Building a Data Analytics Capability

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Disclaimer

The views and opinions presented here are mine alone and do not reflect the views or opinions of my employer, Bristol-Myers Squibb.

Ride the Big Data Wave

90%
of the world's existing data has been created in the last
2 YEARS

By 2020
35 Zettabytes worth of data will be created
*35 Zettabytes = 35,000,000,000,000,000,000,000 bytes

10,000
Libraries of Congress worth of data are created annually by U.S. companies

Every 2 days as much information is created as from the dawn of civilization up until 2003

Why Invest in C&E Data Analytics?

To elevate the impact of reporting, CCO [...] invest more in data analysis and [...] monitoring.

pwc

[...]e 2014

DOJ Targets Small Pharma: Expects Companies To Mine Their Data For Misconduct; Finds Speaker Programs, Specialty Pharmacies, R&D "Prone to Abuse"

March 05, 2015

Life

The last [...]

Presen[...]

THE UNITED STATES DEPARTMENT of JUSTICE

[...]rrent developments now and in future [...]y be through data analytics. Plainly or not, the [...]ment expects companies to analyze data therefore [...]fy and track issues, and as part of the [...]gative [...] government agencies are now [...] subpoenas for [...] to raise theories and identify [...]ues and patterns. The [...]ment will look at data to [...]erstand what is happening [...] of an organization, or at least to get a better perspective. [...]es must use the available data themselves [...]eir organization's behavior and patterns or they [...]ehind. If data is not used proactively, companies might [...]e to answer very difficult questions regarding why they didn't monitor data if it was available, or why their monitoring techniques did not detect problems.

If a government investigator comes to you tomorrow…

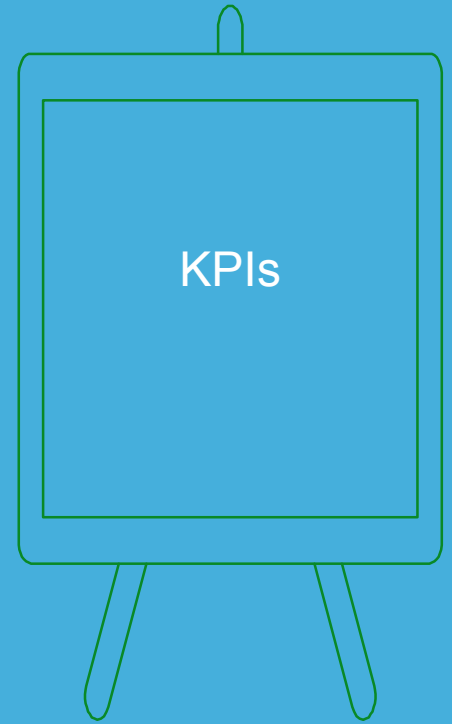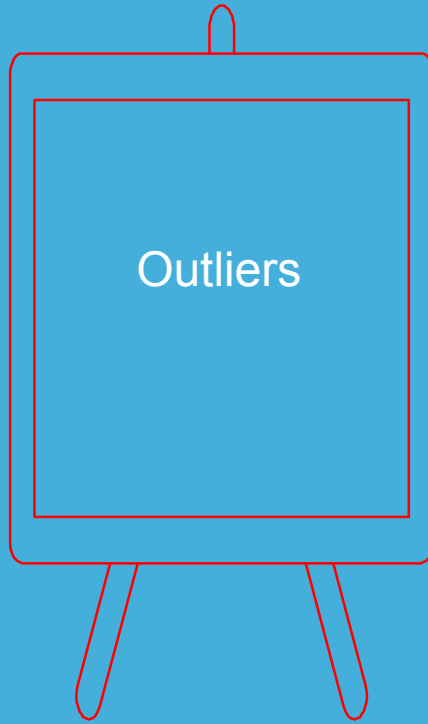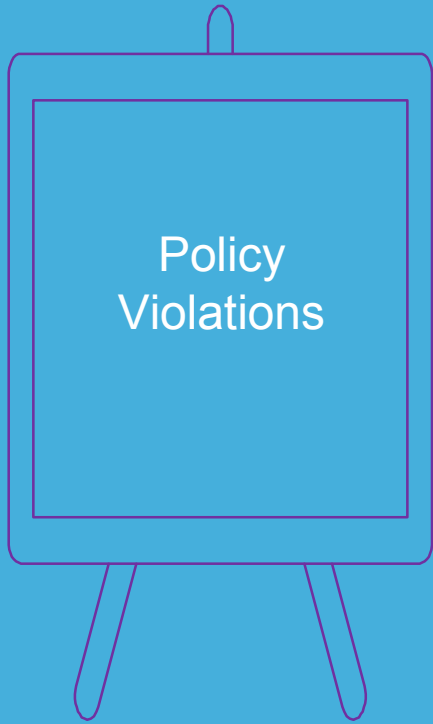and asks you what is the compliance health of your business or function …

How would you respond?

Measure Against Internal Standards

Measure Against External Standards

Speaker Programs

Med Info Requests

Speaker Training

Grants

Exhibits & Displays

Ad Boards

Customer Master

Call Reporting

Non-Speaker Programs

Samples
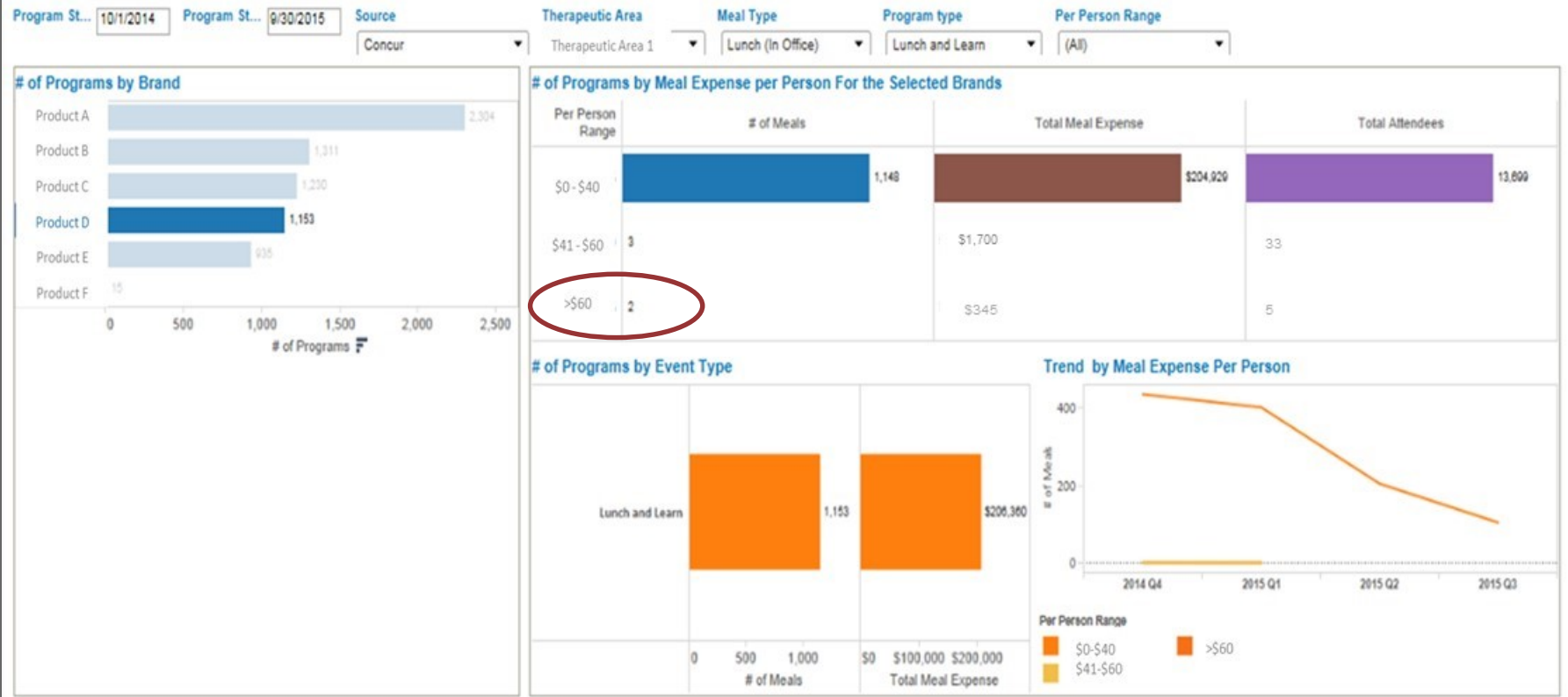
Basic Types of C&E Analytics

Policy Violations

Outliers

Trending

KPIs

Simple, Single Source Analytics Example
Non-Speaker Programs (Lunch & Learns)
Meal Cost Per Person

Simple, Single Source Analytics Example
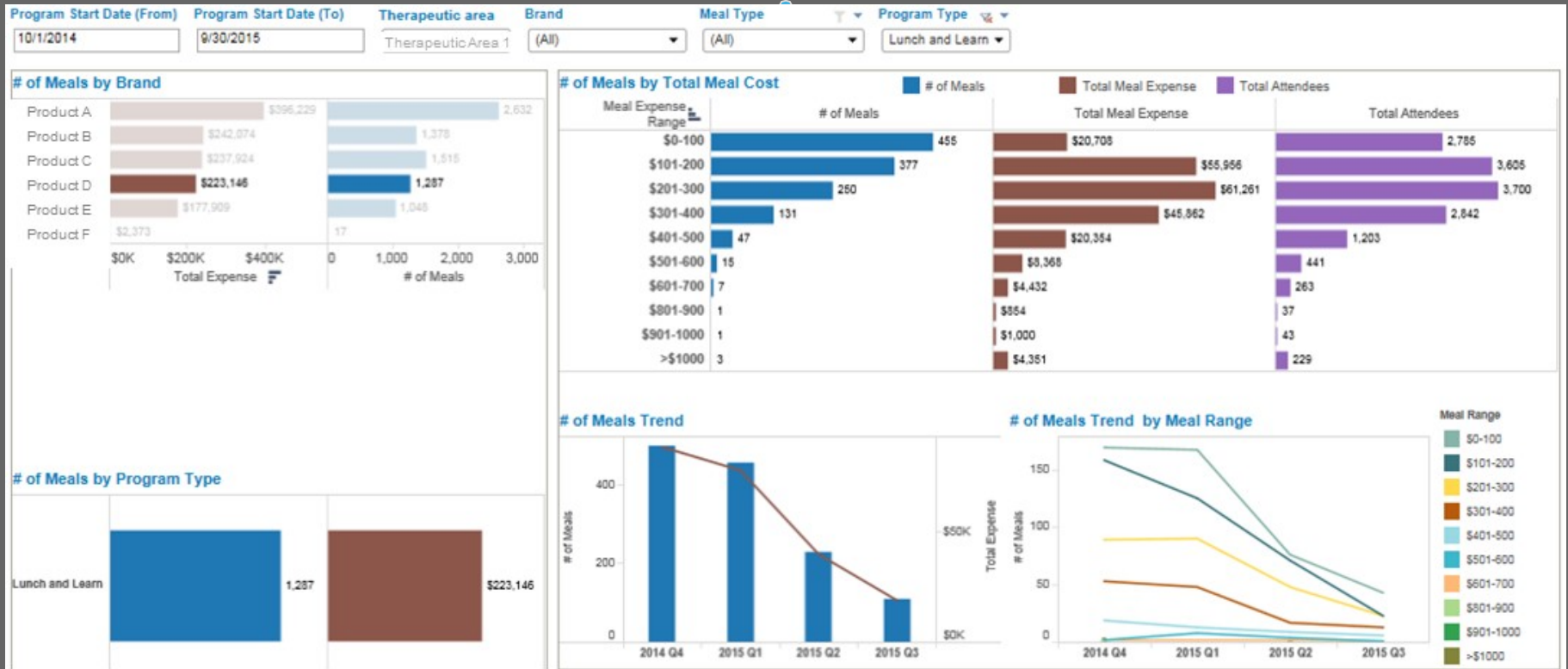# Non-Speaker Programs (Lunch & Learns)
Meal Cost Per Person

		Emp Name (All)		Venue type Office		Attendee Range ALL 0		Expense Range greater than 60				

Details

Brand	EMP_NAME	EMP_ID	Program type	Meal Type	Venue type	Program Date	Report Key	Host Program ID	PRGM_ID	# of Programs	Total Meal Expense	Total Attendees	Total Meal per person
Product D	George Clooney	12345	Lunch and Learn	Lunch (In Office)	Office	12/16/2014	1909757	0	23272305	1	$147	2	$73.67
	Mary Canary	67890	Lunch and Learn	Lunch (In Office)	Office	01/14/2015	1917787	0	23375149	1	$198	3	$65.95

Simple, Single Source Analytics Example
Non-Speaker Programs (Lunch & Learns)
Meal Trending

Simple, Single Source Analytics Example
# Non-Speaker Programs (Lunch & Learns)
Meal Trending

Details

Attendee Range (2 - 99)	Expense Range ($-40 - $1894)	Meal Type	Emp Name	Venue type
greater than ▼ 50	ALL ▼ 0	Lunch (In Office) ▼	(All) ▼	(All) ▼

| Brand	EMP_NAME	EMP_ID	Program type	Meal Type	Venue type	Program Date	Report Key	Host Program ID	PRGM_ID	Max. Total Expense	Total Meal per person	Hcp US	Non Covered	Business Guest	White Pages	All Others	Total Attendees
Product D	John Doe	12345	Lunch and Learn	Lunch (In Office)	Clinic	05/01/2015	2010846	0	24606507	$693	$12	2	53		1		56
	Mary Canary	67890	Lunch and Learn	Lunch (In Office)	Office	10/09/2014	1864474	0	22762762	$603	$11	8	48		1		57
	John Doe	12345	Lunch and Learn	Lunch (In Office)	Clinic	12/16/2014	1893940	0	23212090	$1,379	$16	5	79		1		85
	George Clooney	54321	Lunch and Learn	Lunch (In Office)	Office	12/19/2014	1896365	0	23253786	$1,894	$19	1	97		1		99

Considerations

- ○ Senior Management Buy-In

- ○ What Data Will You Look At

- ○ Business Engagement

- ○ Legal Involvement

- ○ Governance Structure
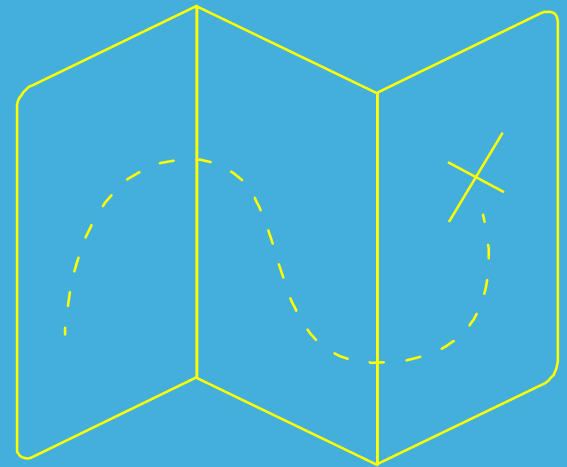
Additional Considerations

- ○ Refresh Frequency

- ○ Retention Periods

- ○ How to Resource

- ○ IT Partnering

- ○ User Access
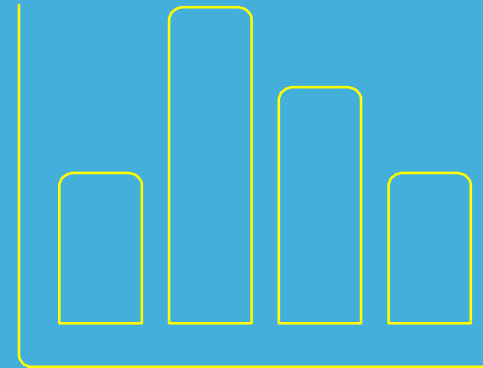
Best Practices

- o Strong Management Support

- o Start Small and Controlled

- o Document Requirements

- o Document Scope

- o Business Involvement

- o Data/Insights Made Actionable

Thank You!