**2021 Objectives & Accomplishments for Blythe Bealer**

**Innovation**

**Objective 1:**

Support ONCOLOGY (primarily KEYTRUDA, LENVIMA, LYNPARZA) promotion budget allocation at all levels: brand, tumor, HCP vs consumer, channel and vendor for current year ($522M) and planning year ($565M). This includes scoring models and marketing mix models to estimate and measure promotional impact. Oncology team has requested incorporating more 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:**

* Implemented DOMINO model to allocate KEYTRUDA/WELLIREG 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 getting buy-in from MLT.
* Provided support for KEYTRUDA and LENVIMA HCP digital promotion ROI analyses by collecting HCP promotion, sales and budget data across all HCP promotional channels. Verified data inconsistencies leading to mapping rework especially of Medscape TV and Watzan banners. Reviewed model assumptions and results with ZS and our team to determine best model structure and measure of incremental lift. Presented results to ICE team.
* Provided ICE team and Oncology Portfolio team with analytical support and consultation regarding testing designs, interpretation of impactable revenue and ROI and adhoc impact analyses for: NBE beta values for CEI and lift measurement, Crossix HCP promotion measurement, Demandbase program measurement, Test/Control analysis of Contextual Search, etc.

**Objective 2:**

Support US Pharmaceutical’s NBE Initiative with inputs needed to train and implement NBE models across multiple brands.

* Supported brand teams and DET by providing ZS team with sales impacts by vendor and channel and/or maximum touchpoints by segment. Brands included were VERQUVO, Diabetes, BRIDION, ISENTRESS, PIFELTRO/DELSTRIGO and Pediatric Vaccines.

**Core Services**

**Objective 3:**

Continue to proactively identify and measure sales impact & ROI of HCP promotion to provide US Pharmaceuticals' Marketing and Sales Leadership with profit-maximizing recommendations to inform current year trade-off decisions and 2022 Annual Budget. HCP Promotion includes: targeted non-personal promotion by third party vendors and Merck, mass media non-personal promotion, Field Representative email and Merck Medical Forums.

**Accomplishments:**

* Partnered with ZS Associates analyzing change in promotional impact from pre-COVID to COVID time period for six brands: GARDASIL 9, PNEUMOVAX 23, JANUVIA, STEGLATRO, BRIDION and NEXPLANON.
* Supported marketing mix analysis for several brands sharing revenue and ROI by vendor with brand teams for 2022 resource planning. Support included promotion data and spend collection, input on brand strategy, model results review and sharing of ROI results to brand teams.

**Objective 4:**

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:**

* On-boarded six third party vendors (Platform Q, Sermo, StorySoft, Connexion 360, Trend MD, VuMedi) 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 DA&I team.
* Participated in various initiatives to standardize and improve non-personal promotion data collection.
* Worked with Digital Engagement Capabilities team and Solved to establish templates and SOPs to ensure we receive accurate promotional data and spend.

**Objective 5:**

Support large IT project to automate the pulling and processing of all HCP and consumer promotion and sales data needed for marketing mix modeling.

* Provided and explained HCP personal promotion, HCP non-personal promotion and sales programs to IT.
* Consulted with IT on how to make process dynamic and multi-brand.

**People**

**Objective 6:**

Develop management skills through working with contract team and summer intern.

**Accomplishments:**

* Managed relationship between Promotion Optimization team and Datazymes’ contractors including invoicing, hardware, systems access and project assignment.
* Managed summer intern with her project to analyze impact of KEYTRUDA Lung promotion on Lung patient counts at an HCP level.

**Compliance**

**Objective 7:**

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.
* Followed guidelines regarding ROI measurement and sharing results with internal and external partners.
* Began discussions regarding ability to include EMR/EHR data into analyses.