning and recommend optimal budgets for 2022 based on latest Marketing Mix ROI results and Promotion Response Curves.

I worked on two brands.

1. Steglatro (total budget = $ 37M and analyzable budget = $ 24M)
2. Belsomra (total budget = $ 16M and analyzable budget = $ 14M)

Objective 4:

Evaluate impact of HIV DORAVIRINE 1.0 (PIFELTRO and DELSTRIGO) DET HCP digital campaigns which were live from Feb’20 - July'20.

1. Calculated impact on total sales and channel level ROIs of HIV DET HCP digital campaign with about $2M spend.
2. Quantified sales impact coming from different HCP segments and gave recommendations on how to approach DET campaign development and customer targeting.

Objective 5:

Evaluate impact of five Belsomra 2020 DET HCP digital campaigns with about $3M spend.

1. Calculated impact on total sales and channel level ROIs.
2. Helped Brand team better understand which vendors work best for respective HCP segment and message type by quantifying the sales impact of different vendors by individual DET campaign.

Objective 6:

Evaluate impact of U65 and O65 P23 2020 DET HCP digital campaigns with about $6M spend.

1. Calculated impact on total sales, channel level ROIs for both O65 and U65 campaigns.
2. Also did ROI comparison between U65 and O65 campaigns.
3. U65 campaigns were further split by condition categories - diabetes, lung, and heart.
4. O65 campaign ROI results to be used by brand for profit planning for 2022.

Objective 7:

Evaluate impact of three G9 Adolescent 2020 DET HCP digital campaigns with about $6M spend.

1. Calculated impact on total sales and channel level ROIs
2. Also analysed campaigns (calculated incremental sales and % contribution) at tactic/ message level. This is the first time we are analyzing any brand at tactic/ message level and we were able to parse out results for couple of campaigns.

Objective 8: (currently working on)

Work on BRIDION 2021 DET Campaigns impact analysis in Q4’21.

Objective 9: (currently working on)

Work on DIFICID 2021 DET Campaigns impact analysis in Q4’21.

Objective 10: (currently working on)

Work on HIV 2021 DET Campaigns impact analysis in Q4’21.

Objective 11:

Support Crossix 2020-2021 HCC media analysis for Diabetes and Lynparza.

1. Supported multiple brand teams (Diabetes and Lynparza) in estimating ROIs for DTC campaigns at granular level – publishers, audience segments, targeting tactics and multiple paid search campaigns with about $22MM spend.
2. Provided guidance to media and brand teams for 2021-22 DTC channel mix based on ROI and conversion results.

Objective 12:

Calculate Maximum Touchpoints/ Deliveries for three Pediatric brands (PROQUAD, ROTATEQ and VAQTA) to be used in NBE engine.

The Maximum Touchpoints were calculated for each brand’s different HCP segments at vendor-channel level based on below factors:

1. Impact per engagement (calculated from marketing Mix Model)
2. Historical Reach and touch points/ deliveries
3. Cost per delivery (based on historical data)
4. Digital affinity of HCPs (High/ Medium/ Low)

Objective 13:

Analyse the Impact of NWOW (New Ways of Working) on DTC campaign performance.

1. Compared Januvia 2019 vs 2020 DTC performance over multiple KPIs to understand the impact of NWOW on campaign performance.
2. This will help Media team understand if NWOW works for Diabetes brands or not.

Objective 14:

Identify top DMAs to target in Gefapixant 2021-22 DTC Campaign

Ranking DMAs based on # of HCP targets, # of available patients and insurance access in the respective geography for a new Gefapixant DTC campaign

Objective 15:

Helped team with creating decks and storyboarding for COVID impact analysis for multiple brands (Nexplanon, Gardasil, Diabetes, Bridion and Pneumovax).

Goal of the analysis was to understand impact of COVID on personal and non-personal promotions and recommend how to navigate COVID landscape i.e. understand how different promotions perform (in terms of impact per engagement) in new environment vs pre-COVID days.

Objective 16:

Helped team with coupon design projects for Gefapixant and Januvia using McKesson and Relay Health data.

**COE Development**

Objective 1:

Complete Dataiku Data Science Studio training which covered advanced platform concepts and best practices for data analysts and scientists. Dataiku is a new flagship platform that is being adopted by MSD Advanced Data Analytics organization.

**Compliance**

Objective 1:

Carry a meaningful compliance priority, complete all required compliance training on time, and conduct themselves in a manner consistent with the letter and spirit of our policies

Objective 2:

Constructively engage compliance and legal to gain input on business strategies, plans and initiatives.