**2017 Objectives – Draft**

1. Inform Coupon Effectiveness and Strategy
   1. Setup an environment and develop an easily configurable coupon engine with following capabilities: ***[Innovation]***
      1. Study relationships between copay, abandonment and adherence for various dynamically configured segments. This includes data visualization and modeling.
      2. Explore the possibility of using new technologies (AWS, R, Python etc.) that would add to savings in the future.
   2. Collaborate with Brand teams, Finance, Consumer COE and vendors to develop optimal coupon strategy for brands such as Januvia and Belsomra. ***[ Financial Performance]***
      1. Study coupon effectiveness for patients.
      2. Enhance financial models with the patient level effectiveness findings
      3. Evaluate various coupon design strategies
2. Inform Sample and Voucher Effectiveness and Strategy ***[Financial Performance]***
   1. Study the impacts of Samples and Vouchers through data explorations and statistical modeling. Evaluate various investment scenarios and provide optimal investment recommendations
3. Support the continued rollout of Investment Prioritization Framework projects for multiple brands. ***[Financial Performance]***
4. Support brand and operations team towards design, execution and measurement of pilots and programs such as Relay Health, Januvia Sample pilot, Belsomra Digital heavyups, First Rx etc. ***[ Financial Performance]***
5. Coach, Train and Manage consultant(s), intern(s) and direct reports to execute various promotional optimization projects. ***[People]***
6. Establish and/or provide necessary resources (hardware / software / logistical / administrative) needed for effective and efficient execution of various projects by the group. ***[People]***

Compliance General Objective:

Awareness of/Conformity to Policies

* Complete all relevant compliance trainings.
* Review sensitive analysis with commercial legal.
* Encourage team members to raise any compliance issues or concerns.