

Contact Center



A pharmaceutical company partners with The Knipper Contact Center to deliver time sensitive information to HCP's across the US.

BACKGROUND

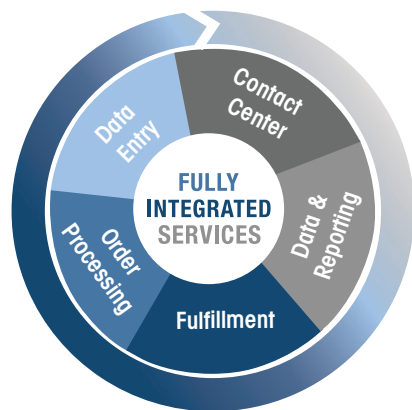
A pharmaceutical company is facing challenges to deliver a time sensitive FDA message to 7,831 key targets. As a result of not reaching the target audience in time, HCP's and patients would not be aware of a rating change for two commonly used generic products.

CHALLENGE

The company needs to move quickly and inform HCP's of a recent FDA announcement regarding two of the three generic products currently on the market for their brand. The two products are no longer recommended as automatically substitutable at the pharmacy or by a pharmacist with the company's branded drug. It's critical that the HCP's know that the FDA changed the therapeutic equivalence rating for these two generic products from an AB to a BX rating. Patients need to be informed so they get the desired effect they expect and consult their pharmacist to ensure they receive the branded drug or an authorized generic. There was a short window of opportunity to get the message to the target audience and training a new Inside Sales Team would require 96 hours of training. Training was dependent on setting up the team within the company's compliance system and the availability of their training resources.

SOLUTION

Knipper's Contact Center was able to meet the needs of the company by implementing a Teledetail program within four short weeks. A Knipper team of 6.5 Inside Sales Reps delivered the urgent message to 7,831 key targets within 8 weeks. They reduced the time and cost of the setup by repurposing a database from a previous program used by this company. The Knipper team was fully trained on the company's requirements and would only require training on the specific brand message. They lengthened the current brands call cycle to allow time to make the additional calls to the key targets.



RESULTS

Knipper was able to start the program within four weeks and completed contacts to the 7,831 key targets within 8 weeks. At the same time, Knipper maintained the relationship with the Tier 1 brand targets and completed Tier 2 targets within 12 weeks. Knipper was able to track and report back to the company's management the level of effort spent on that brand. This enabled the company to obtain funding for a portion of the program from the authorized generic manufacturer. The results of this collaboration were recognized by the company's senior leadership team as a valued partnership that produced timely and cost effective results for both brands.



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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Knipper®