|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SCOPE** | **OE HCP**  **(personal, non-personal)** | | **OE DTC** | **OE DTP** |
| Client data feed pipeline | x | x | x  v | X |
| Marketing efforts | x | x | x | x |
| Web landing | x | x | x | x |
| AI Model | x | x |  | x |
| Orchestration engine | x | x | x | x |
| Media Vendors activation |  | x | x | x |
| Social Media activation |  | x | x | X |
| Email Vendors activation |  | x | x | x |
| SMS provider activation |  | x | x | x |
| Telehealth activation |  |  |  | x |
| Pharmacy Intake activation |  |  |  | x |
| Digital Concierge |  |  |  | x |
| Veeva (field force) enablement | x |  |  |  |

**ESS PRODUCT SCOPE DOCUMENT- What did client sign up for?**

**Purpose of this Document:** To provide a high-level summary of what was promised and sold to clients during the sales process, including the agreed-upon features and commitments.

**Any custom work specification, please add below:**