



Managing Sanctions in AssureHCP™

The Situation

A leading pharmaceutical company recently entered into a Corporate Integrity Agreement (CIA). The agreement incorporated new business rules integrating sanctions into healthcare provider (HCP) validation. An unintended consequence resulted as a higher than expected number of HCPs became ineligible for samples due to sanctions which posed no significant compliance risk.



Critical Challenges

The company was experiencing a higher than expected number of HCPs being flagged as ineligible due to sanctions. Upon further research, many of the sanctions were found to be insignificant such as "default on health education loan." Exceptions were being made to allow samples in these situations but consistency was a challenge across the target universe and documentation did not exist to demonstrate uniform diligence. The company needed a way to establish consistent business rules for the application of sanctions that would meet the demands of their CIA while ensuring samples remained available to appropriate HCPs.

Knipper Solution

A team of Knipper data experts worked closely with the pharma company to integrate accurate sanctions data and establish consistent application processes. Knipper began this by providing the company a list of all sanctions across multiple sources, each with a recommended risk level. The company was able to review each sanction and modify/define the risk level for each choosing one of three values; High, Medium, or Low. The Marketing and Sales Operations teams worked closely with Regulatory and Compliance on the sanctions definitions and identified which levels would result in HCP eligibility by brand. Utilizing AssureHCP™, Knipper imported and updated the business rules to reflect the agreed upon standards.

The Results

- The implementation of these new standards and associated business rules completely eliminated all HCP and/or sales representative complaints for HCPs with low risk sanctions.
- Manual exceptions were no longer required and there was a reduction in total sample order rejection rates.
- Utilizing the AssureHCP™ sanctions rating system the company reduced client complaints and validation time, controlled compliance risk, and lowered overall operating cost.



One License – One Service – Complete Access
to Nearly 13 Million Records

ASSURE VALIDATION • ASSURE ELIGIBILITY • ASSURE COMPLIANCE

ASSUREHCP™

Call 1-888-KNIPPER or visit us @ www.Knipper.com

Knipper®
Healthcare Marketing Solutions



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®