

A close-up photograph of a person's hands working at a desk. One hand holds a pen over a tablet, while the other hand is positioned near a calculator. In the foreground, a calculator and a spiral-bound notebook are visible. The scene is brightly lit, suggesting a window in the background. An orange semi-transparent banner is overlaid across the middle of the image, containing the text 'TKG Relevant Case Studies'.

TKG Relevant Case Studies

Contracting Value Deck for Account Managers

Challenge

- Life Science company expressed the need for a contracting value deck for an immunology product.
- Demonstrate the immunology product value to payers in a highly competitive, heavily rebated marketplace.

Description

Created a Value Proposition Presentation that reviewed the following:

- Market place trends and competitive landscape
- Shared priorities and areas of opportunity
- Product overview, safety, and clinical insights as appropriate
- Economic impact and cost comparisons to similar products
- Areas of collaboration and alternative contracting approaches for consideration

OUTCOMES



INCREASED
ACCESS TO TARGET ACCOUNTS



ELEVATED
RELATIONSHIPS WITH KEY STAKEHOLDERS AND
DECISION MAKERS



INCREASED
CUSTOMER ENGAGEMENTS ABOUT CONTRACTING
APPROACHES AND ALTERNATIVE PAYMENT
MODELS

Customer Engagement Playbook

Challenge

- A prominent life science company identified a need to develop a payer engagement strategy for their account management team.
- With the evolving healthcare landscape, new key payer stakeholders emerged which provided an opportunity for the life science company to tailor their engagement approach.

Description

TKG developed a stepwise approach to engage payers:

- Analyzed existing payer market research that the life science company had commissioned and compiled key findings.
- Conducted customer deep dives to supplement existing market research.
- Formalized a systematic payer engagement approach that would resonate with new key payer stakeholders.
- Developed a customer engagement playbook for the account management team.

OUTCOMES



IDENTIFIED

PILOT SITES AND KEY STAKEHOLDERS IN SELECT MARKETS FOR THE ACCOUNT MANAGEMENT TEAM TO IMPLEMENT THE ENGAGEMENT MODEL OUTLINED IN THE PLAYBOOK.



DEVELOPED

A CATALOG OF EXISTING APPROVED ACCOUNT MANAGER MATERIALS THAT COULD BE LEVERAGED AND APPLIED UNDER THE NEW ENGAGEMENT MODEL.



PROVIDED

TRAINING ACROSS THE PAYER ACCOUNT MANAGEMENT TEAM ON UTILIZING THE NEW PLAYBOOK.

Value-Based Contracting

Challenge

- Life Science client was looking for new way to engage with Organized Customers (plans and systems) that have a Value Based Care Delivery Model.

Description

To fulfill project objectives, TKG conducted the following:

- Customer landscape assessment to identify appropriate partners
- Facilitated introductions to key stakeholders if none existed
- Developed business case model to share with brand and legal/compliance teams
- Developed customer facing resources for the field team:
 - Sell in presentations
 - Pull Through Materials for Value Based Contract
 - Patient Education and Outreach
 - Provider Outreach



OUTCOMES



5 CONTRACTS

IN MARKET (2018-2019)

- One Outcomes Based Contract VBC has resulted in 95% market share since launch in January 2019



OVER 15+ CONTRACTS

UNDER NEGOTIATIONS



INITIATIVE BEING SUBMITTED FOR

INDUSTRY AWARD FOR INNOVATION AND MARKET LEADERSHIP



MODEL BEING LEVERAGED FOR
ANTICIPATED LINE EXTENSION

LEVERAGING HEOR RWE STUDIES

Mock P&T Preparation for Formulary Decision-Making

Challenge

- Lack of “Grow the Market Strategy” to support Brand teams
- Key Account Management Team with no resources

Description

- A mock P&T Committee, representing hospital executives and medical professionals, was developed to determine the likelihood of accepting product on the formulary of a fictional integrated health system
- Suggested scenarios were simulated to gather input on the following:
 - Drug pricing considerations
 - Formulary decisions
 - Cost-benefit analysis
 - Utilization and cost data on competitive agents

OUTCOMES



OBTAINED INSIGHTS

INTO HOW A REAL HOSPITAL PHARMACY AND THERAPEUTICS (P&T) COMMITTEE WILL REACT TO PRODUCT'S VALUE PROPOSITION, RESULTING IN A COVERAGE OR NONCOVERAGE DECISION



GAINED

IN-DEPTH UNDERSTANDING OF HOW A REPRESENTATIVE HOSPITAL P&T COMMITTEE WILL VIEW THE PRODUCT'S ASSOCIATED EARLY EXPERIENCE PROGRAM AND IF/HOW IT WILL AFFECT FORMULARY DECISION MAKING



IDENTIFIED

OPPORTUNITIES TO GAIN FAVORABLE P&T COMMITTEE FORMULARY DECISIONS

Key Account Management (KAM) Strategy

Challenge

- Large health systems are restricting access to life science field representatives
- Pharma companies have limited relationships with emerging influential health system stakeholders and decision makers
- Improving life science product performance requires a redesigned field strategy

Description

- Conduct a thorough internal assessment of current field marketing models
- Align the internal assessment with health system perceptions and needs
- Address the identified gaps and health system needs to structure a health system model for life science companies
- Utilize TKG's health system relationships to co-develop the initial program design and evaluate the results
- Incorporate the results to structure a scalable program with metrics
- Coordinate with pharma for a management training program, with participation from health system executives
- Determine a national or regional implementation with metrics
- Coordinate and support implementation of the value-based models and provide metrics to KAM management teams

OUTCOMES



DELIVERED

ORGANIZED ASSESSMENT OF CORPORATE AND THERAPEUTIC AREA-SPECIFIC PERCEPTIONS IN LARGE HEALTH SYSTEMS AND PAYER ORGANIZATIONS



DEVELOPED

A COMPREHENSIVE, CUSTOMIZED VALUE-BASED PLATFORM FOR TARGETED SYSTEMS

IMPROVED

MARKET SHARE COMPARED TO NATIONAL AVERAGES

Oncology Care Model: Payment and Care Delivery Reform

Challenge

- Utilize appropriately aligned financial incentives to improve care coordination, appropriateness of care, and access to care through participation in the CMS Oncology Care Model for over 70 specialists across 20 practice sites

Description

Key Components

- Care management design incorporating remote patient navigation and patient education
- Multidisciplinary workflow design and coordination
- EHR workflow optimization and OCM reporting analysis

Levers for Success

- Champion identification for provider engagement
- Monitoring of required documentation
- Cross-specialist coordination



OUTCOMES



ALIGNED

PRACTICE TRANSFORMATION TO THE INSTITUTE OF MEDICINE 11-POINT CARE PLAN



OPERATIONALIZED

TEAM OF REMOTE PATIENT NAVIGATORS FOR OVER SEVENTY SPECIALISTS ACROSS TWENTY PRACTICE SITES



GENERATED SAVINGS

WITHIN THE FIRST FOUR PERFORMANCE PERIODS

TKG's proven engagement strategies generated real-time practice and operational insights

Customer Engagement Strategy: Oncology Communication Framework

Challenge

- Life science company was looking for a way to increase both the quantity and quality of customer engagements
- Oncology care teams were challenged with consistently engaging patients in a meaningful way

Description

- Conducted market research with oncology professionals to identify an unmet need
- Developed a comprehensive communication framework and program materials targeting both oncology providers and patients
- Conducted due-diligence and pressure testing with oncology professionals
- Developed and implemented a comprehensive training strategy for account managers to ensure optimal customer engagement
- Launched program as an above-brand offering with a multi-channel, digital advertising campaign
- Monitored key customer engagement data to provide an impact assessment including both objective metrics as well as subjective learnings

OUTCOMES



INCREASED ENGAGEMENT

WITH CUSTOMERS, BOTH IN QUALITY AND QUANTITY OF INTERACTIONS



OPENED ACCESS

TO CUSTOMERS AND STAKEHOLDERS WHO WERE PREVIOUSLY PHARMA-RESISTANT



NATIONAL RECOGNITION

EARNED FROM A LARGE PROFESSIONAL ONCOLOGY ORGANIZATION FOR BEING A QUALITY, EVIDENCE-BASED RESOURCE