**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:

1. 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.
   * Exploring the possibility of working with SAS in AWS environment.

ii. and iii. To be done.

* 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:
   * 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.
   * 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 / Voucher / Copay card Effectiveness Analysis:

* Presented a detailed analysis plan to guide ~$50MM investment strategy and study the impact of samples, vouchers and co-pay cards on physicians and patients (according to what was allowed by compliance).
* For the first time, integrated vouchers left and sample exposure based on group practice dynamics to study the impact of samples, vouchers left and voucher redemptions on the physicians.
* Analysis is on-going.
  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:

* Participated in the discussions with SSO team / IMS and provided inputs regarding data needs to conduct a successful 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:

* Started a consulting engagement with Genpact.
* Coached and managed a Genpact consultant to 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 analysis.