Patient Assistance Program

A pharmaceutical company partners with Knipper to improve HCP and patient satisfaction with their current patient assistance program.

BACKGROUND

A pharmaceutical company recognized the need to greatly improve healthcare provider and patient satisfaction with their existing Patient Assistance Programs. In addition, program efficiency and compliance was becoming a great concern. An HCP and Patient focused solution was desired which could be piloted and subsequently adopted to replace all existing programs.

CHALLENGE

All current PAP programs were being administered via in-house staff at the pharmaceutical company. Turnaround times on applications were being measured in "weeks" as opposed to days. All validation was manual. There was no database of history, transactions, or applications approved or denied which was increasing compliance risk. With little to no reporting at the transaction level, they could not provide status updates to HCPs, patients or internal management.

SOLUTION

Knipper built an automated system which streamlined the manual process, enhanced the customer experience and ensured full audit capability. The fully integrated HIPAA compliant database provided a complete call history along with easy access to application and fulfillment status. Income and HCP validation were conducted by a custom configured business rules engine built specifically for this purpose. System generated enhancements included acceptance, denial and missing information letters. Order management enhancements included limits, frequency, dosing, replacement, voided orders and an appeals process. Extensive reporting was developed including AE and consolidation process, Medicare Part D and reporting by brand, application status and shipments.

RESULTS

Increased customer satisfaction was confirmed by the influx of thank you letters from healthcare providers and patients. Processing time was reduced to an average of 72 hours - including shipping. Dedicated Knipper PAP patient advocates were able to provide real-time application and delivery status utilizing the Knipper proprietary PAP database.

The pharmaceutical company reported significant cost savings (in excess of 20%) as a result of outsourcing the program. As a result, the pilot program for two (2) brands was expanded to all products, Open Label Extension (OLE) and clinical trial patients.

Contact Center & Direct Marketing

Experienced, integrated, healthcare focused solutions to engage physicians, pharmacists and patients and to increase market share through education, awareness and world class customer service.

- Understanding how best to reach your audience (when, where, and how) and **get them engaged**.
- Ensuring engagement is in lock-step with all of your sales and marketing initiatives both **personal and non-personal**.
- **Eliminating gaps** in communications which result in fewer scripts, pharmacy switching, and reduced market share.
- **Unparalleled experience** providing all of these essential and highly dependent services under one roof.

Sample Fulfillment & Distribution

State of the art FDA and DEA licensed distribution centers with rigorous security protocols, impeccable regulatory records, and a "Quality First" philosophy driving excellence throughout every phase of operations.

- A **highly controlled environment** providing full audit capability from dock to stock through packaging and delivery.
- Fast, efficient, provider with the maturity and technology to **meet customer's most challenging SLAs**.
- **Unparalleled reliability** with federal, state, and local regulatory requirements.
- All activities executed with the highest degree of quality for the end-user, <u>quality is paramount</u>.

Sample Management Services

Highly experienced integrated service partner providing a single source for comprehensive data management, sample reconciliation, field inventory, and reporting services.

- A **proactive** team of **experienced SA experts** dedicated to increasing efficiency and eliminating reportable incidents.
- **Integrated HCP Validation**, SDF Management, HCP Signature Audits as well as Random and For-Cause Audits.
- Nationwide Field Audit and Inventory Services that are **prompt**, **reliable**, **accurate**, and fully integrated.
- Comprehensive **online access** to all of your PDMA compliance data as well as state and federal reports.

Healthcare Provider Data Services

Accurate and complete healthcare provider data that decreases compliance risk and supports marketing and sampling proficiencies.

- Online access and inline integration to **over 13 million U.S. healthcare provider records**.
- Attributes including specialty, state license & DEA status, and **state & federal sanctions**.
- Seamless integration with CRM, MDM, and EMS solutions.
- Advanced notice of critical factors which help to mitigate issues **before they become a problem**.

Patient Services

Knipper's Patient Services help companies and their brands cultivate and nurture patient relationships and increase brand loyalty through innovative programs and leading technologies.

- Providing product and disease state education as well as lifestyle information from **a true patient perspective**.
- Highly efficient Patient Assistance Programs with **white-glove** qualification and approval processes.
- Integrating communications with existing HCP and Pharmacy based programs to provide **superior value**.
- Helping to identify each patient's unique barriers to adherence and recognize **how those challenges evolve**.

Knipper has multiple facilities totaling over 800,000 square feet, with 20,000 of that refrigerated and 12,500 for controlled substances.

Knipper®