



MARKETING *Club* 193rd

13rd Marketing Club
157th Business Club
42nd Cairo Club

Marketing Decision Architecture (Data, KPIs & Pharmacoeconomics)



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR



JOIN FREE

LIVE WEBINAR

Date

10 Sep
Wednesday

Time

10:00PM
 Egypt

Time

10:00PM
 KSA

Time

11:00PM
 UAE

Place
Online
Zoom



Instructor
Dr. Loai Eldakdousy
Brand Manager

DISCLAIMER

My journey

1

Med. Rep

3

P.S

5

ABM

2

Sr. Med Rep

4

KAM

6

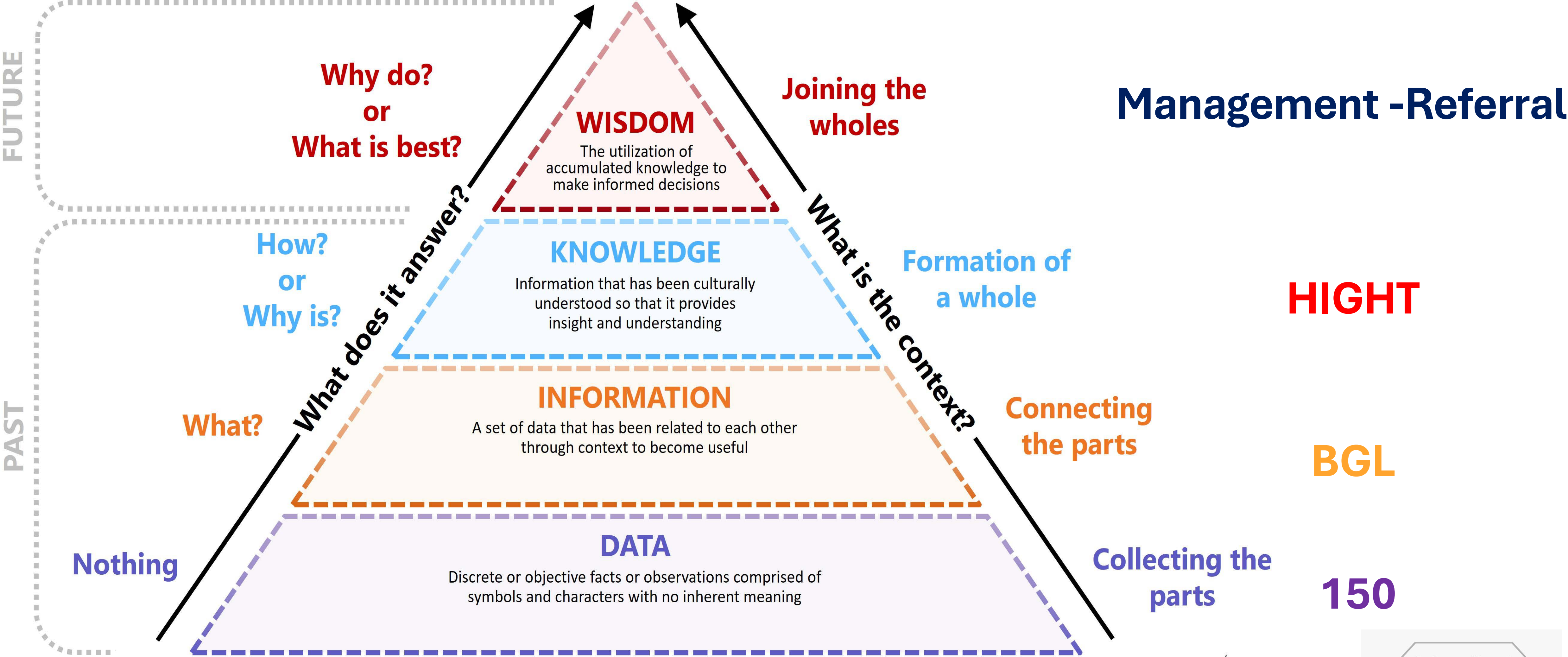
Brand Manager



Marketing Decision Architecture (Data, KPIs & Pharmacoeconomics)



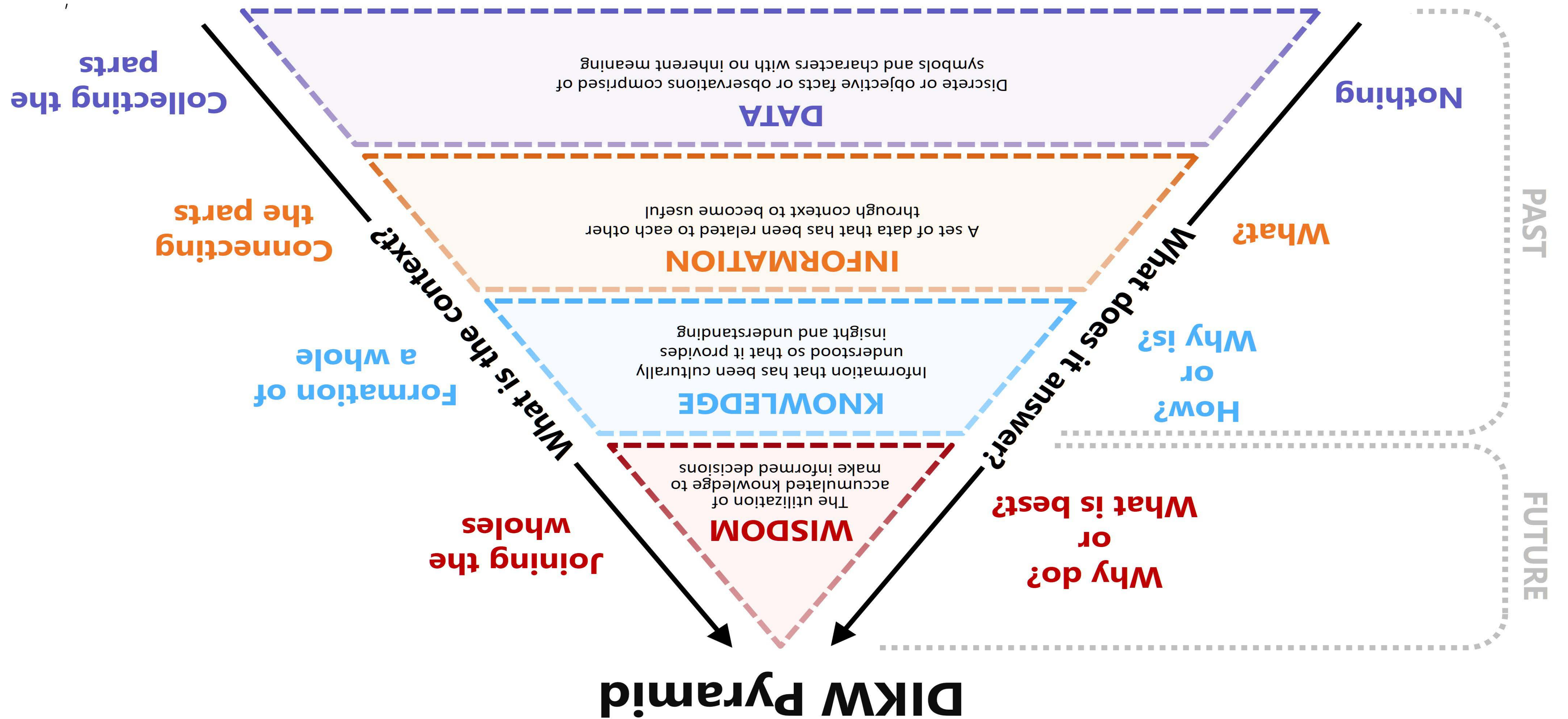
DIKW Pyramid



Informed Decision Making

Loai M.Eldakdousy





The Inverted Pyramid = Inaccurate Decision In All 7 Ps

What is Data-Driven Marketing?

The Process Of Making Strategic Decisions Based On Insights Derived From Customer And Market Data Analysis Rather Than Intuition Or Experience Alone.

(Data-ology)

The Future Of Data-driven Decision Making

Bridges Statistics, Computer Science, And Business Intelligence.

**It Enables Organizations To Extract Understandable Insights From Huge
Amounts Of Data**

Data Is The New Oil



Clive Robert Humby

Oil Used To Be A Source Of Power For Countries Now, Data Is A Source Of Power For Organizations

Is this Raw Data Beneficial?



What Is Data Mining

Extracting Hidden Patterns And Insights From Large Datasets

The Question: How Do We Turn This Data Into Actionable Insights

In Government Hospitals:

Qasr Al-aini Hospital, They Can Use Data Mining To Analyze Patient Data And Show Which Diseases Are Most Prevalent In A Particular Area **(Association)**

At The Ministry Of Health:

Track The Spread Of Epidemics

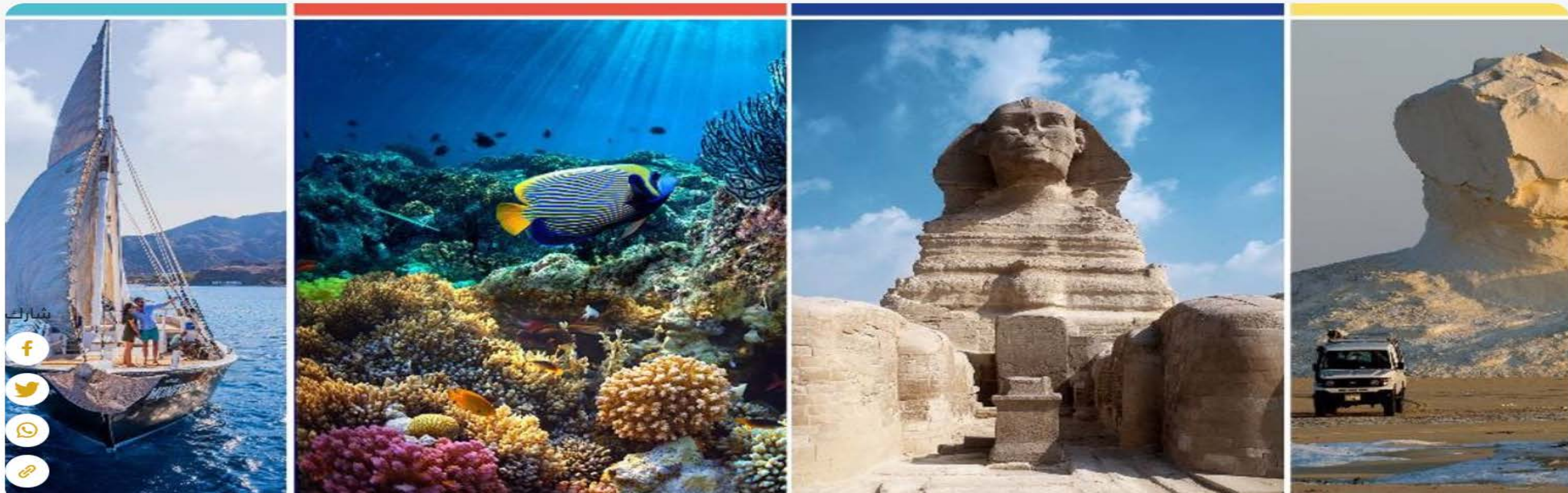
In The Corona Pandemic, They Were Analyzing Daily Data On New Cases In Different Governorates In Order To Know The Places That Need More Focus In Awareness Campaign **(Clustering)**

In America IBM Watson Health

Uses Data Mining To Help Doctors Diagnose Cancer. The System Analyzes Millions Of Medical Images And Reports And Compares Them With Similar Cases, Thereby Helping The Doctor Deliver A More Accurate And Faster Diagnosis. **(Forecasting)**

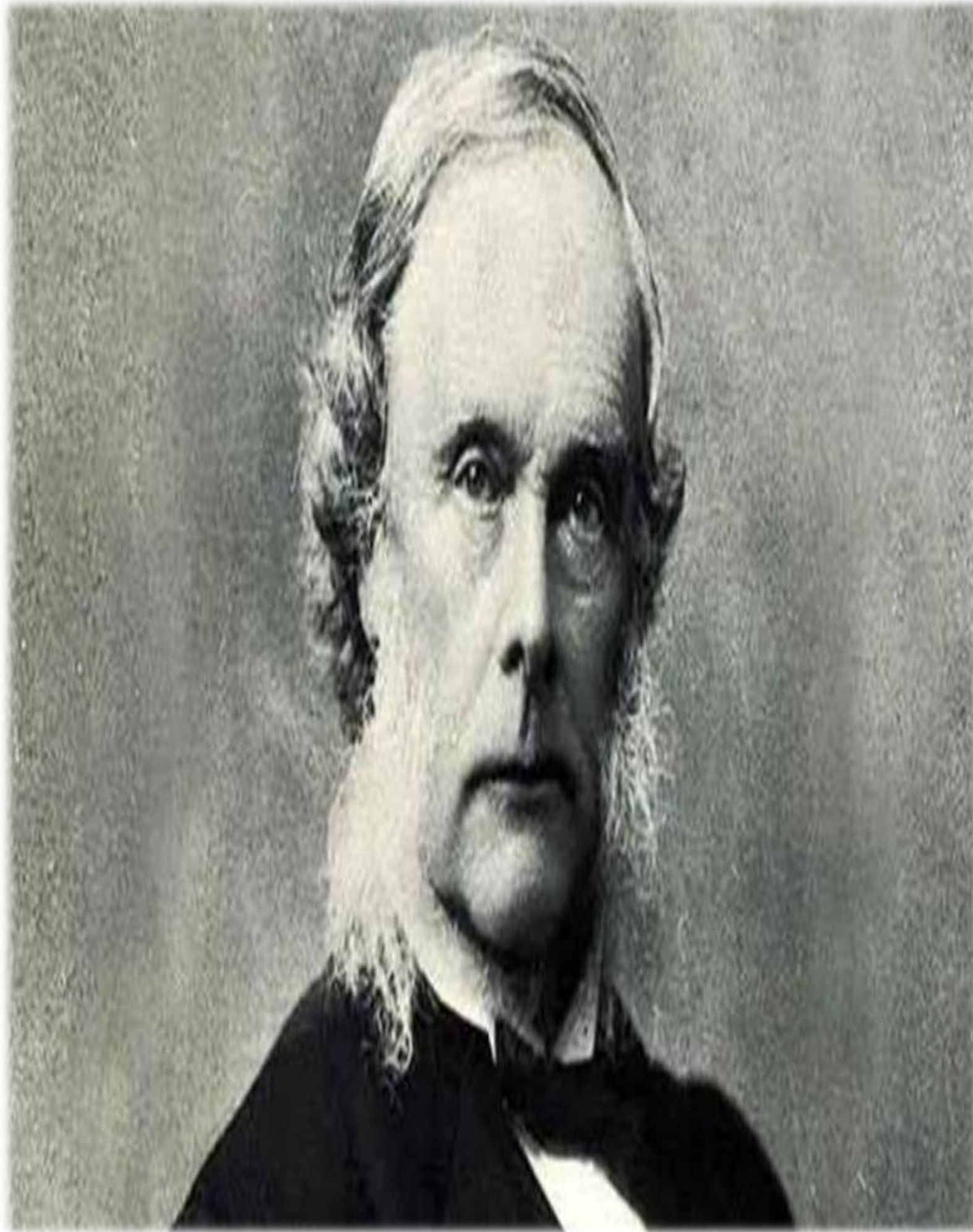
How Data-driven Insights Lead To Smarter Business Decisions

الهيئة المصرية العامة للتنشيط السياحي

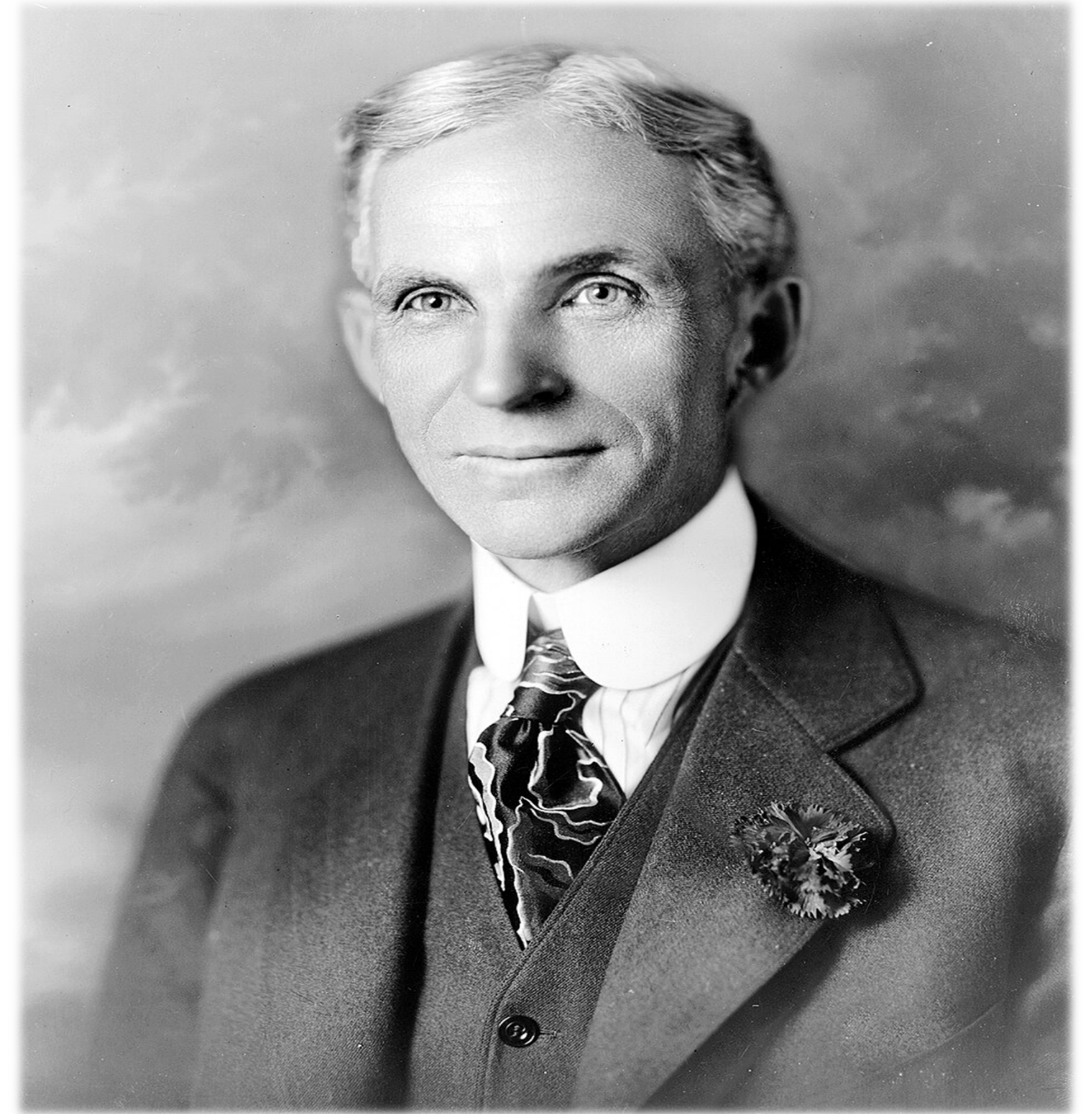


The Egyptian Tourism Authority Launched A Creative Campaign Linking Live Weather Data (From Openweathermap) With Customized Video Ad Creatives. Five Weather-themed Ad Sets Were Created (Cloudy, Rainy, Thunder, Snow, Drizzle) Each With A Customized Video Showing The Corresponding UK City And Sunny Egyptian Scenes. Ads Were Targeted Based On Specific Weather Conditions In Each City

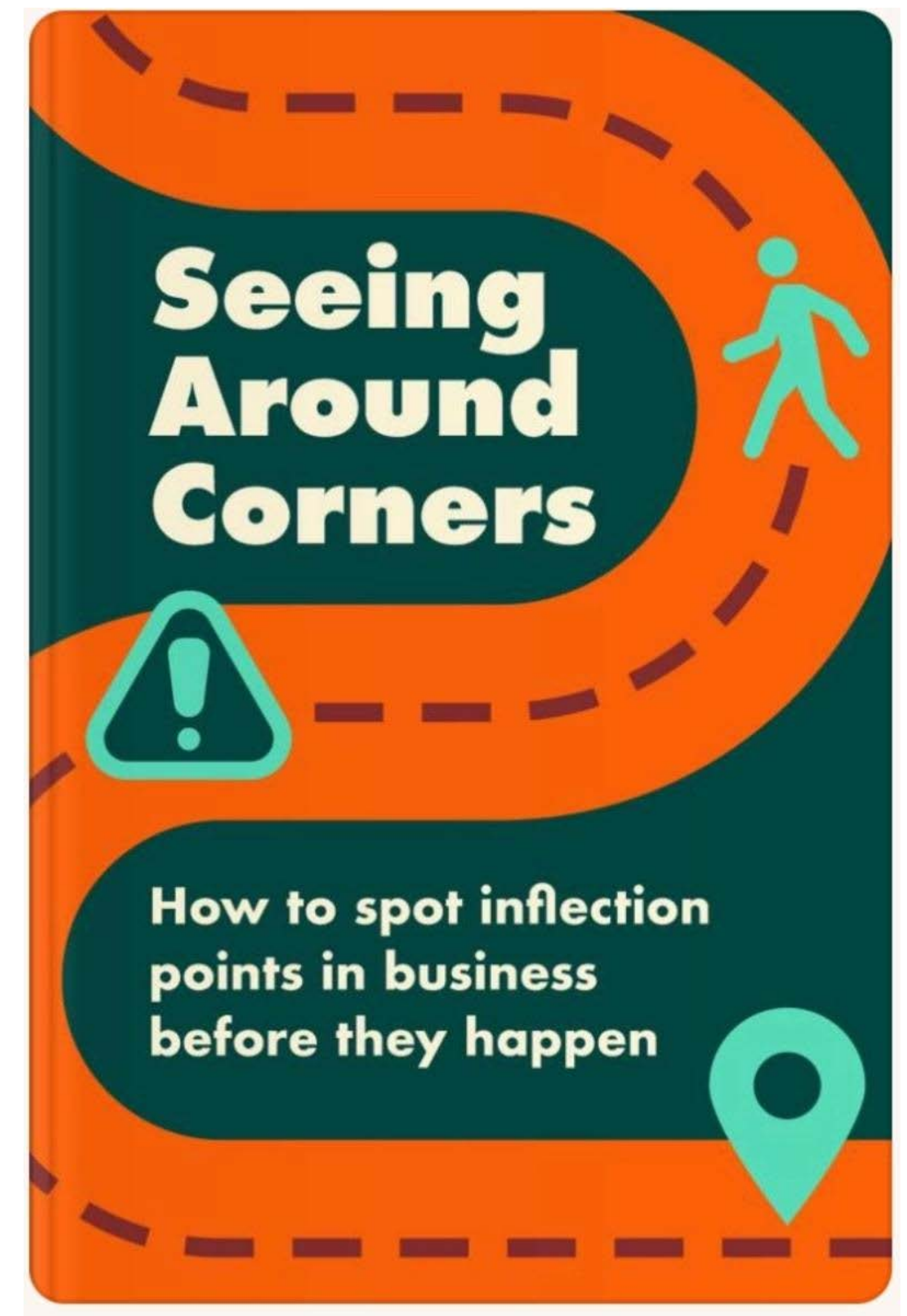
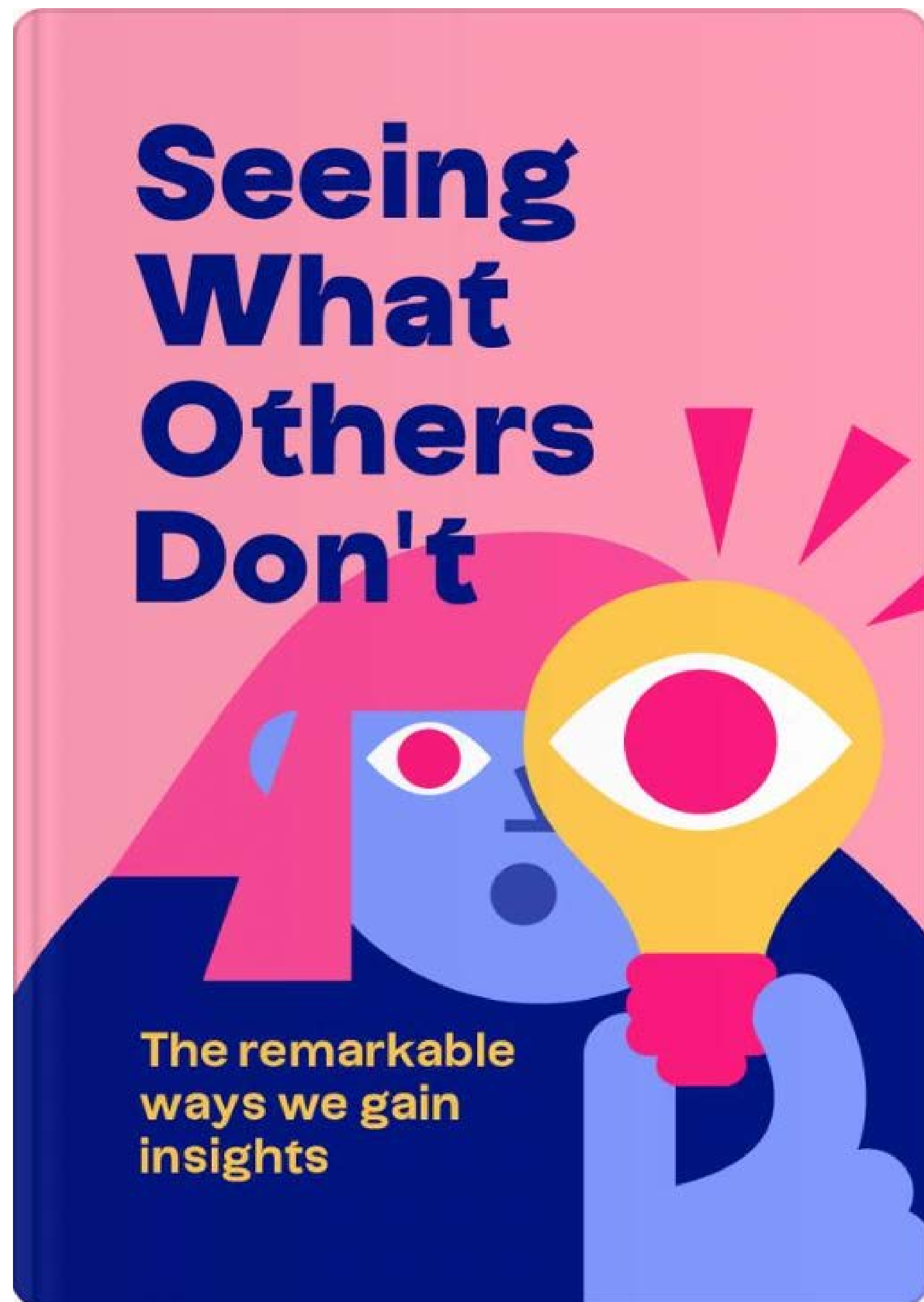
From Data to Decisions



Joseph Lister



Henry Ford



From Data to Decisions

NETFLIX

Personalization At Scale

91% Of Consumers Prefer Brands That Offer
Personalized Experiences



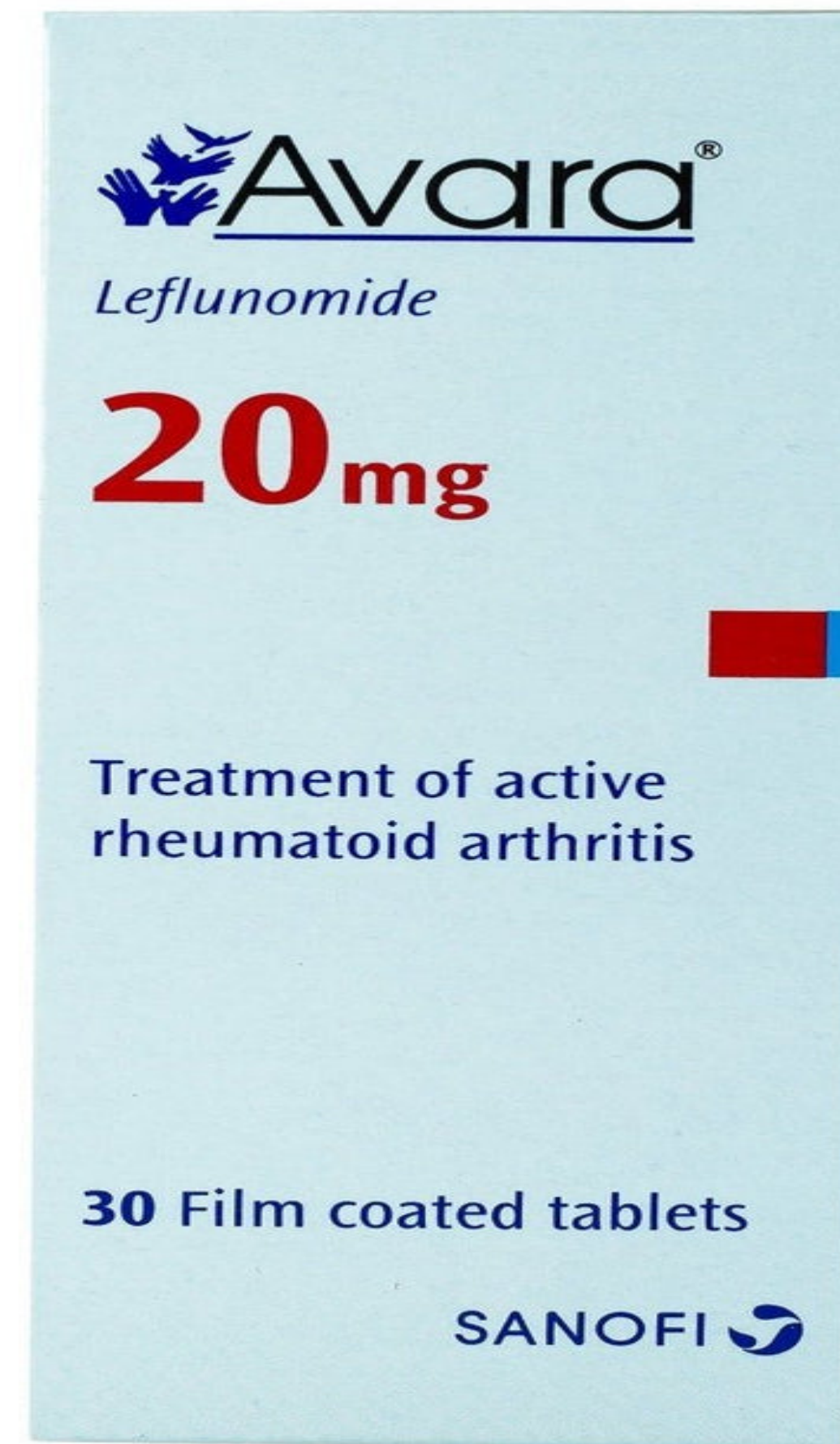
Bad Use Of Data



From Data to Decisions



Culture-Based Data



Research -Based Data

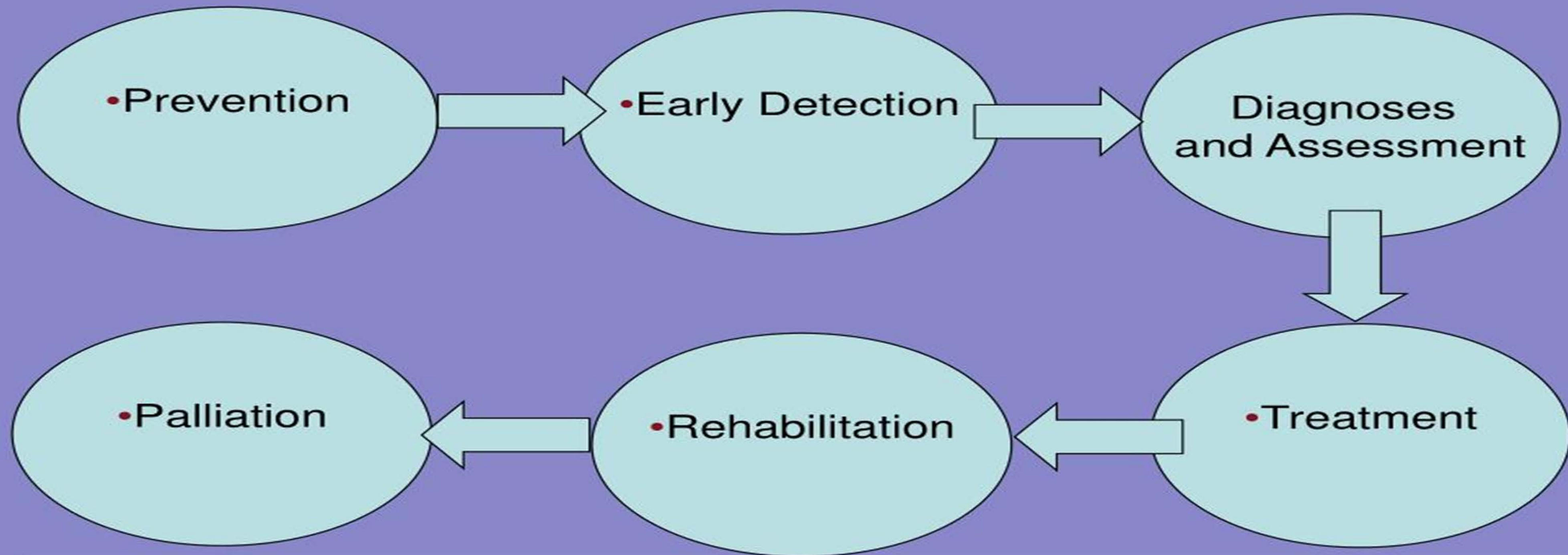


Association-Based Data



Data in Relevant Context

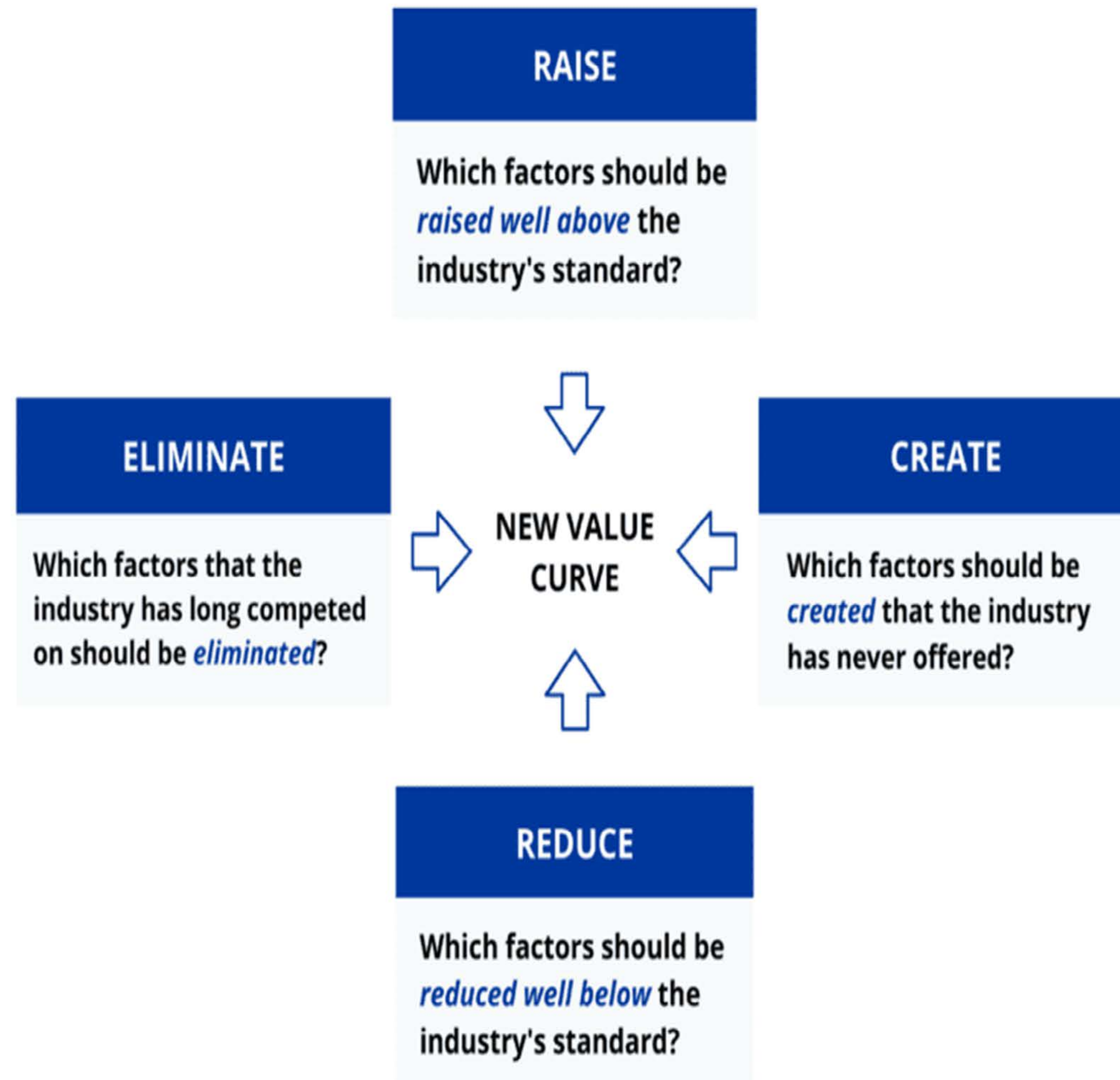
1. Spectrum Of Health Care



The Role Of Marketing And The Marketer In The Pharmaceutical Field Is Not Fixed It Changes Depending On The Type Of Drug And The Stage It Serves In The Healthcare Journey.

A Skilled Marketer Is The One Who Understands The Needs Of Each Stakeholder (Patient, Physician, Pharmacist, Hospital, Government) And Designs A Tailored Marketing Message And Communication Strategy

Data In The Products Development



What Are The Consequences Of Relying On Intuition And Assumptions When Making Marketing Decisions?



Loai M.Eldakdousy



Data Always Wins The Game



15th June 2020

**Behind the Badge: The physicist who leads
Liverpool's data department**

Ian Graham on that goal against Barcelona

My nerves had increased in direct proportion to our chances of victory. But after 78 minutes, Trent took a lightning-quick corner, having noticed the Barcelona defence was asleep, and Divock hit an unstoppable shot for a 4-0 lead. Barcelona's habit of losing concentration and complaining to match officials when defending corners had been highlighted by my colleagues in the Video Analysis department. As a result, our players and ball-boys had been primed to restart the game quickly from corners. The video analysts deserved tremendous credit for their insights.

Ian Graham



Moises Caicedo Was From Ecuadorian Independiente For £4m And Sold To Chelsea For £115m

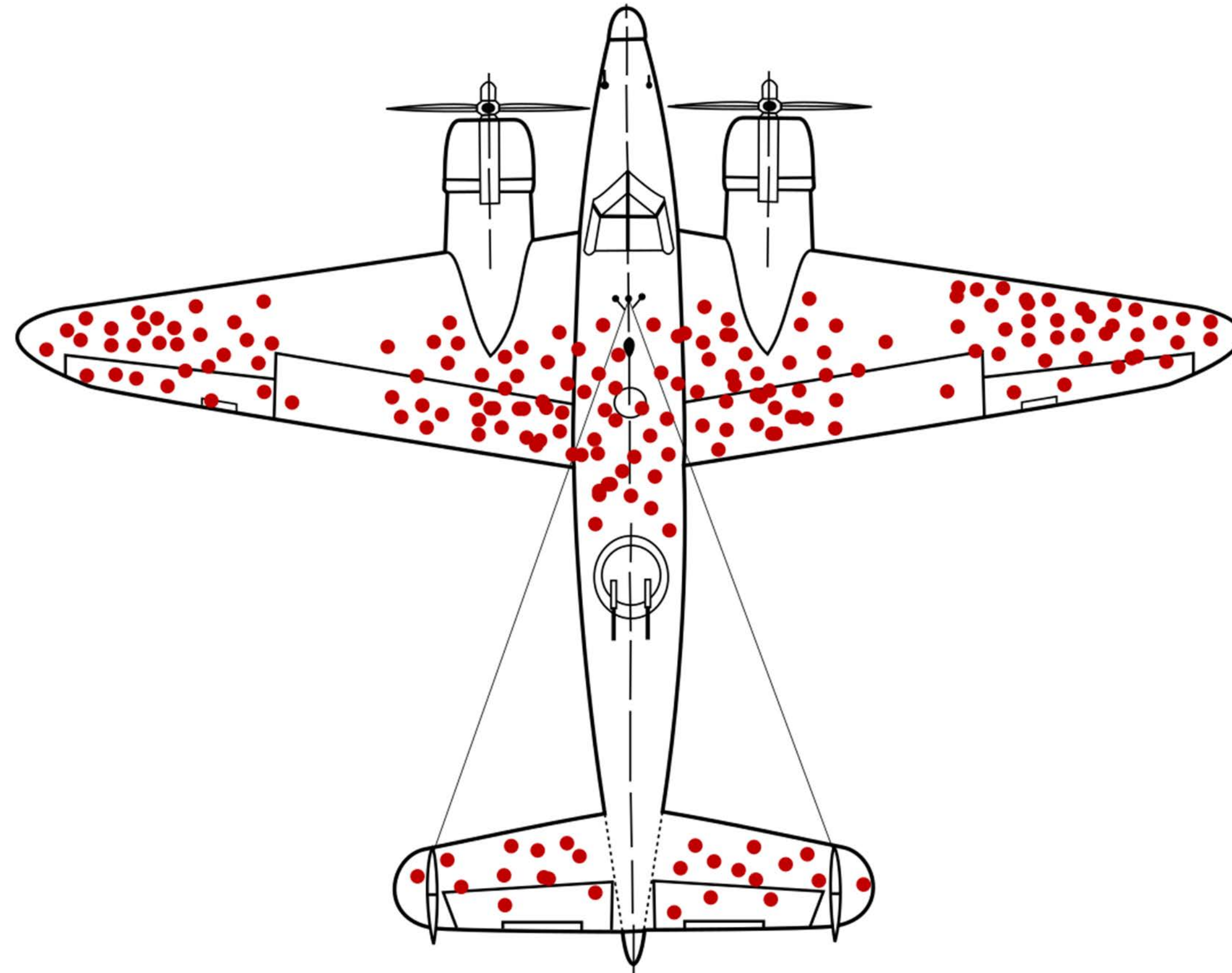
Alexis Mac Allister Was Brought In From Argentinos Juniors For £6.9m And Later Sold For £35m To Liverpool

Kaoru Mitoma Signed For Only £2.6m And Is Now Valued At Over £50m.





Data Needs Professionals To Understand It



The World War II Airplane Story Illustrates Survivorship Bias.

Mathematician Abraham Wald Showed The Flaw: Planes Hit In Critical Spots Like The Engine Or Cockpit Never Returned And Thus Were Missing .

Loai M.Eldakdousy

He Advised Reinforcing The Undamaged Areas, Which Improved Survival Rates.

Data Needs Professionals To Understand It

Cost-Effectiveness Comparison

Parameter	Drug A	Drug B
Drug Cost per Month	300 EGP	400 EGP
Drug Cost per Year	3,600 EGP	4,800 EGP
Monitoring Tests Cost/Year	1,200 EGP (monthly labs)	0 EGP
Hospitalization Risk	15%	5%
Hospitalization Cost	5000 EGP	5000 EGP
Number of Days	55	18
Total Annual Cost	279,000 EGP	94,800 EGP

Data Needs Professionals To Understand It

Cost of Any Vaccine

Vaccinated Vs Non-Vaccinated



The Flip Side Of Data The Hidden Danger?



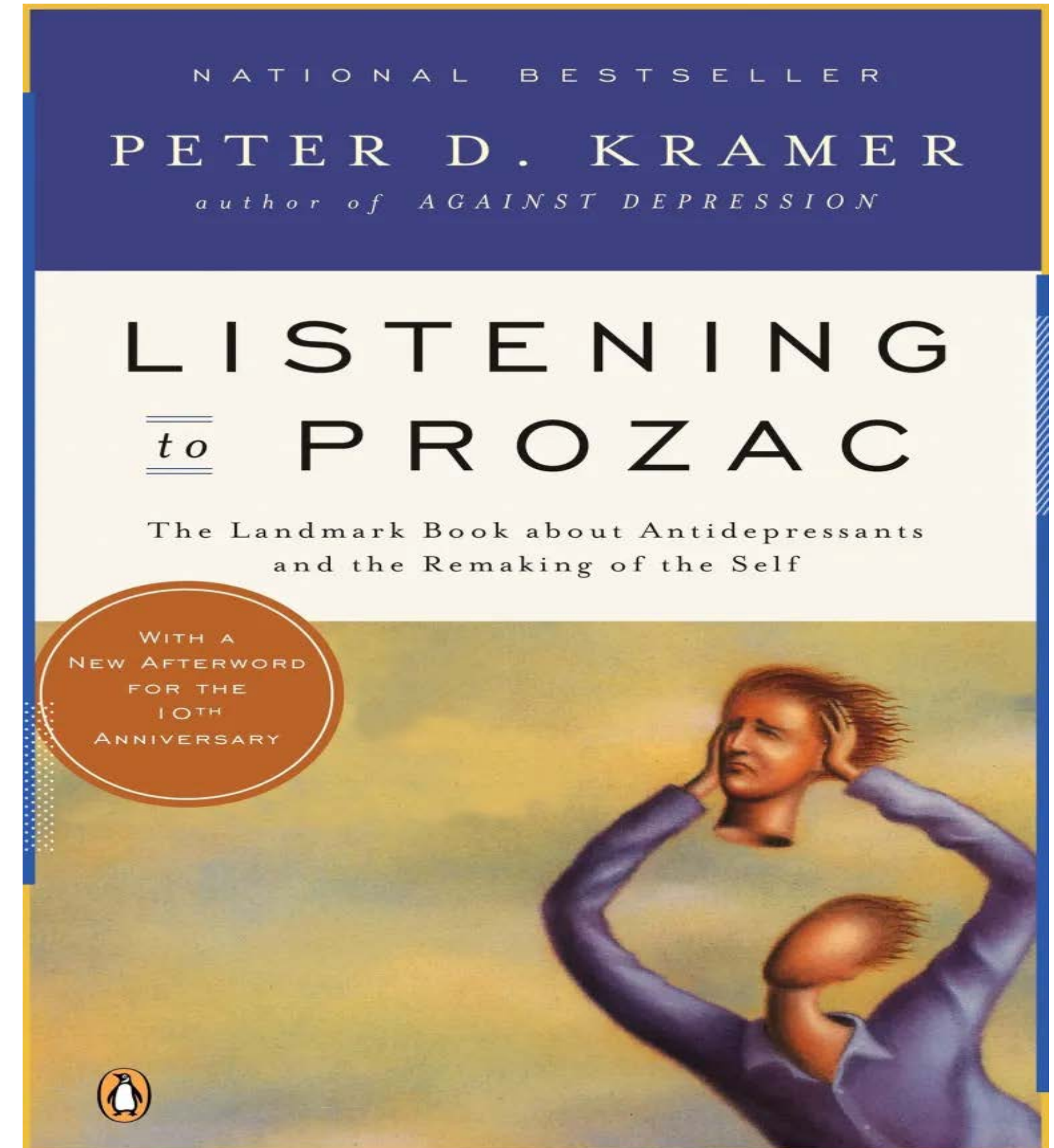
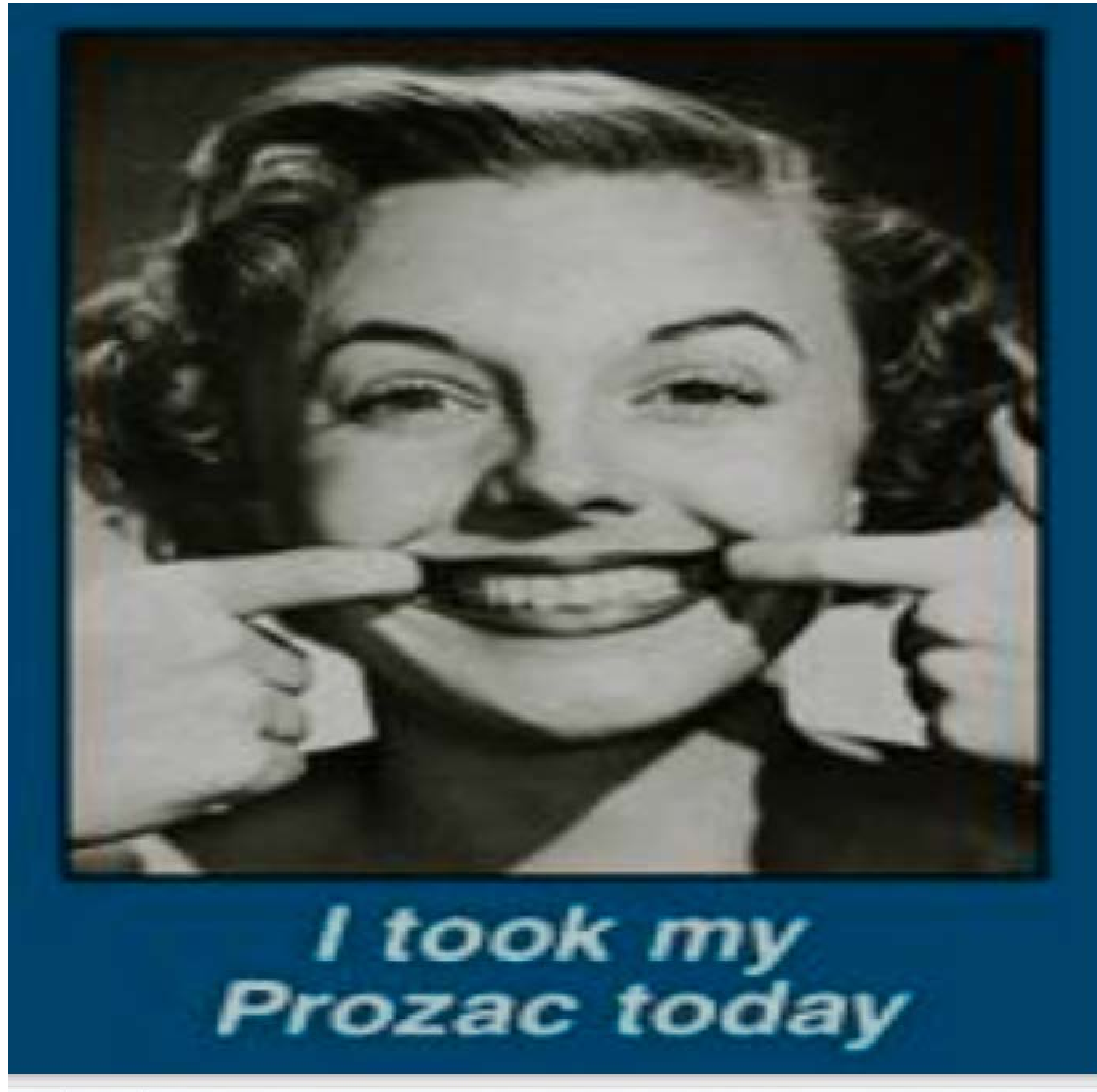
The Daily Conflicts of HCPs (DIKW)



Lack of DIKW=Denial



Lack of DIKW=Denial



From Sick care To Healthcare



As Part Of Our Work Reducing People's Need For Medication

DIKW=Simplicity



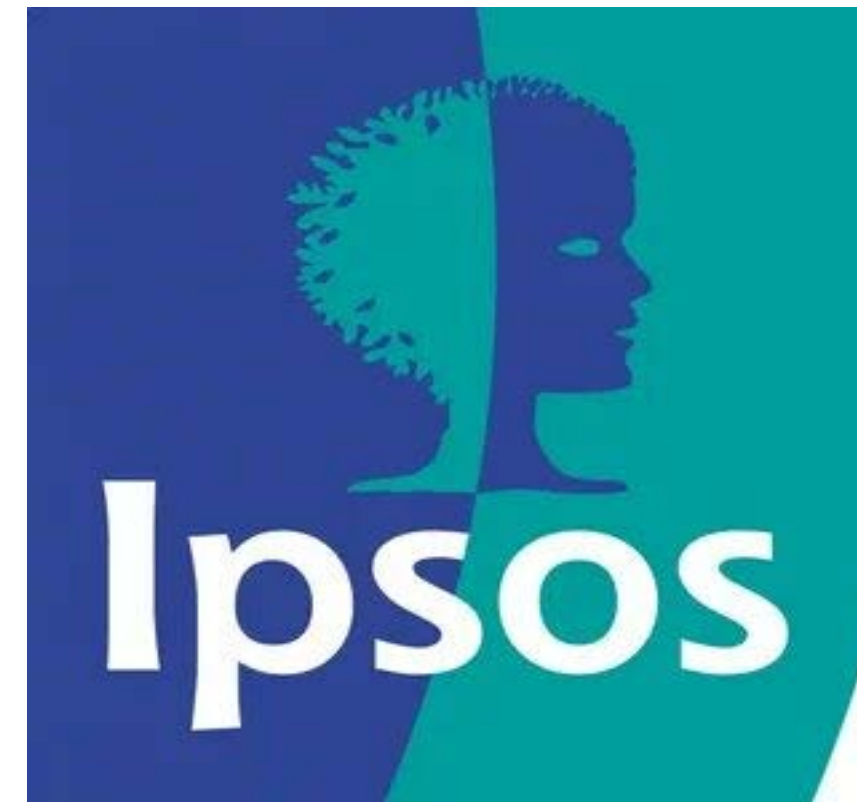
سبب الوفاة

وقد توفي عبد الوهاب في مساء يوم 4 مايو عام 1991 إثر جلطة كبرى وجسيمة بالمرخ نتيجة سقوطه الحاد على أرضية منزله بعد انزلاقه المفاجئ من سجاد الأرضية وشُيعت جنازته في يوم 5 مايو بشكلٍ عسكري.

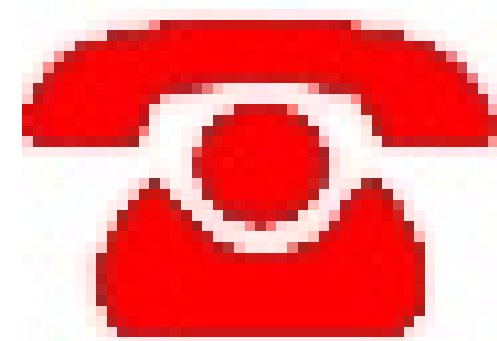
A C K N O W L E D G M E N T

With Gratitude To God, I Acknowledge The Invaluable Contributions Of
Dr. Islam Anan, Dr. Ramez Mohsen, And Dr. Ahmed El-deeb,
Whose Insights And Guidance Have Greatly Enriched My Understanding Of
This Subject

DATA In Other Industries



Contact:



Mobile: 010 63071897

