

## PDMA Audit and Inventory Management Services



A top 20 pharmaceutical company with over 2000 field sales representatives partners with Knipper to quickly complete their PDMA annual inventory audit.

### BACKGROUND

A top 20 pharmaceutical company, supporting 2,000+ field sales representatives, needed to rapidly complete their PDMA required annual inventory audits or risk non-compliance.

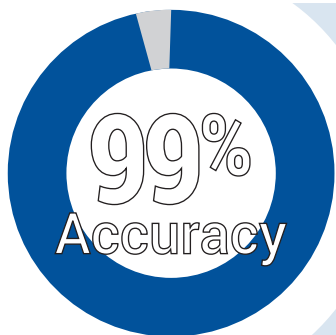
### CHALLENGE

- PDMA inventory audits needed to be completed within six (6) weeks to ensure compliance.
- Company was experiencing challenges with field audits performed by District Managers and upon utilizing a third-party they were receiving complaints from sales representatives because auditors didn't show up on time and lacked industry standard professionalism.
- Client needed to complete 90% of audits within four (4) weeks and reduce the need for home office to follow up with appointments.
- Client needed to make sure inventories were accurately captured to avoid any compliance risk in a shortened timeline.



### SOLUTION

- Rapidly assembled a focused implementation team comprised of experienced industry subject matter experts to facilitate a joint discovery session with the client.
- Utilized proprietary best practice templates, developed a statement of work, project plan, business rules, and metrics to support all goals and objectives.
- To lower costs, Knipper leveraged its auditor network and recruited seven new auditors to ensure 100% coverage resulting in the elimination of additional travel expenses.
- The technical solution included Knipper's proprietary paperless inventory system and process to create efficiencies including increased accuracy, reduced compliance risk, and more timely audits.



### RESULTS

Exceeded client expectations by completing 99.2% of inventory audit assignments within four (4) weeks. (100% completed within client defined service level).

- 98% Overall Sales Rep Satisfaction
- 97% Inventory Specialist Timeliness
- 98% Inventory Specialist Professionalism
- 99% Inventory Accuracy - <1% recounts

*Customer remained in compliance and contracted with Knipper for ongoing services.*



## 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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