

Sample Accountability



A mid-sized pharmaceutical company utilizing Direct to Practitioner services partners with Knipper to expand their sample distribution methods.

BACKGROUND

A mid-sized pharmaceutical company with over 1,000 representatives needed a sample accountability partner to manage the data integration process with their Salesforce Automation (SFA) system. They were experiencing issues with accuracy of data and customer support. The company was primarily utilizing Direct to Practitioner services and were looking to expand their sample distribution methods.



CHALLENGE

The Company was experiencing data challenges with their existing vendor and inherited a potential risk of non-compliance. Analysts were spending a great deal of time culling through records to reconcile inconsistencies. Representatives were experiencing difficulty adhering to PDMA guidelines due to lack of knowledge, training, and unknown processes, resulting in field reconciliation errors. With no business rules in place the company faced administrative challenges including timely tracking and reporting.

SOLUTION

A team of experts developed a Data Integrity Agreement between Knipper and the pharmaceutical company. The team focused on data cleanup and matching exercises to ensure information was consistent across systems and correct fields were being utilized. New business rules were established to ensure all expectations were met. Knipper's Sample Inventory Management System (SIMS) was selected to manage and monitor all data going forward. Comprehensive system requirements were provided to ensure compliance. Knipper worked with the client to design a PDMA training program for all reps to increase accuracy, reduce risk and provide proper PDMA guidelines.



RESULTS

- Reconciliation percentage of field representatives improved by more than 25% from previous quarter
- 100% of all field personnel attended PDMA training sessions with accompanied exam
- 100% of data issues from previous vendor have been rectified
- Knipper's Sample Accountability Team provides client reports, such as: inventory reports, reconciliation reports and hand carry reports, meeting the needs of the field and home office.



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, **quality is paramount**.



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.



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