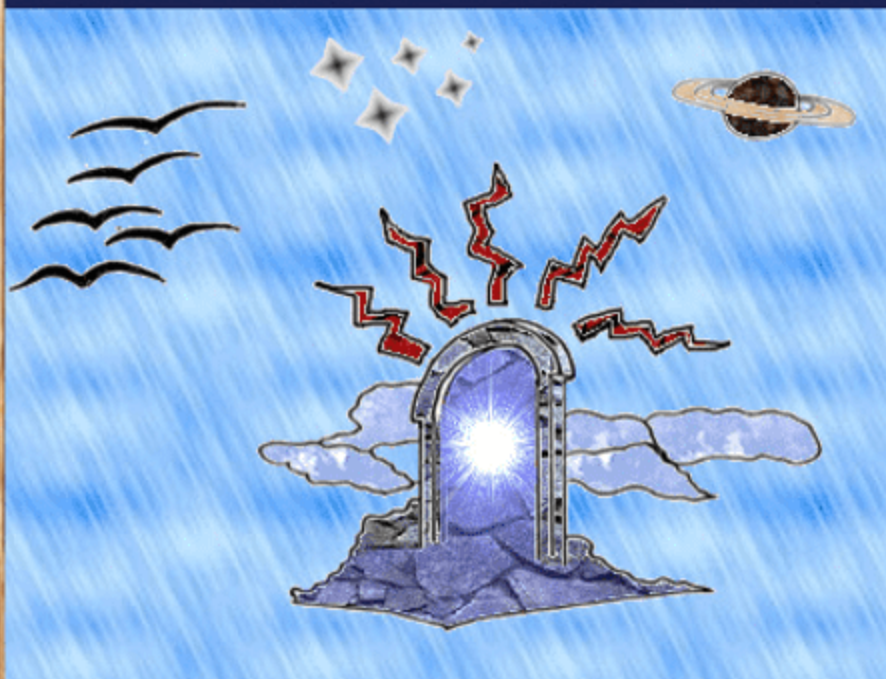


Unconventional Wisdom Series

Data Cobbling and Projection - Combine and Conquer



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Few questions find their answers in one single database. Say you need to find out how friendly the access to your drug is in a given geography. Just for that, you need to draw upon two databases: one that specifies the Rx's by physician, broken out by payer, and another that defines the formulary access of your drug for individual payers.

Truth is virtually all insightful questions require multiple databases. Why is that you may ask? Why is there no single data source out there that spares us the trouble? The answer is straightforward once you think about it. It's because things have grown so involved over time that the only viable way out is through specialization. Questions have not become any simpler or shallower over time, so it only stands to reason that insightful questions require the concurrent mining of several specialized data sources. What makes the task more challenging (and fun) is every single database comes with its caveats and blind spots, requiring that holes be filled and shortcomings worked around.

Implication? We are shortchanging ourselves if we believe the answer to our questions is to come from just one data set. Unfortunately, some would love us to believe that's the case for obvious self-serving reasons. Here is what's needed:

- a) Deep knowledge of the various data sources out there. This sounds like a lot for work and it is. Good thing is we already did that for you.
- b) Decide which databases to pick out and how to put them together (very much like the chief agent in Mission Impossible composing his team for the mighty task ahead). How to pull this off depends directly on the question to answer and the precision that is needed.
- c) Project and cobble databases prior to ferreting out the answers. This requires a good grasp of the subject matter and the strengths and weaknesses of the selected databases. And like with any craft, nothing replaces hard-earned experience.

We ran a class on the subject titled "Patient-Level Data – Tips, Workarounds, and Other Coveted Secrets" under the auspices of PBIRG in Nov 2011 in Cambridge, MA. Give us a call and we'll gladly share with you some slides.

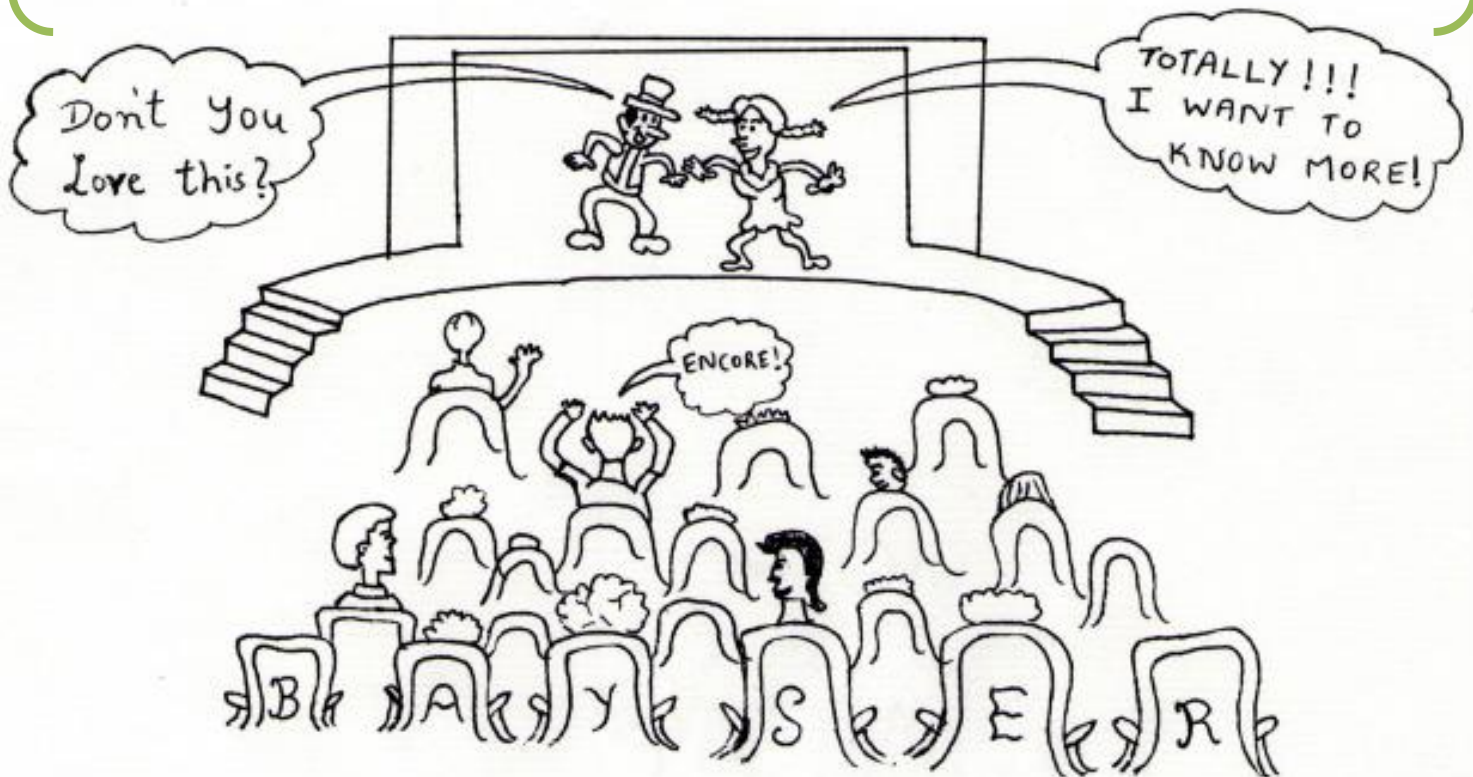


JP Tsang, PhD & MBA (INSEAD)

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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