

Solutions to quickly and effectively "Connect" healthcare providers, patients, and sales representatives with the information and services they need to promote patient health and support the growth of your brands.

Knipper ConnectSM includes full integration capability with Knipper's AssureHCP[®] healthcare provider data services, print and direct mail, and sample management services, providing **unparalleled program scalability** and maximizing opportunities for **increased cost efficiency**.

“ The ReConnect team has been the sole support of our mature brand for the past several years. With consistent outreach and messaging they have exceeded our revenue goal and slowed the rate of decline. Their success shows true ownership of the accounts. ”



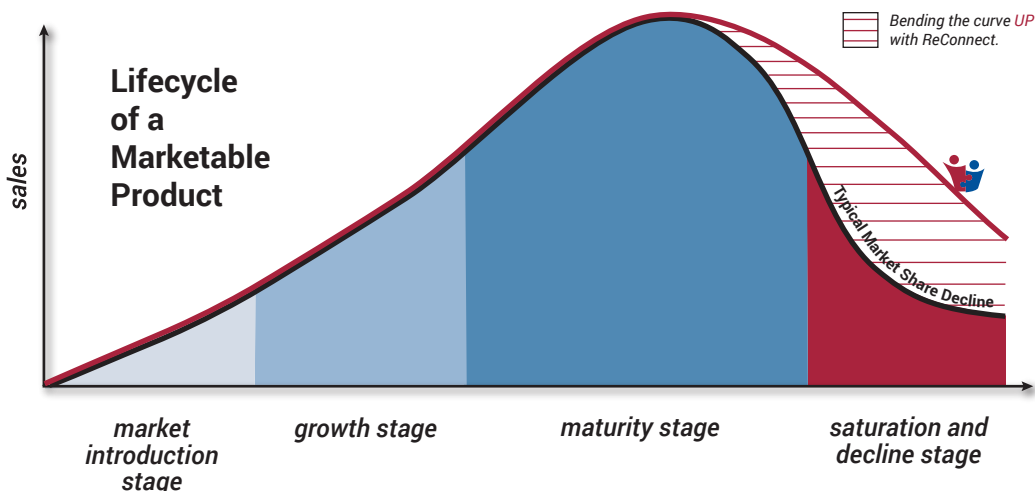
ReConnect

ReConnect is Knipper's Contact Center solution for maximizing market share of mature brands and brands nearing the end of their patent. Your sales force is finite, and as new brands launch they crowd out more mature brands that lose their share of voice. Often they are pushed out of the bag completely and their budgets are reduced considerably. **ReConnect** helps you ensure continued brand exposure and access to samples, savings programs, and product literature. **ReConnect** helps retain valuable market share and provides continued ROI throughout the product lifecycle!

Mature Product and End of Patent Support

- Customer Service
- Tele-Sampling
- Co-Pay Card Pull-Through
- Formulary Announcements
- Mature Brands: Out of the bag
- Patent Exp: Market Retention
- New Indication: Market Growth

A white glove outsource solution to alleviate the pressure on marketing and field sales operations as new products compete against mature brands. A targeted and effective quality solution that supports the continued growth of your brand.



Contact Center



A leading pharmaceutical company with no salesforce for a mature brand, partners with the Knipper Contact Center for a customized tele-detailing solution to establish brand advocates.

BACKGROUND

A large pharmaceutical company was struggling to increase exposure and maintain market share of a mature brand for a special disease state. The brand had no salesforce and no samples and was only supported by non-personal promotion with a small group of insides sales reps. The existing team was failing to build brand advocates within the HCP offices to properly educate patients on the product. The disease state required extreme education to market the brand and without the support of a salesforce or an immediate Tele-Detailing solution the brand was facing a steep decline.

CHALLENGE

The client had no salesforce in place to educate the HCP offices on the use of the brand. Without the proper patient education the offices failed to inform patients that they needed to continue the drug for an extended amount of time before results were apparent. Patients without brand education were not remaining on the drug therapy. There was an urgent need for a partner that could quickly establish brand advocates in target HCP offices. The brand needed a sales team with an immediate solution to increase high level prescribers.

SOLUTION

A customized Knipper “**ReConnect**” solution was implemented for the client. **ReConnect** is a uniquely designed Knipper Contact Center solution for maximizing market share of mature brands and brands nearing the end of patent. In this case, the **ReConnect** solution was tailored to combine a targeted Tele-Detailing program, executed by a highly trained dedicated team of Knipper agents, with the delivery of high value educational materials to HCP offices. Through clear and consistent multi-channel messaging the **ReConnect** solution provided a holistic approach to product awareness and clinical education, building brand advocacy and re-stabilizing the brands market share.



RESULTS

The **ReConnect** solution exceeded the clients expectation's, eventually surpassing the initial goal of simply “stabilizing” market share, actually “increasing” it by 5%. Through meticulous call monitoring and reporting on each agent the program was continuously tuned and improved and key messaging was successfully delivered 95% of the time. As a result of its overwhelming success, a multi-year extension of the program has been established and the success rates continue.