**Senthil Murugan IA&DS 2016 Accomplishment summary:**

* + 1. Decision support for Januvia copay cards with $70MM yearly spend:

Collaborated with IMS, IA&DS, Finance, Marketing and COE teams to analyze the copay card impact on patient adherence. Developed key enhancements to financial models and evaluated potential design changes for the future. This analysis was instrumental for marketing and senior management to decisively move forward with current Januvia copay structure.

* + 1. Decision support for Belsomra Sample and Voucher programs with $5MM to $8MM yearly spend:

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, deeper volume & exposure segment level insights and collaboration with commercial legal to do such analysis. This analysis presents 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.

* + 1. Decision support for Belsomra Copay card programs and Relay Health eVoucher pilot programs [about $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 provided additional directions for Marketing to not change the current two tier coupon structure and to be cautiously optimistic about outcomes from eVoucher pilot.

* + 1. Coaching and Team development:

Started a consulting engagement with Genpact initially and coached and managed a consultant to help meet team’s workload. Later 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.

* + 1. Environment setup for copay analysis using LAAD data:

Worked / working towards procuring Januvia/Belsomra LAAD data and setting up an environment for hosting and analyzing LAAD data (ex: Expanded Local and Virtual desktop environment, AWS & FTP data pull setups, SAS/AWS alignment possibility etc.)