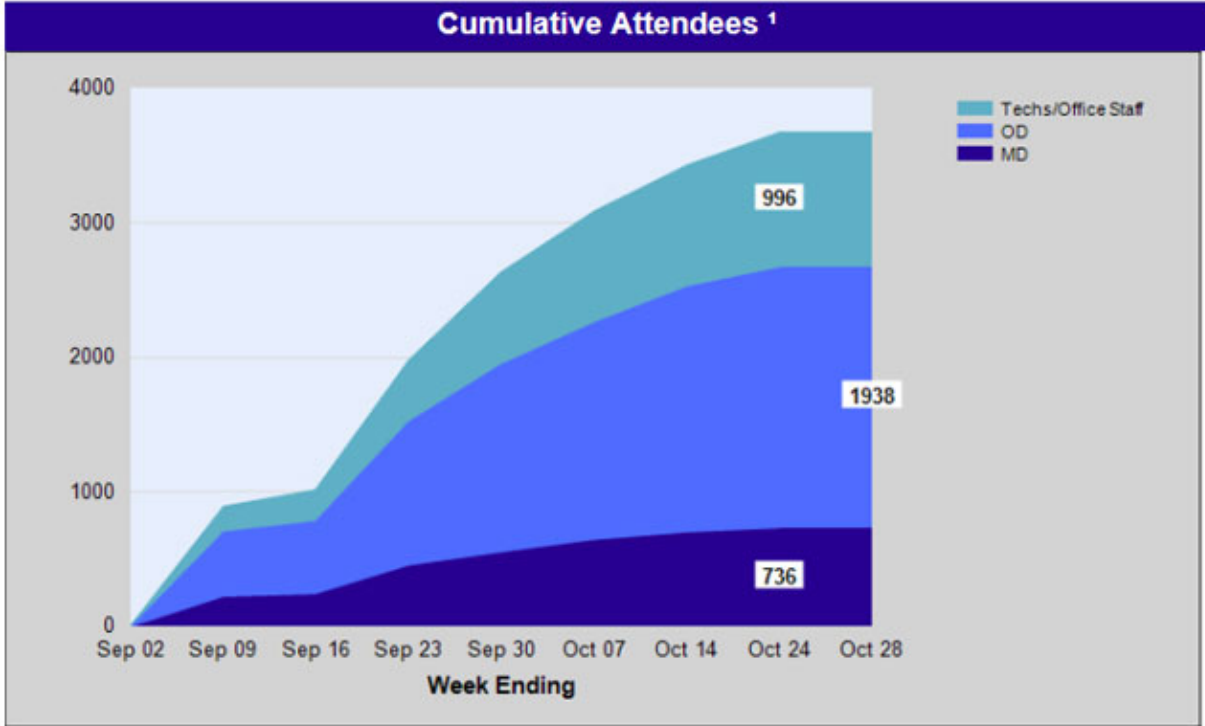


Report Includes data as of October 19

### National Scorecard

#### Cumulative Attendees <sup>1</sup>



	Completed Programs	Confirmed Future Programs	Requested Future Programs	Total	Avg # of Doctors per Completed Program <sup>2</sup>	Of Doctors in Attendance		
						% of Decile 8-10 Targets <sup>*</sup>	% of Decile 5-7 Targets <sup>*</sup>	% of Decile 1-4 Targets <sup>*</sup>
Venue	147	306	80	533	12.6	13.4%	25.6%	61.0%
Virtual <sup>3</sup>	95	60	16	171	1.7	15.6%	31.2%	53.2%
<b>Total</b>	<b>242</b>	<b>366</b>	<b>96</b>	<b>704</b>	<b>6.9</b>	<b>13.4%</b>	<b>25.7%</b>	<b>60.9%</b>

SQL queries behind the reports:

The image shows a screenshot of a SQL IDE interface. On the left, there is a 'Filter tables in mosaic\_seb' pane showing a tree view of tables. The 'mosaic\_seb' database is expanded, showing a list of tables including 'assets\_assetlog', 'assets\_assetlogcontactmethod', 'assets\_assetlogdescription', 'assets\_assetlogdirection', 'assets\_assetlogstatus', 'assets\_laptopreason', 'auth\_group', 'auth\_group\_permissions', 'auth\_permission', 'auth\_user', 'auth\_user\_groups', 'auth\_user\_user\_permissions', 'authtoken\_token', 'budget\_budgetlinetitem', 'budget\_budgetlinetitemcategory', 'budget\_budgetlinetitemstatus', 'budget\_budgetlinetitemstatus\_series', 'client\_brand', 'client\_client', 'client\_series', 'client\_seriescontracttopic', 'communication\_communicationitem', 'communication\_email', 'communication\_emailclicktracking', 'communication\_emailopentracking', 'communication\_emailsenttracking', 'communication\_generatedtemplates', 'company\_company', 'core\_changefieldsreversion', 'core\_logemail', 'core\_zpcodedb', 'django\_admin\_log', 'django\_content\_type', 'django\_migrations', 'django\_session', 'django\_site', 'event\_activity', 'event\_activity\_activity\_attendee\_ty', 'event\_activity\_attendees', 'event\_activity\_msl', 'event\_activity\_speakers', 'event\_activity\_staff', and 'event\_activitiespeakertravel'.

On the right, the 'Query' editor shows a long SQL query with line numbers 10 through 60. The query starts with a comment: 'Autocomplete: [Tab]->Next Tag. [Ctrl+Space]->List All Tags. [Ctrl+Enter]->List Matching Tags. [Ctrl+S]'. The query body includes a CONCAT function and various table references, such as 'event\_event', 'people\_meetingmanager', 'event\_eventtype', 'event\_subeventtype', 'event\_eventstatus', 'event\_event', 'approval\_requested', 'event\_event', 'approval\_requested\_date', 'event\_event', 'approval\_response\_received\_date', 'event\_event', 'date\_details\_confirmed', 'event\_event', 'date\_rep\_called', 'event\_event', 'pending\_status\_date', 'event\_event', 'max\_capacity', 'event\_event', 'hard\_copy\_fedex\_number', 'event\_event', 'hard\_copy\_requested\_number', 'attendees.attendees', 'registered.registered', 'event\_event', 'approval\_granted', 'event\_event', 'approval\_reason\_denied', 'event\_event', 'approval\_other', 'event\_event', 'approval\_response', 'event\_event', 'num\_registered\_attendees', 'event\_event', 'start\_date', 'event\_event', 'created\_on', 'event\_event', 'confirmed\_status\_datetime', 'event\_webcasturl', 'event\_webcastphone', 'event\_event', 'materials\_sent\_to\_printer', 'event\_event', 'materials\_sent\_to\_printer\_date', 'event\_event', 'materials\_shipped', 'event\_event', 'materials\_shipped\_date', 'event\_event', 'materials\_fedex\_number', 'event\_event', 'cancelled\_status\_date', 'event\_cancellationreason', 'event\_event', 'cancellation\_reason\_other', 'event\_event', 'cancellation\_notice\_sent', 'event\_event', 'cancellation\_notice\_sent\_date', 'event\_event', 'event\_cancellation\_percentage', 'event\_event', 'cancellation\_results\_in\_allocation\_impact', 'event\_event', 'cancellation\_request', 'event\_event', 'closed\_status\_date', 'event\_event', 'program\_reported\_for\_aggregate\_spend', 'event\_event', 'program\_reported\_for\_aggregate\_spend\_date', 'event\_event', 'registrants\_reported\_for\_aggregate\_spend', 'event\_event', 'registrants\_reported\_for\_aggregate\_spend\_date', 'event\_event', 'costs\_reported\_for\_aggregate\_spend', 'event\_event', 'costs\_reported\_for\_aggregate\_spend\_date', 'event\_event', 'projected\_attendees', 'event\_event', 'projected\_number\_of\_target\_BCPs', and 'event\_event', 'electronic\_invite\_sent\_number'.

Speaker Utilization by Number of Programs <sup>1</sup>		
Number of Programs	Number of Speakers with Completed Programs	Number of Speakers with Completed and Confirmed Future Programs
0 Programs	110	38
1 Programs	33	46
2 Programs	10	20
3 Programs	6	21
4 Programs	5	11
5 Programs	1	5
6 Programs	3	6
7 Programs	0	3
8 Programs	0	7
9 Programs	0	4
>=10 Programs	0	7
<b>Total</b>	<b>168</b>	<b>168</b>

Number of Practices Participating in Virtual Programs <sup>2</sup>		
Number of Practices	Number of Completed Programs	Number of Completed and Confirmed Future Programs
1 Practice (Virtual SI Program - No Add-Ons)	9	25
2 Practices (Virtual SI Program + 1 Add-Ons)	6	12
3 Practices (Virtual SI Program + 2 Add-Ons)	3	6
4 Practices (Virtual SI Program + 3 Add-Ons)	2	5
5 Practices (Virtual SI Program + 4 Add-Ons)	3	5
6 Practices (Virtual SI Program + 5 Add-Ons)	1	1
7 Practices (Virtual SI Program + 6 Add-Ons)	1	1
8 Practices (Virtual SI Program + 7 Add-Ons)	1	2
>= 9 Practices (Virtual SI Program + >= 8 Add-Ons)	1	1
<b>Total</b>	<b>27</b>	<b>58</b>

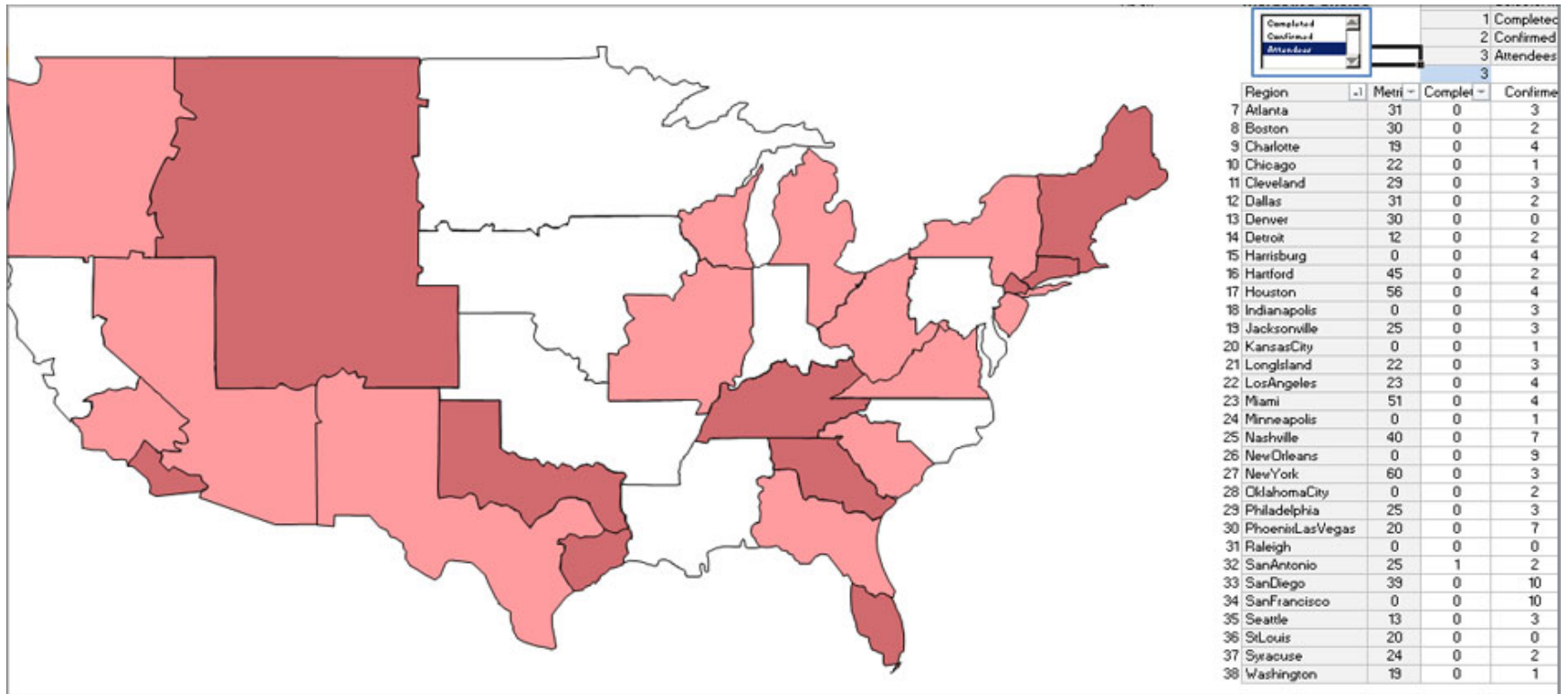
Number Short-D	
Program Type	Number of Programs
Venue (<8 weeks)	5
Virtual Specialist-Initiated (<4 weeks)	5
Virtual Add-on (<4 days)	1
<b>Total</b>	<b>6</b>

Number of Add-Ons for Virtual Specialist-Initiated Programs	
Zone	Average # of Add-Ons Per Program
Northeast	2
Southeast	2
West	2
National	3

Status	As of Week 1 (Aug 19)	As of Week 2 (Aug 26)	As of Week 3 (Sept 02)	As of Week 4 (Sep 09)	As of Week 5 (Sep 16)	As of Week 6 (Sep 25)	As of Week 7 (Sep 30)	As of Week 8 (Oct 07)
Accepted	4	36	71	117	172	227	313	377
Declined	0	20	41	53	87	109	121	132
<b>Total</b>	<b>4</b>	<b>56</b>	<b>112</b>	<b>170</b>	<b>259</b>	<b>336</b>	<b>434</b>	<b>509</b>

1)Includes Venue, Virtual Specialist-Initiated, and Prescheduled Virtual and Venue Programs; Does not include Virtual Add-On Programs  
 2)Includes Virtual Add-On Programs for Prescheduled Virtual Programs; Prescheduled Virtual Programs are not counted as offices in the above  
 3)Includes Venue, Virtual Specialist-Initiated, and Virtual Add-On Programs; Does not include Prescheduled Virtual or Venue Programs

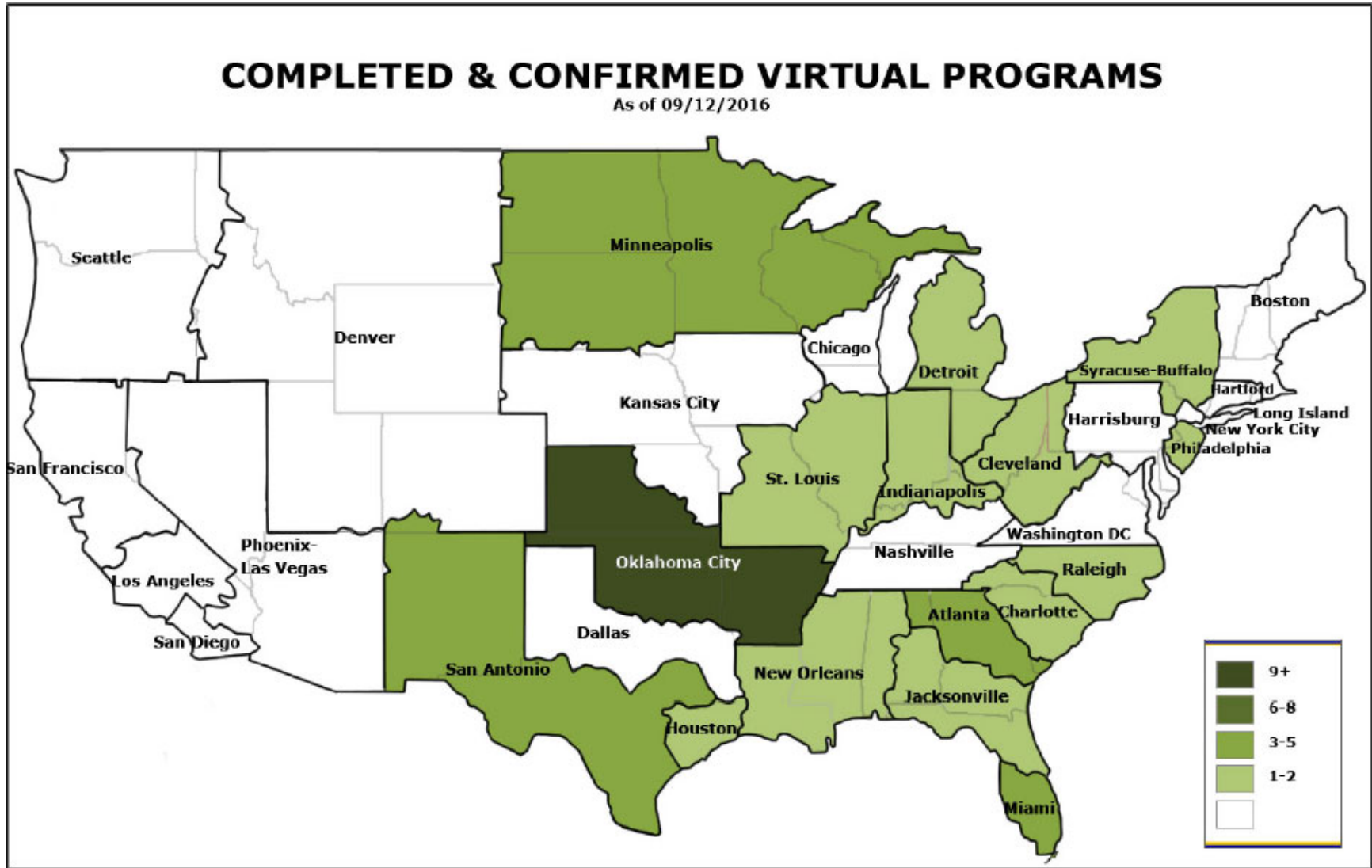
Create macro enable Excel with DB connected to create heat maps:



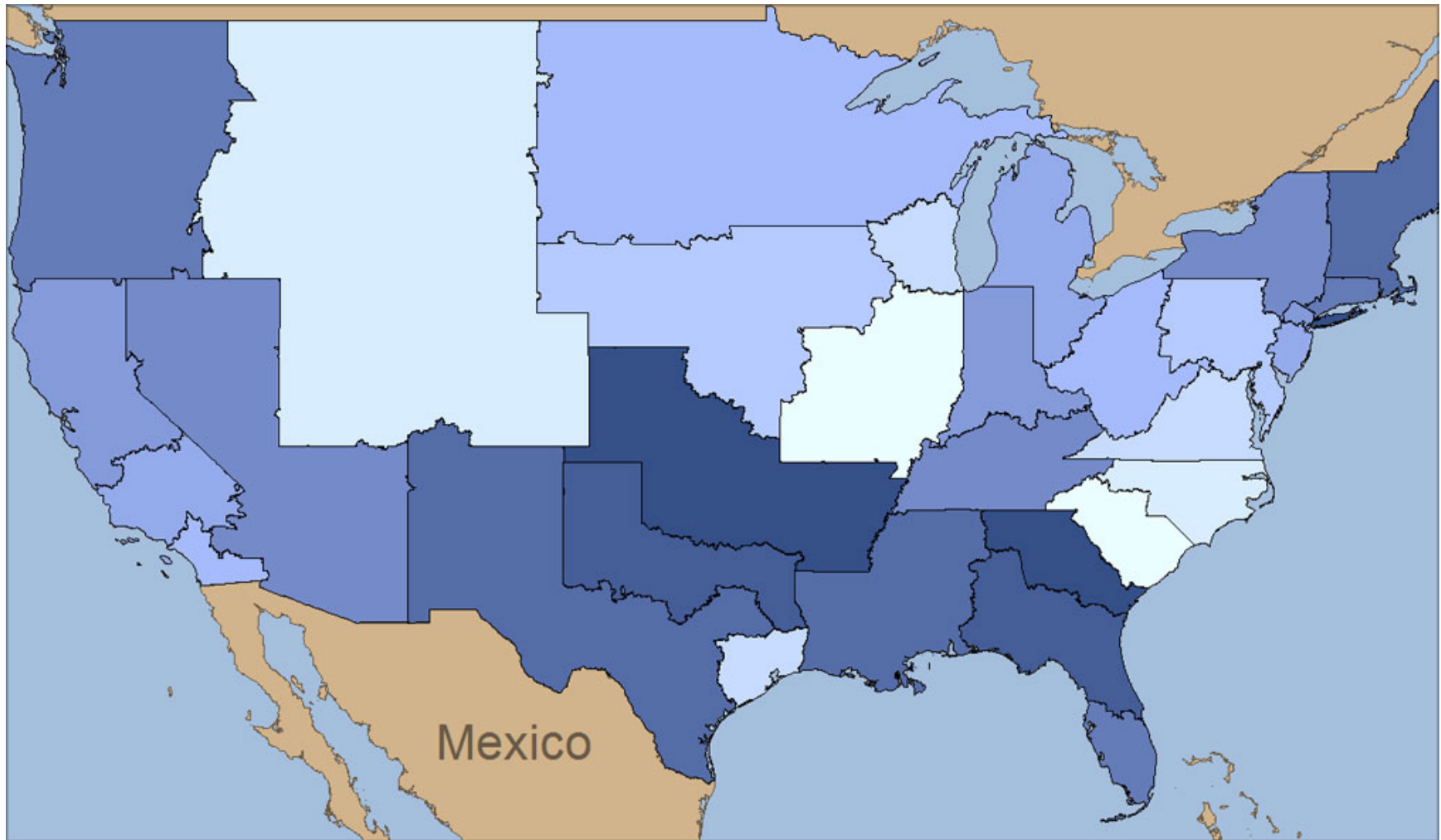
ODBC connected MySQL Data Tables/Queries:

Refresh Data from Region Cell Below	VIRTUAL			VENUE			BOTH VIRTUAL AND VENUE	
	Completed	Confirmed	Attendees	Completed	Confirmed	Attendees	Completed	Confirmed
Region	Virtual Completed	Virtual Confirmed and Completed	VirtualAttendees	Venue Completed	Venue Confirmed and Completed	VenueAttendees	All Completed	All Confirmed and Completed
ATLANTA	0	4	0	0	3	31	0	7
BOSTON	0	0	0	0	2	30	0	2
CHARLOTTE	1	2	4	0	4	19	1	6
CHICAGO	0	0	0	0	1	22	0	3
CLEVELAND	0	2	0	0	3	29	0	5
DALLAS	0	2	0	0	2	31	0	4
DENVER	0	0	0	0	0	30	0	0
DETROIT	0	2	0	0	2	12	0	4
HARRISBURG	0	0	0	0	4	0	0	4
HARTFORD	0	0	0	0	2	45	0	2
HOUSTON	0	2	0	0	4	56	0	6
INDIANAPOLIS	0	1	0	0	3	0	0	4
JACKSONVILLE	0	1	0	0	3	25	0	4
KANSAS CITY	0	3	0	0	1	0	0	4
LONG ISLAND	0	0	0	0	3	22	0	3
LOS ANGELES	0	0	0	0	4	23	0	4
MIAMI	0	4	0	0	4	51	0	8
MINNEAPOLIS	1	7	6	0	1	0	1	8
NASHVILLE	0	0	0	0	7	40	0	7
NEW ORLEANS	1	2	1	1	9	0	1	11
NEW YORK CITY	0	0	0	0	3	60	0	3
OKLAHOMA CITY	1	14	16	0	2	0	1	16
PHILADELPHIA	0	1	0	0	3	25	0	4
PHOENIX/LAS VEGAS	0	0	0	0	7	20	0	7
RALEIGH	0	1	0	0	0	0	0	3
SAN ANTONIO	0	4	0	1	2	25	1	6
SAN DIEGO	0	0	0	0	10	39	0	10
SAN FRANCISCO	0	0	0	0	10	0	0	10
SEATTLE	0	1	0	0	3	13	0	4
ST LOUIS	0	2	0	0	0	20	0	2
SYRACUSE/BUFFALO	0	0	0	0	2	24	0	2
WASHINGTON DC	0	0	0	0	1	19	0	3

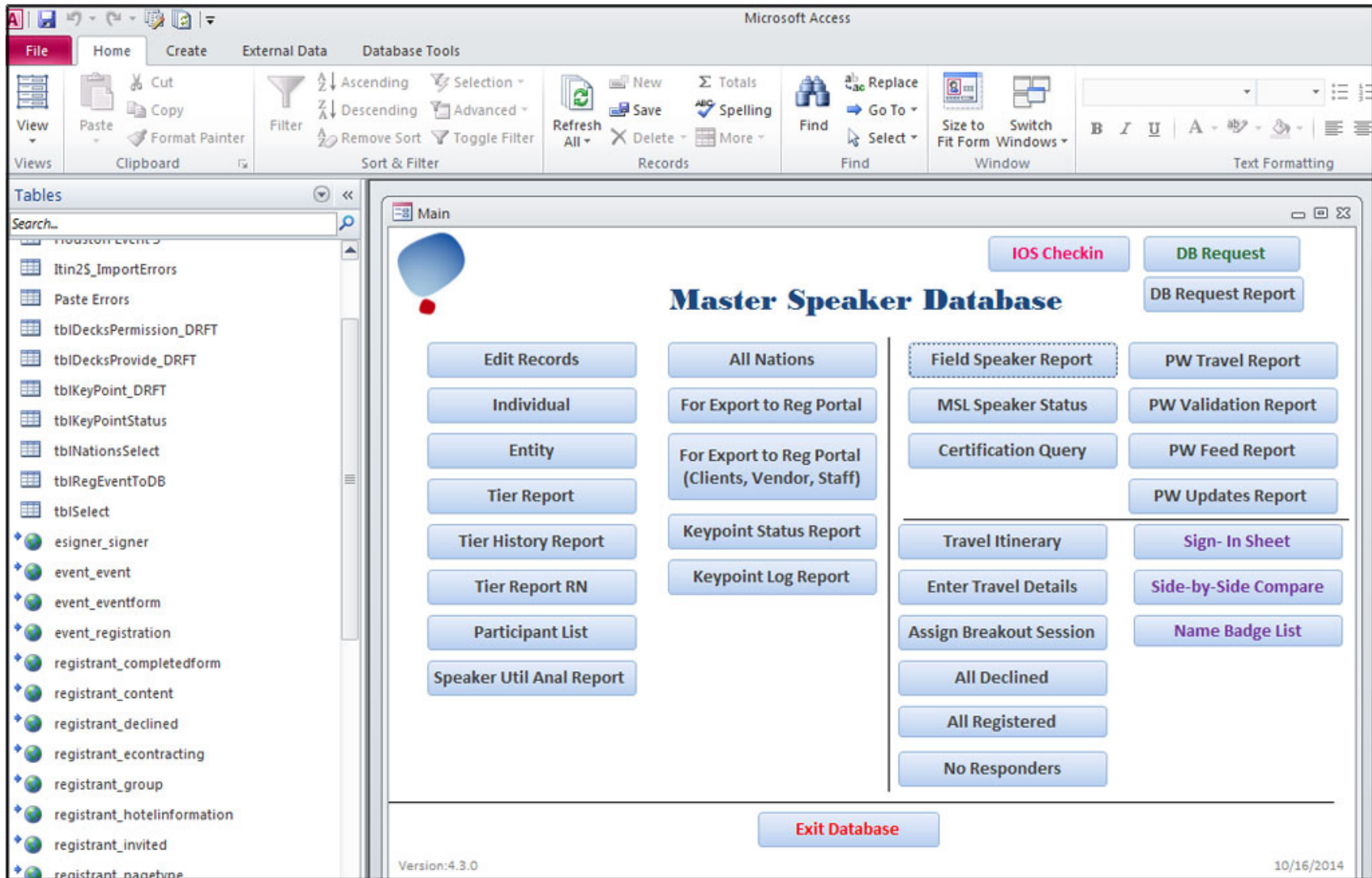
Final processed in Photoshop for complete deliverable



Created the Region boundaries in Align Mix mapping tool:



Prototype of internal app used by internal bureau team (approximately 25 users)





ODBC connection to this multi-tab workbook enables refresh of data each week:

