



## Peer-to-Peer Learning: Agency 101

August 28, 2018

# Agenda

Introductions & Objectives

Agency Overview

Traditional Healthcare Agencies vs. TKG

Accelerating Your Growth at TKG

Defining Our Company



**Rachna Pawar, Vice President**  
*University of Maryland, Columbia University*  
*Joined TKG in 2004*

Rachna works across several client work streams, both from a strategic advising and client management perspective. Her primary clients include Novartis, UCB and Boehringer Ingelheim. She also oversees operational aspects of the organization.



**Amanda Elder, Senior Manager**  
*Washington University in St. Louis*  
*Joined TKG in 2016*

Amanda works on both the Care Delivery division and Life Sciences division at TKG. Her primary work streams include CMS' Practice Transformation Network and Boehringer Ingelheim.



**Harshini Parvatha, Manager**  
*Boston University*  
*Joined TKG in 2014*

Harshini supports initiatives within the Care Delivery division at TKG. Her primary work streams include CMS' Practice Transformation Network , PTS Diagnostics, NASHNet, and supporting new business development opportunities.

# Objectives

- 1 Understand the role of an agency and how they provide value to clients
- 2 Understand TKG's agency model and how it differs from other agencies in the field
- 3 Feel empowered about the internal opportunities that TKG's model presents for our employees
- 4 Walk away with a TKG "elevator pitch"

# Agency Overview



# An Agency is an organization that strategically and tactically supports clients

An agency is and has always been a **strategic partner** that helps clients achieve their marketing/communications objectives through **messaging**.



Whether those objectives are brand or product awareness, sales, employee morale or reputation and buzz, **an agency leads its clients by determining/creating the most appropriate content and contact for engaging with its target audience[s]**. In the past 10 years, the definition of an agency's role has become and continues to be fluid with technological and digital advances, as well as the proliferation of social media.”

- CEO, DiGennaro Communications

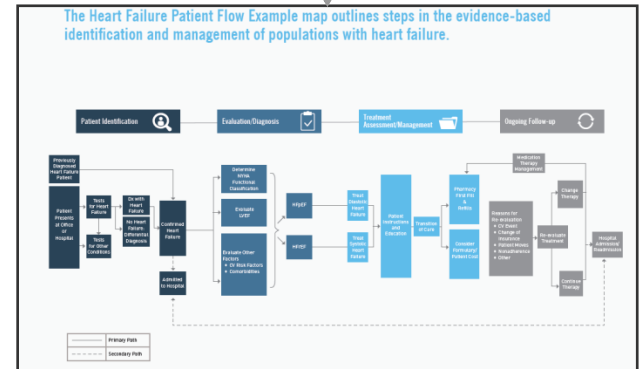
That comes up with a solution

A client has a question

How do I help my account team better understand their customers' workflows?

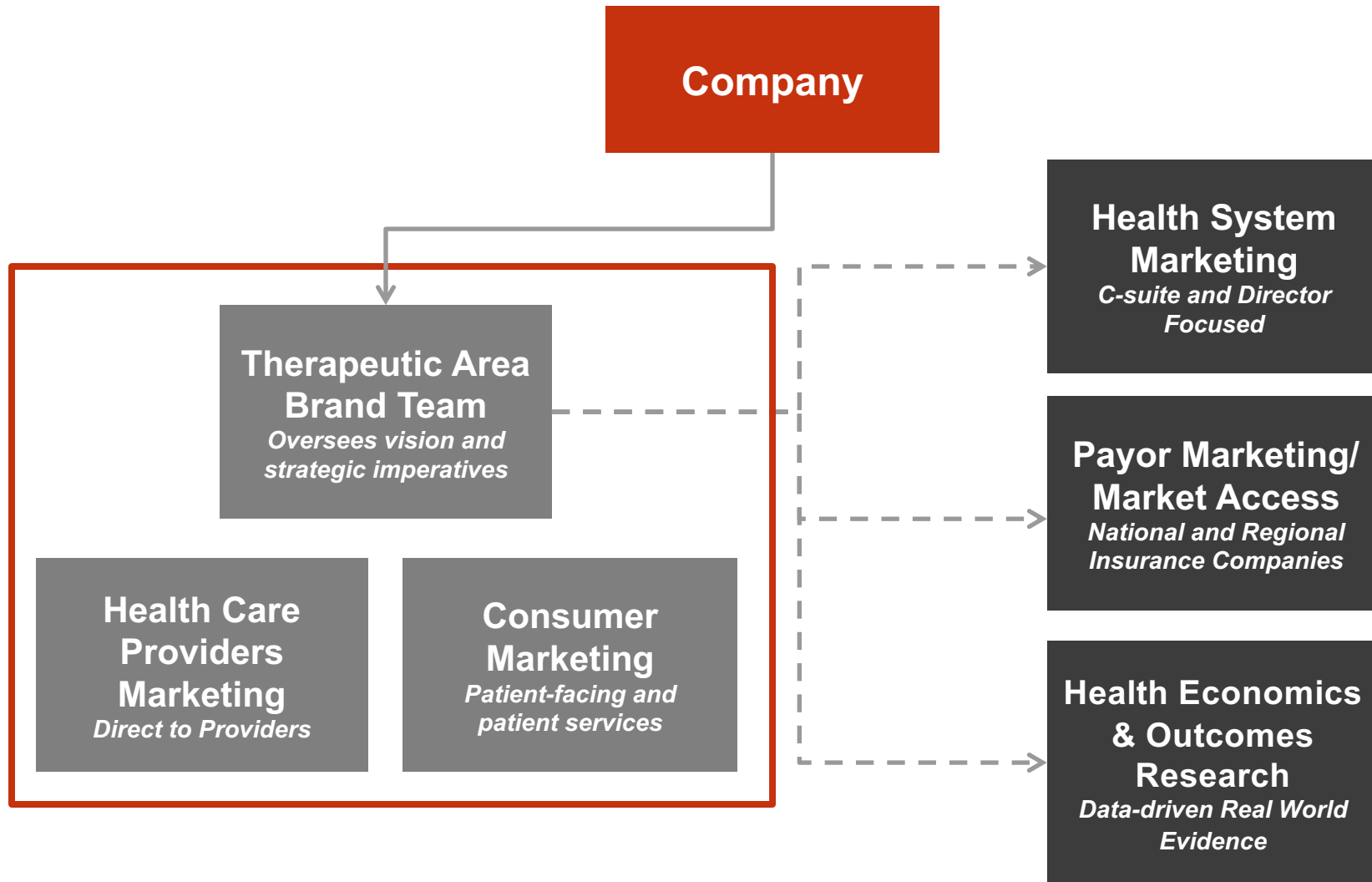


So, they enlist an agency

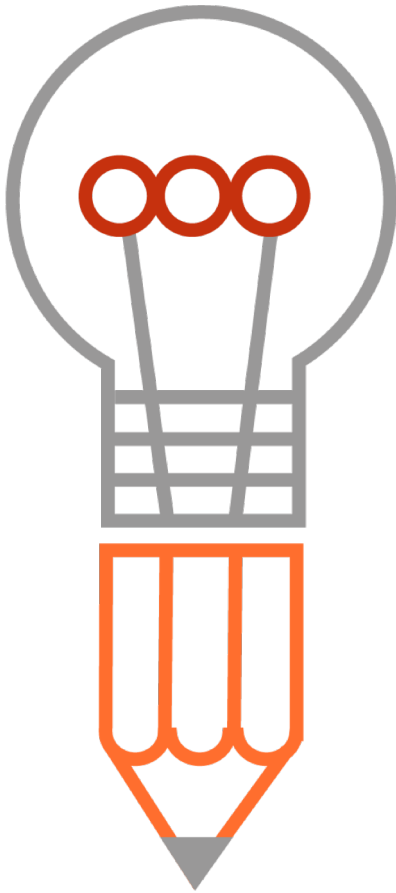


# Snapshot of manufacturer divisions

## TKG primarily works with



# Clients work with agencies to extend their reach and capabilities



## *Agencies offer...*

- ✓ New, innovative ideas and an outside perspective
- ✓ Flexibility and adaptability to address changing customer needs and demands

*Manufacturers have increased restrictions when talking to customers, given TKG's relationships and experience in working with these same customers, we can offer insight unlike other agencies*



# Agencies provide strategic and tactical support

Provide strategic support via market research, customer insights, advisory boards, steering committees, etc.



Support Plan of Action (POA) meetings – internal account/sales team workshops

Manage PRC/HPRC/MLR processes and approval

Participate in brand planning for current and upcoming years

Create tactical resources

# Agencies are expected to be responsible and forward-thinking



## THINK PROACTIVELY

*Read blogs and news articles about the customer, industry, and competitors*



## ASK QUESTIONS

*Make sure you and your customer are on the same page – clarify!*



## PROVIDE INSIGHTFUL STRATEGIES AND SOLUTIONS

*Talk to industry and TKG experts to create innovative, ethical solutions*



## BE EFFICIENT, FLEXIBLE, AND TRANSPARENT

*Set realistic timelines with clients and make the best use of meetings*



## EXECUTE FLAWLESSLY

*Work with proofreaders and don't be afraid to get a second set of eyes*



## MAKE IT FUN!

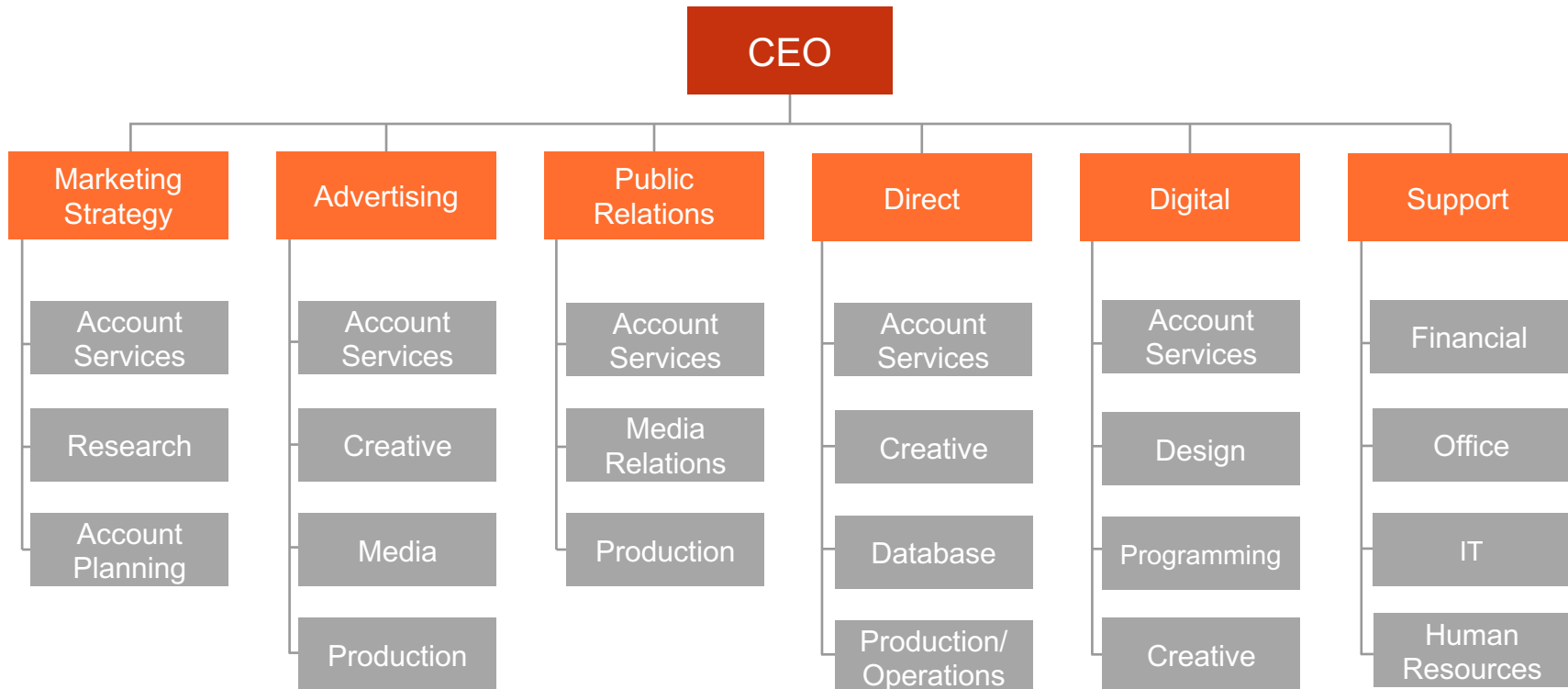
*Order lunch for the group, remember facts about clients*



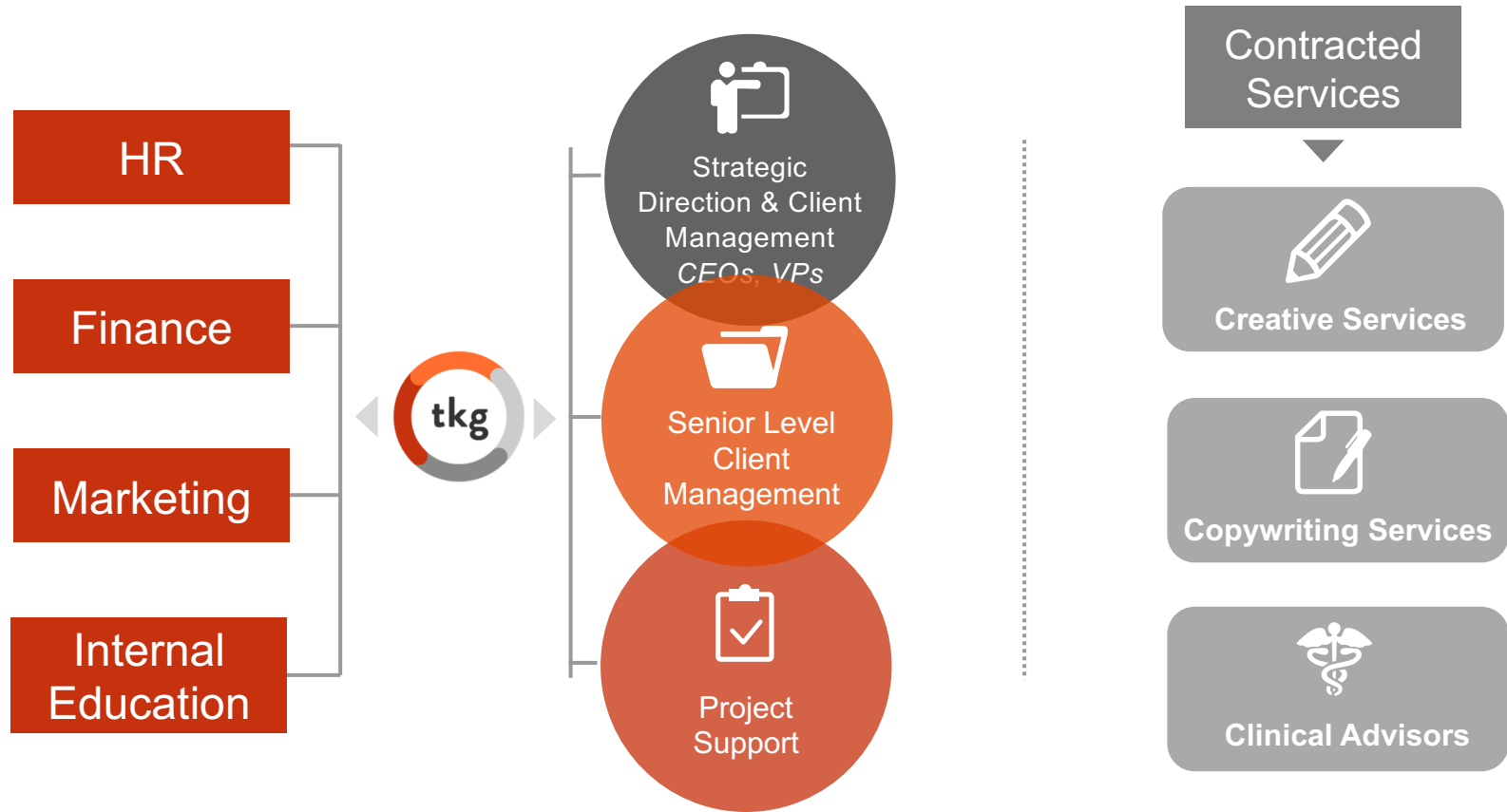
# Traditional Healthcare Agencies vs. TKG

A decorative graphic consisting of numerous white dots of varying sizes, arranged in a pattern that resembles a stylized wave or a cluster of points, set against a solid orange background.

# Standard corporate agency models have clear definitions and hierarchies



# The Kinetix Group's model optimizes each team member's role



TKG's Model Creates:

- ✓ **Flexibility:** Adapt to market conditions
- ✓ **Agility:** Streamline businesses
- ✓ **Opportunity:** Carve your niche

# TKG's model creates several key differentiators

Traditional Agency	The Kinetix Group	TKG Opportunities
Structured and defined departments (e.g., Training)	Employees are not typically assigned to a specific department	Internal opportunities to gain new skill sets and hands-on experience in new fields; increased importance of defining roles/responsibilities
In-house creative, copy writing, medical writers, and project management team	Employees manage external, free-lance contacts for creative, copy writing, etc.	Greater flexibility to find the correct fit for a project; increased responsibility to ensure high-quality product
Focused on creative development and publicly available market research	In-house care delivery team and close network of expert advisors	Quicker access to information about key areas affecting customers; increased ability to bring customers live for meetings
Large, many departments with internal hierarchies	50 full-time employees and cross-roles functions and responsibilities	Increased visibility and quick growth curve; need for consistent professionalism and high work quality

**Accelerating Your Growth with TKG**



## EMPLOYEE FIT

- 1 Leadership Qualities**  
*Does the candidate display the ability to lead a project, a team or drive decisions?*
- 2 Relevant Experience**  
*Is the candidate's skill set and responsibilities relevant to the role being applied for?*
- 3 Cultural Fit**  
*Does the candidate display the attributes of a TKG employee?*
- 4 Organizational Skills**  
*Is the candidate clear in communication and thought – do they appear organized?*
- 5 Potential/Desire to Learn**  
*Does the candidate display the desire to expand skills?*
- 6 Interpersonal Skills**  
*Is it easy to connect with the candidate and have a meaningful dialogue?*



# Your Career Growth at Kinetix



## Project Management

Project support and coordination

- Manages MLR review
- Conducts research
- Coordinates with vendors
- Assists with meeting planning and notes



## Client Management

Strategic lead and decision maker

- Oversees MLR Review
- Day-to-day client management
- Consults with vendors and KOLs



## Leadership

Business development opportunities and resource allocation

- Oversees multiple client workstreams
- Main client point of contact
- Provides strategic project design

## OUR APPROACH



### Expectations and Transparency

- Establish accountability and ownership
- Charter on timely, efficient, and quality work
- Ongoing education and mentorship opportunities



### Leadership

- High visibility due to flat structure
- Opportunity to champion initiatives
- Join decision making/problem solving



### Knowledge Spectrum

- Opportunity to understand broader healthcare spectrum
- Spread and sharing of knowledge/best practices: health systems, payers, pharma, and devices
- Access to internal and external experts



### Innovation

- Participation in innovative, patient-centric initiatives
- Ahead of the curve thinking and investment in nascent but innovative opportunities



### Joy in Work

- Spread of best practices across the company
- Team-based environment with cross-functional capacity

## DRIVERS

*“Thank you for your patience and effort in making my experience at TKG exciting and full of valuable learning opportunities. Contributing to the work with Kinetix exposed me to not only an interesting rare disease states, but also to the processes and organizational steps involved with project management. I greatly appreciate your positive and welcoming attitude, in addition to all of your guidance and support in making me feel at home and accommodated. Overall, my work at TKG culminated in an incredible experience that made me more certain that I would like to pursue a career in the healthcare industry. It was a pleasure to work alongside intelligent, hardworking people*



# Defining Our Work and Our Company





## AGENCY SERVICES

Agency for life sciences companies with industry-experienced client management and project support

- Strategic development
- Content creation
- Tactical execution
- Creative services
- Account management solutions
- Over 100+ combined years of experience
- Network of strategic advisors and industry experts

## CARE DELIVERY CONSULTING

Engagements with health systems and payer stakeholders leveraging robust clinical networks and care delivery expertise

- Key market drivers
- Care processes
- Workflow mapping & optimization
- Metric tracking
- Value-based care redesign



Our goal is to know our customer's customer better than our customer

# A team of experts is supporting you



JOHN STRAPP  
CO-FOUNDER AND CHAIRMAN, THE KINETIX GROUP

**TKG takes a B2B approach, differentiated by our:**

1. Knowledge
2. Industry relationships
3. Project design

# TKG provides a network of diverse industry expertise

## Life Science

### Andrea Youngstrom

- Patient engagement programs
- Product launch strategies

### Constanza Cantrell

- Health system marketing AOR

### Katrina Dauigoy

- HCP and payer strategy
- Biosimilars
- Formulary decision-making
- Specialty Pharmacy/GPOs

### Lauren Stern

- Market research/landscape assessments
- Patient journey/care continuum programs

## Care Delivery

### Anna Thomas

- Care management
- Alternative payment models

### Meaghan Douglas

- Change management

### Mindy Olivarez

- Value-based payments
- Care delivery workflows
- Payer contracting and innovation

### Sara Pugh

- Patient engagement
- Clinical workflows
- Oncology

## Operations

### Amanda Elder

- Outlook inbox management
- OneNote

### Andrea Youngstrom

- Advisory Boards
- Training
- Meeting moderation

### Sarah Killeen

- LEAN Six Sigma

### Trisha Curtis

- Organization
- Effective work principles

**What is The Kinetix Group?**  
**What do you do?**

# Components of my elevator pitch

## Care Delivery Consultancy

- Health system, provider group & plan clients across the nation
- Facilitates the adoption of value based delivery models
- Creates innovative process models that enable quality improvement, efficiency and enhanced patient experience



## Life Sciences

- Empowers pharmaceutical firms to effectively engage their Managed Markets customers
- Encompasses strategic development, market landscape assessment, B2B platform development, and training and implementation support
- Serve large and enterprise life science companies including top 10 global brands

## 20+ years of successful customer engagement and performance improvement

- ✓ Headquartered in New York City, TKG is made up of more than 50 full time associates and 50 consultants with a wide range of expertise
- ✓ Through direct collaboration with leading healthcare experts and systems of care, our partnerships and client relationships extend across the healthcare spectrum touching key stakeholders including IDN's, payors and employer groups



*When meeting a new pharma client..*



**What do you do at TKG?**



*At a cocktail party...*



**What is The Kinetix Group?**

*With a clinician from a health system...*



## What is The Kinetix Group?



**TKG Materials Development Process Model**

**TKG Roles and Responsibilities Grid**

**TKG Internal Experts (*in development*)**

**Thank You!**

