Demonstrate Values to Stakeholders: 2021 Full-year Marketing mix models

* Determined contribution to sales, return on investment across 3 separate brands (P23, G9 Adult & G9 Adolescent) for all consumer and hcp digital promotion
* Calculated performance metrics for approximately 35 channels/vendors across aforementioned brands
* Collectively informed roughly $108,000,000 in promotional investment

Demonstrate Values to Stakeholders: IPF Planning

* Leveraged inputs from marketing mix performance to determine optimal budgeting scenarios and resource allocation across three brands (P23, G9 Adult & G9 Adolescent)
* Worked closely with finance and brand teams to ensure appropriate channel spend bounds
* Optimizations suggested around $20,000,000 could be generated across P23, G9 (Adult & Adolescent) by reallocating resources from lower performance channels to higher performing channels while keeping budgets flat

Drive Innovation by Digital and Data: Content Impact

* Determined the incremental impact to G9 non-personal email click rates by adding in email content features (e.g., subject line, body content, call to action) compared to just demographic information about the HCP (e.g., historic click rates)
* Analyses showed a *best-case* scenario leading to a 20% increase in click rate with a more reasonable estimate indicating a 5% increase

Drive Innovation by Digital and Data: Novel Impact Assessment: CVS

* Leveraged a novel tool (causalImpact) to create a synthetic control to estimate the potential loss of CVS “gap finder” tool
* Findings shared in meeting with vaccine AVP and used to guide CVS discount negotiations

Drive Innovation by Digital and Data: Content Hyper-personalization

* Re-analyzed a ZS analysis showing the results of hyper-personalized content on email click rates which showed a substantial impact driven by hyper-personalization
* The re-analysis showed a much less impactful picture where hyper-personalization had a minute (.005%) on driving click rates
* Findings were shared out to oncology digital directors

Drive Innovation by Digital and Data: IPF Shiny Tool

* Created a R Shiny tool to expedite the financial planning process
* The application generates response curves, performs optimization, optimization varying across multiple budgets, and calculates other metrics important in the financial planning process (e.g., doses per engagement, marginal ROI, etc)

Demonstrate Values to Stakeholders: General Marketing/Brand Support Projects

* **DMA Ranking**: identified over/underperforming DMAs in the commercial space for G9 Adult that resulted in pharmacy/in-office resource re-allocation to better-performing DMAs
* **OGB/YN VS PCP performance**: broke down HCP digital performance for G9 Adult by provider specialty to help guide future tactic planning for a ~$15,000,000 MCM budget
* **Rural Vaccine Pilot**: assessed the feasibility of a rural targeted vaccine initiative at a fixed budget; recommendation was to hold off for more funding or use as pilot data
* **Optimal frequency analysis**: worked with Crossix to calculate ROI for digital promotion as a function of number of exposures; publisher level exposure targets changed as a results

GMSA Gig

* Worked with GMSA ACE team on a gig exploring real-world NSCLC treatment patterns
* Discovered regions of the USA where improper treatment was more likely (rustbelt, deep south)
* Identified a pattern where PD-L1 levels were positively associated with probability of receiving an IO; a finding against the current scientific literature

Training & Compliance

* Update and comply with all training relating to data storage, usage, sharing, and compliance
* Adhere to guidelines from finance surrounding the sharing of sensitive financial information

Diversity & Inclusion

* Attended team meetings that contained diversity information and training as well as compassionate leadership training

Personal development: Leadership

* Managed a group of two consultants working to assess HCP digital performance for G9 Adult by provider specialty to help guide future tactic planning (bullet 2 in “General Marketing/Brand Support Projects”)
* Set a series of goals (e.g., Data QA, modeling, model validation) surrounding project deadlines and held weekly meetings to ensure the team was on track to hit delivery date