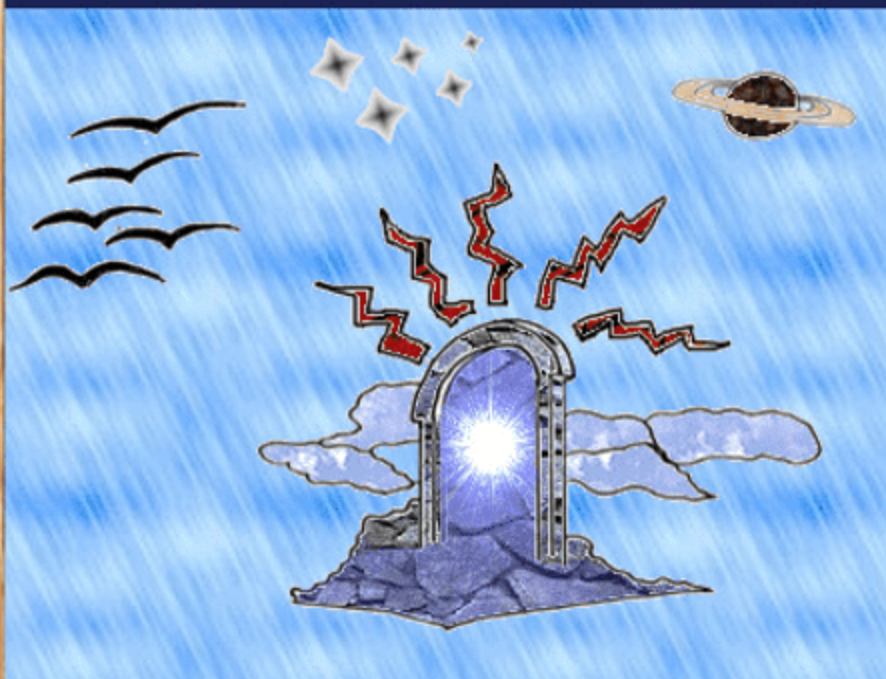


Unconventional Wisdom Series

## Analyses to kick-off year end



**Jean Patrick Tsang, PhD & MBA (INSEAD)**

Bayser Consulting

4709 Golf Rd, Suite 803, Skokie, IL - 60076

Tel: (847) 920-1000 Email: [bayer@bayser.com](mailto:bayer@bayser.com)

Web: [www.bayser.com](http://www.bayser.com)

Thanksgiving is next week and there are so many things we did not have the chance to work on. The good news is there are still 6 weeks left and you can still kick off a project or two. Question: What work streams are your peers initiating right now? Here are the major ones:

1. Some of the databases we carry are of questionable value. What insights have they provided? Task: Take a dispassionate look at our databases and establish which ones should be renewed or discontinued? Are there companion databases that need to be brought in to boost their usefulness? How can we get more out of our databases?
2. One of our drugs saw a dramatic change in formulary status for one of the Payers. Task: What has been the impact in terms of Rx's? Breakdown between direct and spillover Rx's? By spillover, we mean change in Rx's of a drug within Plan B as a result of a change in formulary status of that drug within plan A?
3. We added a couple of SP's to our network for one of our specialty drugs. Task: How are the new SP's faring compared with the older ones? Assess their performance relative to the Payers they work with.
4. Our read of the competitive activity is very incomplete. Manufacturers and SP's block the data. There is one place where the data is fully exposed and this is when a check has to be written to pay the provider for service rendered. Task: How to deploy databases such as Medicare Part B/D, Medicare Referrals, and Payer databases to bring focus to the picture?
5. Management decided to reshuffle the allocation of promotional resources to maximize ROI, and this included one or more of the following: sales force size, CSO, realignment, co-promotion, sampling strategy, discount cards, and the like. Task: Have these changes lived up to expectation?
6. Which physicians to target may be a real challenge if the patient population is tiny (orphan/ultra orphan status). The likelihood a patient will need our drug within n months is largely a function of how far along the patient is in the patient journey. Task: Assign a ripeness score to each patient and infer that of the treating physicians and hospitals.
7. The one who prescribes our drug is a specialist and the patients come from referring PCP's. Task: Identify who those referring physicians are, using free databases such as the Medicare Referrals database.



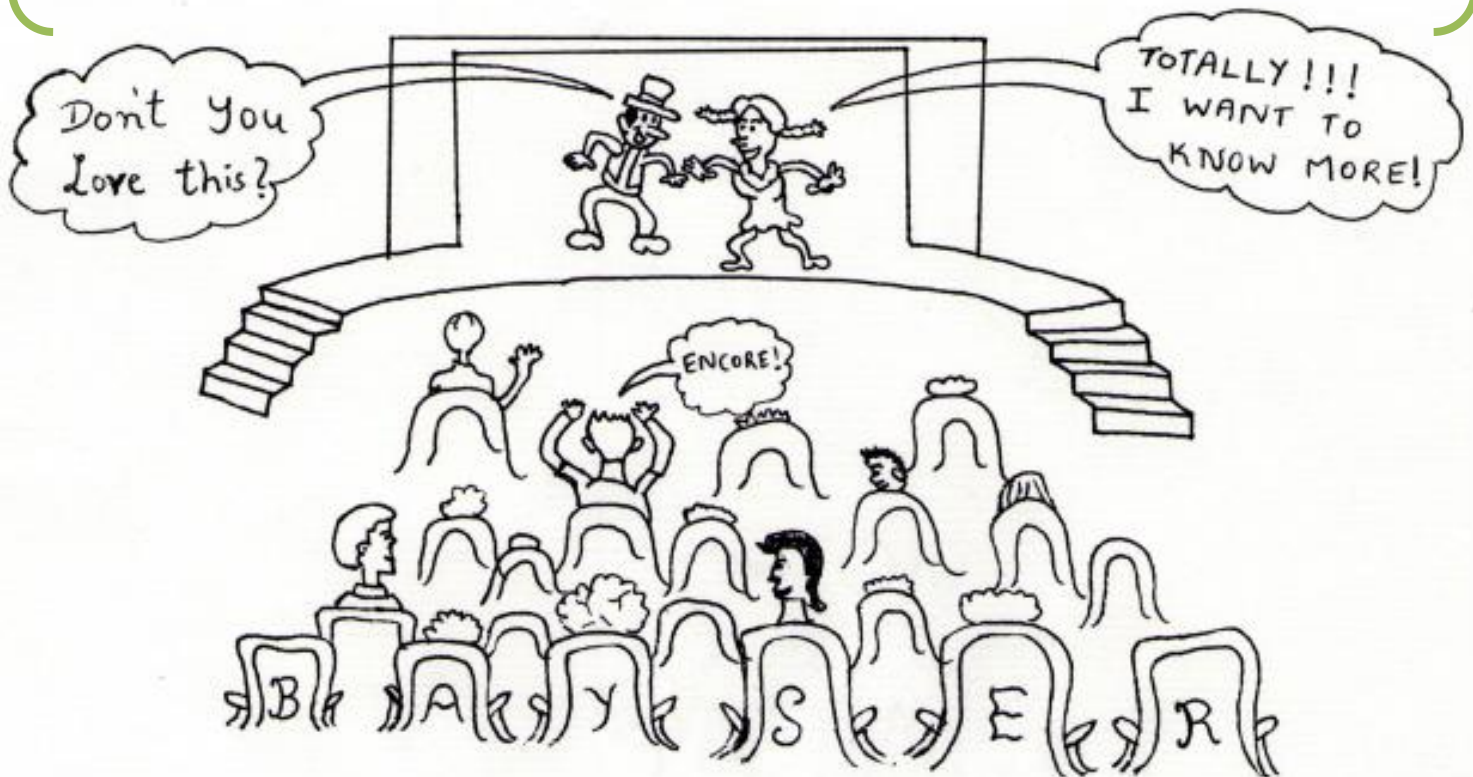


**JP Tsang, PhD & MBA (INSEAD)**

**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](mailto:bayer@bayer.com).*



# BAYER

**4709 Golf Rd, Suite 803,  
Skokie, IL 60076**

**(847) 920 - 1000  
[bayer@bayer.com](mailto:bayer@bayer.com)**