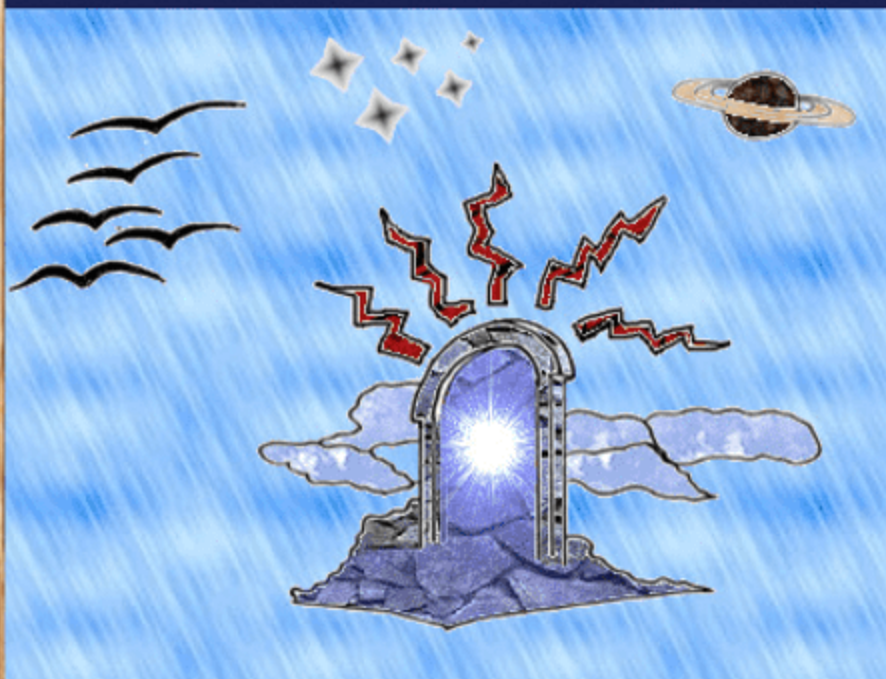


Unconventional Wisdom Series

Bayser - Business Analytics At Your Service



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About Your Team

You love your team. All your team members are great people and serve you well (except may be that one person) but overall it's good, very good.

It may have crossed your mind that may be - just may be - that things could be better, a lot better. Things could move faster, with élan. You remember very clearly that one time when you asked a simple, direct question, it took forever to get an answer back. Why such a long wait? When the answer came in, if we call it so, it was of little use. It was completely alien to the spirit of the question. That is when you started wondering if some outside help, a new perspective, another pair of eyes (and hands - that may be helpful too) would get you back on track in short order.

Here are some of the questions you dared ponder:

1. [Data] Is the team using the right databases? Are they aware of the major data assets the industry has to offer? More urgently, are they aware of all the databases the company owns Including those in the department next door and across the globe? Some excellent databases are absolutely free (e.g., WSJ2012 and 2014 Sunshine Act database). Are they being put to good use? Are triangulation and combination concepts foreign to the team? Are they considering deploying Claims, EMR, and EMR/Claims data? EMR portals whenever traditional Primary Research is needed? Site Alerts when identifying patients is a major concern?
2. [Data Acquisition] Sometimes what is important is not to know what the best selection of databases to answer a question is. Simply because that solution may be too cost-prohibitive. What's needed rather is the implications of going with lesser databases. How much credence and accuracy are we are giving up and how much time and money are we saving in return? In other words. where do we stand on the cost-benefit spectrum? You wished that would be the answer you'd get: a sensitivity one!

3. [Analyses] More than once you noticed that the analysis that was presented in meetings was done more out of convenience for the person doing the analysis than for the benefit of the stakeholders of the analysis. By the way, why is it always Pivot tables, Regression, CHAID, and CART? Why don't we deploy neural nets, genetic algorithms, simulated annealing, agent-based modeling, sub-network profiling, and the like? Are the other folks who use these techniques nuts?
4. [Right Questions] Whether it's a go-to-market strategy, a market sizing, a product launch, a market access, a sales forecast, a sales force sizing or alignment study, one idea haunts you. What if you had forgotten an important question? Are you sure all the proverbial stones have been turned? That's when you wish you'd be less lonely. Yes, it would be great to talk with some knowledgeable outsiders with perspective...

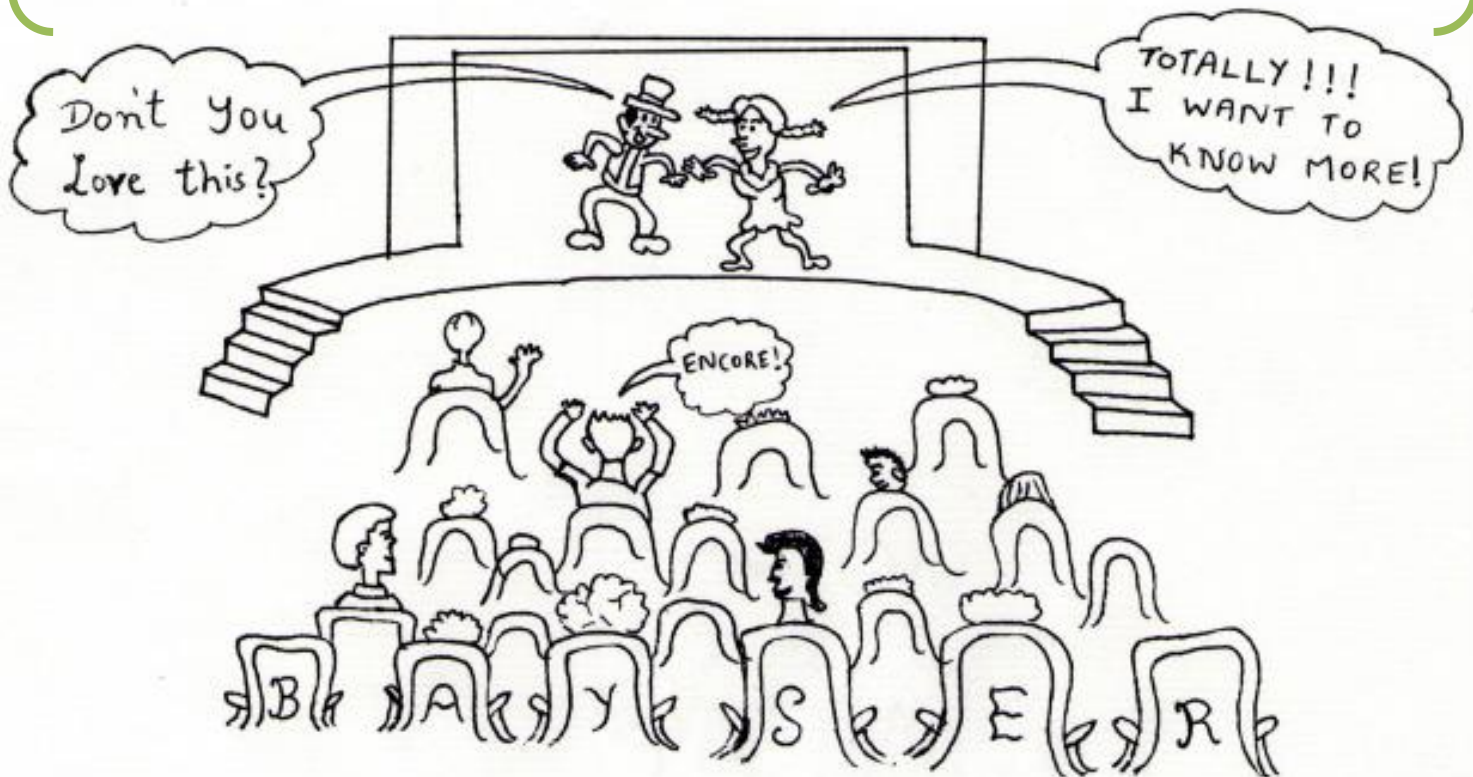


JP Tsang, PhD & MBA (INSEAD)

Founder & President

Jean-Patrick Tsang is the Founder and President of Bayser, a Chicago-based consulting firm dedicated to pharmaceuticals sales and marketing. JP has worked on 250+ projects to date including ROI optimization, data strategy, and study design to mention just these. JP publishes and gives talks on a regular basis and runs one-day classes on various subjects related to data and analysis.

In a previous life, JP deployed Artificial Intelligence to automate the design of payloads for satellites and was the adviser of two PhD Students. JP holds a Ph.D. in Artificial Intelligence from Grenoble University and an MBA from INSEAD in France. He was also the Recipient of the PMSA Lifetime Achievement Award in 2015. He can be reached at (847) 920-1000 or bayer@bayer.com.



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