# Sample Accountability

**A top 20 pharmaceutical company partners with Knipper to establish an automated process for handing returns for 3000 sales representatives.**

## BACKGROUND

A top 20 pharma company acquired another leading pharma company. The combined company consisted of approximately 3,000 sales representatives. As with many acquisitions, there was a need for a realignment within the team. This realignment resulted in displacement and/or reassignment of the sales representatives. There became a need for representatives to return a large amount of product in a timely manner to remain compliant.

## CHALLENGE

The Company experienced challenges with different systems and business rules. The product returns process was typically conducted on a monthly basis for rep termination and for expired product. The company had a short timeframe to complete reconciliations and needed to receive documentation from sales force in a timely manner to remain compliant. In some cases, two separate recons needed to take place within the same time period until a full consolidation was completed.

## SOLUTION

A team of sample accountability experts worked closely with the company stakeholders to finalize business rules that were satisfactory by all parties. For improved communication, weekly meetings and check in points were scheduled with key personnel.

Knipper quickly established a process for handling returns in an automated fashion and merged data into Knipper's Sample Inventory Management System (SIMS) to ensure consistency. The system provided an opportunity to conduct daily transactional review of data through system scorecards and reports. On a weekly basis, Knipper proactively met with the client to review best practices by utilizing metrics from field inquiries.

### RESULTS

- 98% reconciliation rate per representative
- 100% of closeouts completed within timeframe established in client business rules
- 100% of reconciliations completed within required PDMA timeframe

## 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.