**2016 IADS Objectives – Draft**

1. Inform Coupon and/or Voucher Effectiveness and Strategy
   1. Setup an environment and develop a functional application with following capabilities:
      1. Explore opportunities to obtain and integrate various data sources such as LAAD / FIA, IMS Exponent, McKesson Coupon and Voucher transactions etc.
      2. Visualize important patient metrics that are relevant for coupon and voucher programs
      3. Model relationships between co-pay exposure amounts, patient abandonment, adherence and other source of business metrics for copay card users and non-users.
   2. Collaborate with Consumer COE, brand teams and vendors to develop optimal coupon strategy for brands such as Januvia and Belsomra.
      1. Study coupon / voucher effectiveness for patients and/or physicians.
      2. Enhance financial models with the patient level effectiveness findings
   3. Evaluate vendor capabilities and relevance on a continuing basis.
2. Support brand and operations team towards design, execution and measurement of pilots and programs such as Relay Health and firstRx
3. Experiment with Agent Based Simulation to understand patient journeys and evaluate value of such techniques to the organization.
4. Coach and manage consultant(s) to execute various promotional optimization projects.

Compliance General Objective:

Awareness of/Conformity to Policies

* Complete all relevant compliance trainings.
* Review updated policies to ensure firm working knowledge of them.
* Encourage team members to raise any compliance issues or concerns.