

Phase	Information to cover
TKG Client Model Phase 1: Internal & External Assessments	<ul style="list-style-type: none"> ● Description: Internal assessment is the aggregation of client data and information that relates to the proposed project to support project direction and development (eg, If your client wants to create a patient support program for their migraine patients, TKG would request all applicable information regarding their migraine product, including but not limited to, their targeted customers, their field team size, their migraine value prop). ● Action: Request from the client all available internal resources related to the upcoming project (eg, value prop decks, product coverage data, yearly goals and objectives). There is also the opportunity to set up internal meetings with additional stakeholders as applicable (eg, leading account managers, HEOR, branded marketing managers). Through the consolidation of this information, TKG can successfully identify where the customer is currently and what actions need to be taken in order to complete the project in the scoped amount of time. This action prevents duplication of TKG efforts and internal client stakeholders. ● Description: External assessment is the research completed by TKG to understand the space in which the upcoming project lies within (eg, if your client wishes to create an educational deck around epilepsy, TKG will research online resources (Eg, customer competitors), and articles/reports, to identify what information is already available related to epilepsy in the public domain). ● Action: TKG completes an in-depth assessment of the landscape via online research, including but not limited to, reports, articles, clinical publications, third-party organizations, client competitors. If applicable, TKG also have the opportunity to discuss the upcoming project with their direct network of Key Opinion Leaders (KOLs) on an informal basis. ● Output: Holistic view of the landscape and client progress to date in the space. This will support TKG strategize and assess the next steps required to complete the project efficiently and successfully. <p><i>*In addition to the above standardized description, please add additional anecdotes and information based on your experience to date.</i></p>
TKG Client Model Phase 2: Steering Committee & KOL engagement	<ul style="list-style-type: none"> ● Description: TKG promotes the validation of project plan design, development and roll-out via the engagement with leaders in the space – Key Opinion Leaders (KOLs). Steering Committees are a group of 5-8 experts in the space that project ideas can be “pressure-tested”/”run by” in a formal way (live meeting), or informal (1:1 calls/interviews). KOL engagement can also be completed on an adhoc basis via interviews or surveys with a select group of participants. (eg, If the client requests a patient journey of a diabetes patient through the health system TKG can populate this journey based on the findings from the internal and external assessment. TKG will then validate the journey with the opinion of experts in the diabetes space and update the journey based on their experience and feedback). ● Action: TKG develops a list of suggested KOLs to engage with for client review. Clients can also add their own suggested KOLs. TKG outreaches to these folks to assess their willingness to take part in the project on a consulting basis. Once onboarded, TKG completes live meetings/interviews/surveys with the KOLs throughout the project as needed. <ul style="list-style-type: none"> ○ PROVIDE NEW EMPLOYEE WITH EXAMPLE STEERING COMMITTEE AGENDAS AND REPORTS, INTERVIEW GUIDES, AND SURVEYS. ● Output: Validated project output (eg, resource or program) design to ensure real-world applicability. <p><i>*In addition to the above standardized description, please add additional anecdotes and information based on your experience to date.</i></p>

<p>TKG Client Model Phase 3: Project briefs, tactical design & development</p>	<ul style="list-style-type: none"> ● Description: Once aligned on a project plan with the client, there may be a need to create project resources (eg, value prop deck, training deck, patient-facing materials). As a best practice, TKG encourages the development of project briefs (aka concept briefs). These “briefs” outline details of the resources, including but not limited to, the rationale, description, intended use, audience. Through the development of these projects briefs, both TKG and the client are aligned what the developed resource will look like. Via phase 1 and 2, TKG can develop this resource along with the support of creative and editorial vendors. Clients will review and provide feedback on the resource throughout the development of the resource. Once finalized, the resource may need to be submitted for Medical, Legal, and Regulatory (MLR) review. This team will review and may provide mandatory changes to the resource which TKG will implement and re-submit for final approval. The resource will then be officially rolled-out to the intended user. ● Action: Align on a client-preferred project brief template. Complete and finalize the project brief. If the piece requires MLR review, there may be a need to request a concept review of the resource prior to development initiation (ie, MLR will review the project brief and raise any concerns they may have). Develop the resource based on internal, external and KOL assessment, with the support of creative and editorial vendors (eg, copy editing, layout, proof-reading). Ensure client review of the resources at appropriate stages along the development stage. Complete the resource, receive MLR approval, and roll-out. <ul style="list-style-type: none"> ○ PROVIDE EMPLOYEE WITH 2 EXAMPLE PROJECT BRIEFS, AND ASSOCIATED RESOURCES, AND RESOURCE DEVELOPMENT GUIDE (EG, WHERE CREATIVE FITS IN, WHEN PROOF-READING SHOULD BE INCLUDED) ● Output: A complete resource that aligns with the clients ask and need. <p><i>*In addition to the above standardized description, please add additional anecdotes and information based on your experience to date.</i></p>
<p>TKG Client Model Phase 4: KAM training and roll-out</p>	<ul style="list-style-type: none"> ● Description: TKG highly recommends supporting account team training and roll-out of the project to achieve project objectives. Account teams can consist of a range of individuals tasked with rolling out the project (eg, account team members will introduce a patient support program to a health system customer and train them on the resources associated and support the program implementation and execution). If the account team members are not appropriately trained, projects can fail to be successfully implemented. TKG recommends live/virtual account team onboarding to introduce them to the project and outline the applicability of the program to their customers, their role in the project, and best practices to ensure its success. ● Action: Identify the appropriate account team members for project onboarding. Support training via pre-work, meeting materials development, and follow-up as needed. TKG can also position themselves as a point of contact for account team members to outreach to with their questions and concerns for project introduction to customers. <ul style="list-style-type: none"> ○ PROVIDE NEW EMPLOYEE WITH LIST OF ACCOUNT TEAM MEMBERS, THEIR ACRONYMS, AND THEIR ROLE, AND PROVIDE EXAMPLE TRAINING MATERIALS (EG, PRE-WORK, DECKS). ● Output: Account team understands the project and is confident to introduce and implement with their customers.

	<p><i>*In addition to the above standardized description, please add additional anecdotes and information based on your experience to date.</i></p>
<p>TKG Client Model Phase 5: Customer engagement, pilots & demonstrations sites</p>	<ul style="list-style-type: none"> ● Description: For select projects, pilot sites/demonstration sites are recommended to validate program design and output. Pilot sites are select customers of the client where account teams, project managers and TKG will have a high-touch to support program implementation, execution, and output. The high-touch experience enables customers to reach out with any project questions or concerns on a regular basis to ensure optimal project roll-out. It also gives the client the opportunity to receive real-time feedback on the program which they can work to address quickly to ensure the program meets the need of the customer. ● Action: Pilot site identification, onboarding, and regular touch base completion. Collaboratively collect data as applicable to assess project success. <ul style="list-style-type: none"> ○ PROVIDE NEW EMPLOYEE WITH PILOT BEST PRACTICE. ● Output: Validated project outcomes and success. This data can help sell-in of the project to customers that are harder to access. <p><i>*In addition to the above standardized description, please add additional anecdotes and information based on your experience to date.</i></p>