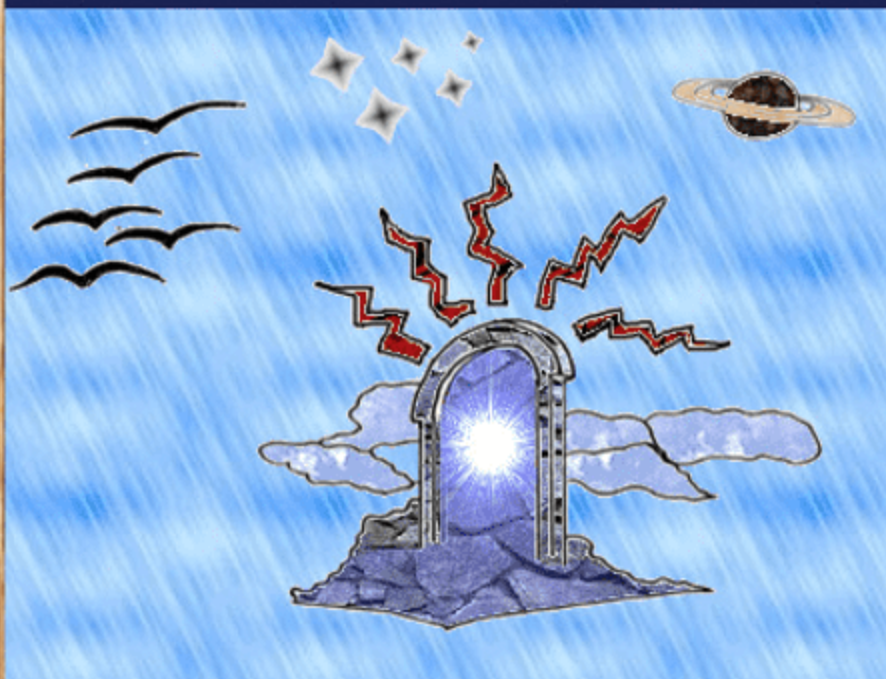


Unconventional Wisdom Series

Nailing Down ROI Measurements



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If you are currently involved in conducting ROI measurements or simply curious about our thoughts on ROI, please drop us a line and we'll be more than happy to send you a copy of a PowerPoint presentation I gave on the subject. In addition to putting together many things we already know about ROI, preparing this talk allowed us to uncover some fundamental principles that govern ROI. If you have any comments or questions, do not hesitate by any means. I can be reached at (847) 920-1000.

Below is an abstract of the presentation:

Establishing if a project is worth pursuing is indeed very simple. Measure the return on Investment. Hold back if the ROI is negative or only slightly positive. Go for it if, on the other hand, the ROI is highly positive and beats that of competing projects. This simple rule works wonders as long as the ROI is computed properly, which, unfortunately, may not always be the case.

In this talk, we provide several examples from the pharmaceutical world (promotion to KOL, hospital-retail spillover, managed care spillover) that show that typical ROI measurements tend to capture only part of the return and, as a result, grossly underestimate true ROI, thereby leading senior management to discard sound promotional strategies. We'll also show that the converse happens, namely, that ROI measurements tend to assume that the investment is an all-or-nothing proposition, thereby robbing the decision maker of the possibility that the investment can be conducted in installments, the very premise of pilot projects and call options.

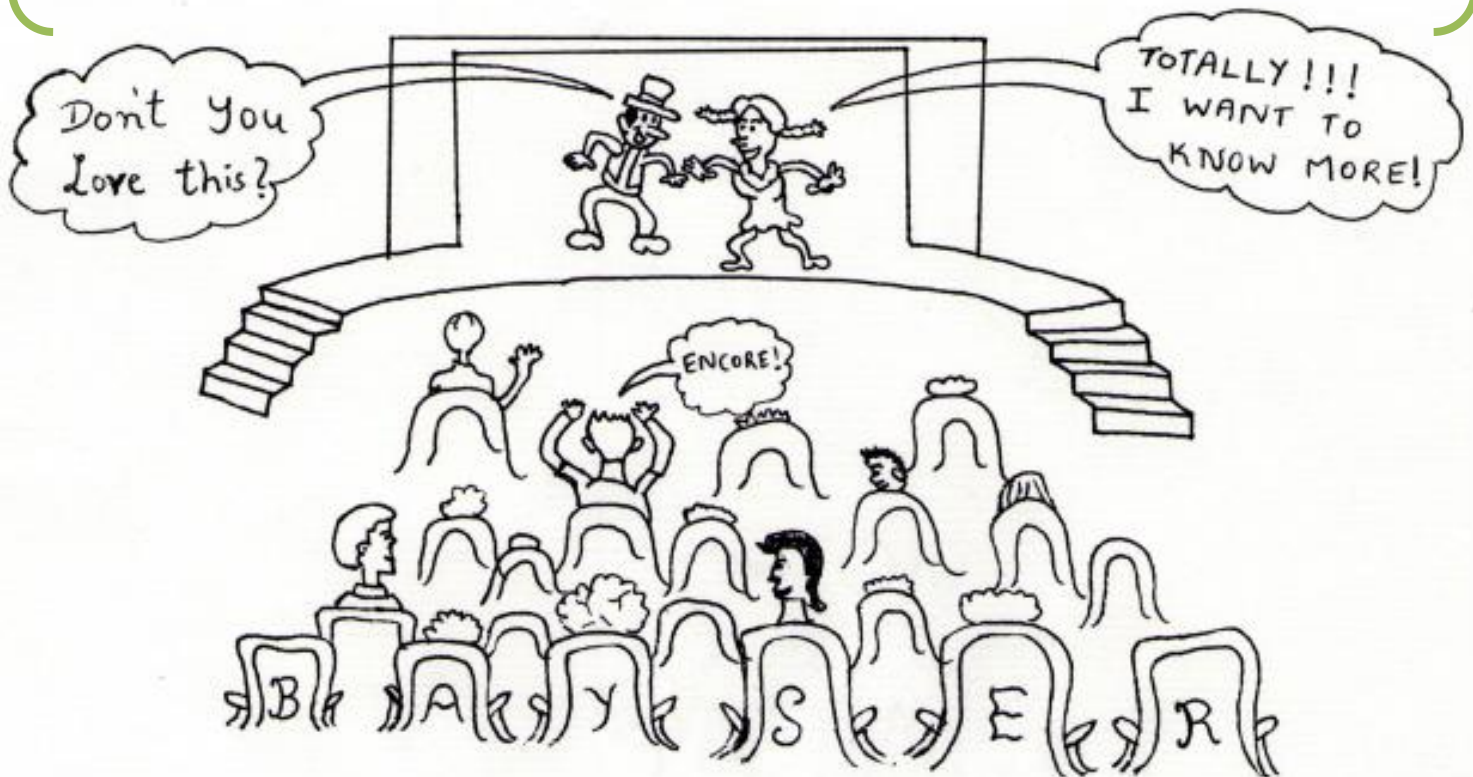


JP Tsang, PhD & MBA (INSEAD)

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 bayser@bayser.com.



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