**2016 IADS Objectives / Accomplishments – Sep/09 – 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.**

Accomplishments:

i. a) Capability Presentation at Town-Hall

* Shared the Capabilities, Plans and Achievements of Co-Pay card practice area in the US Marketing Operations & Strategy Realization town-hall meeting with couple of hundred team members tuned to the presentation in the auditorium (and subsequent video feed).

i. b) Environment Setup and Data Integration:

* + Have setup a local environment, obtained IMS LAAD/FIA data through Amazon Web Server (Belsomra) and FTP (Januvia) and loaded them to local environment.
  + Expanded memory and storage in both local and virtual desktop to handle large data volumes.
  + Worked towards procuring Januvia/Belsomra LAAD data for 2017 by collaborating with multiple internal teams and IMS.
  + Proposed SAS / AWS environment initially to facilitate the improvement of FIA / LAAD data analysis operational efficiency (multi-person access, reuse SAS infrastructure, large data handling etc.).
  + Worked with SAS, Merck IT, IA&DS and Procurement towards installing a SAS server in AWS environment. At this point, budgets are being looked at for this capability.

ii. and iii. Not applicable at this point.

* 1. **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**

Accomplishments:

1. Januvia Coupon Strategy ($70MM yearly spend):
   * Collaborated extensively with IMS, Consumer COE, Finance and Januvia Marketing teams to provide decision support for optimal Januvia co-pay card design that has an annual spend of about $70MM.
   * This analysis was instrumental for marketing and senior management to decisively move forward with current Januvia copay structure.
   * Worked with IMS to gain a deeper understanding of the Coupon’s impact on co-pay, abandonment, adherence and evaluation of various designs of coupon target copay and payment limits in terms of above metrics.
   * Enhanced the analysis by integrating IMS abandonment/adherence results, McKesson coupon redemptions and financial models.
   * Informed co-pay strategy for Januvia Marketing team through developing key enhancements to financial models and generating various what-if scenarios.

ii. Belsomra Sample and Voucher program responsiveness ($5MM to $8MM yearly spend):

* Analyzed and Presented strategies for one of the most cost effective and influential ways to meet the senior management’s goal of 50% growth target for next year
* Designed, developed and executed an in-depth segment level analysis of performance of sample and voucher programs and provided key guidance towards optimal investments and possible operational tactics for 2017.
* Innovations include first-time estimation of reminder effects of vouchers disbursed, a thorough look at individual program costs, inclusion of appropriate group practice dynamics and deeper volume & exposure segment level insights.
* Collaborated with Commercial Legal and presented channel level results to Marketing by meeting various compliance goals. Deeper result sharing possibility to be revisited next year with commercial legal.
  1. **Evaluate vendor capabilities and relevance on a continuing basis.**

Accomplishments:

* Evaluated the co-pay card design and impact analysis capabilities of IMS, ZS and Alpha1C so as to understand the work being done in the industry in general and each of their niche areas of expertise.

1. **Support brand and operations team towards design, execution and measurement of pilots and programs such as Relay Health and firstRx**

Accomplishments:

* + 1. Belsomra Copay card programs and Relay Health eVoucher pilot programs (~$20MM to $40MM investment):
* Developed alternate financial models for co-pay card structure evaluations to study impact of changing current two-tier $30/$90 program to a single tier $30 coupons as well as eVoucher pilot rollout.
* This work provided additional directions for Marketing to not change the current two tier coupon structure and to be cautiously optimistic about outcomes from eVoucher pilot.
* Guided the development of appropriate RelayHealth program measurement plan for 2017.
  + 1. Participated in the discussions with SSO team / IMS / Symphony and provided inputs regarding data needs to conduct a successful firstRx pilot evaluation. Yet to start the work.

1. **Experiment with Agent Based Simulation to understand patient journeys and evaluate value of such techniques to the organization.**

Accomplishments:

* Started preliminary discussions regarding advantage of such analysis with Consumer COE team. Yet to start planning on this work stream.

1. **Coach and manage consultant(s) to execute various promotional optimization projects.**

Accomplishments:

* Initiated and setup infrastructures to work with a new Merck vendor DataZymes (one consultant). This initiative provides more contractual flexibilities and saves engagement costs by about 15% year over year.
* Started a consulting engagement with Genpact to meet team’s work load.
* Coached and managed a Genpact consultant design a fuzzy based address matching algorithm that uses SAS GIS capabilities. This analysis was a research initiative with several potential applications (ex: identifying locations of sample drops, various targeting initiatives etc.).

**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.**

Accomplishments:

* Compliant with all required trainings and guidance on various promotional analyses.