Provided to Jane on Aug 23rd

1. Relay Health
   1. Guided measurement and strategic analysis of **Belsomra RH program**. Identified implementation issues (ex: Walgreens), analyzed multiple offer scenarios. Impact measurement is guiding the management to decide on national rollout. Includes weekly performance reports, monthly executive summaries, and continuous consultations with the brand team.
   2. Relay Health rollout scenario evaluations for Ertu, Januvia (New Patient segments) and Sivextro (relatively minor role in case of Sivextro)
2. Sampling Pilot
   1. Guided the implementation of sampling pilot for Januvia franchise (district selections and adjustments, estimation of sampling increase and decrease for each brand, sample inventory and ordering evaluations, continuous monitoring of the rollout).
3. Coupon Analysis
   1. Guiding the development of flexible processes for abandonment and adherence modeling using longitudinal patient level data for Diabetes and Belsomra. Overall objective is to channel these outputs for better coupon offer.
   2. Guided the development of financial impacts of various coupon designs for Ertu and other brands.
4. IPF
   1. Guided Igor and Siddharth in the execution of IPF work for Diabetes, Belsomra, Gardasil, Zostavax and P23. This involves multiple promotional channels and analysis of optimal budget allocations for 2018 profit plan.
5. Training / Development / Guidance
   1. Trained and Guided  Ramana Reddy on various aspects of day to day work (methodologies, model evaluations, process setups etc)
   2. Helped to setup AWS environment for coupon analysis.
   3. Guided Summer Intern Ambika Rana in
      * Analysis of field promotions through dynamic distributed lag models. This resulted in interesting and potentially valuable modeling related observations for the future.
      * Coupon Engine developments related to Abandonment and Adherence computations for various brands and segments. AWS / Python and R were used as an alternative cost saving model (instead of SAS servers) for handling large patient level transactional datasets.

Following are some updates to the ones I provided in August on Dec/06.

* Relay Health: Supported multiple brands to rollout RH program with different designs. These involved deep dive 6-month look back ROI Analysis (for Belsomra), more holistic Financial scenario models and review of models done by others. Results helped Belsomra team to roll out the program nationally and Januvia and Ertu to decide on the program rollout.  Those that have already rolled out are Belsomra $30 Single Tier program,  Belsomra expansion from 9 states to 38 states, Januvia eVoucher program for New Patients with $30 to $120 copay range, Sivextro and Dificid. ERTU will be rolled out after launch.
* Relay Health eVoucher Costs: Provided decision support for the programs with following 2017 or 2018 costs. Belsomra  2017:  $4.2MM, 2018: $10MM; Januvia $29MM; ERTU  $7MM to $9MM; Sivextro  ~$1MM. Total of about $50MM to $55MM for eVoucher programs. The transaction fee would be about 5% of this amount.
* Januvia Web Voucher: Provided in-depth analysis using LAAD and XPonent data based models to illustrate the financial impact of pulling web vouchers out for Januvia. This analysis highlighted the risk involved before Marketing pulled out the web vouchers. Program cost is ~$4MM.
* Guided Ambika to look deeper into Adherence related data issues (flatness of curves) and those are being fixed and is being added to part of overall coupon analysis development efforts.
* Saved $20K in Anylogic licensing costs by finding internal alternatives.
* Continued to guide Igor and Sid on completion of IPF projects.
* Consulted and helped to resolve some of the  Januvia Sampling pilot rollout issues. Built a tracking dashboard using various data sources and gave it to SSO so that they can monitor.