

# Print Management Solutions



**A medical technology company partners with Knipper to expedite the production of multiple sales aids for a product re-launch under a new name.**

### BACKGROUND

A medical technology company who recently acquired a previously marketed product looked to Knipper to help them re-launch the product under the new company's name and in less than three weeks. The client was interested in re-purposing seven different selling pieces which included multiple-page booklets and sales aids, and a die-cut pocket folder with an inserted journal reprint.



### CHALLENGE

Timing was urgent and it was clear that things were moving quickly for the client on many fronts. It was not immediately considered to obtain the native graphic arts files. Without those files it would be more difficult to make necessary changes or corrections before print production. At first, only PDF files were available which would require considerable work to make them suitable for printing. Aside from the copy and logo changes that were required, additional background art would need to be created. This needed to be accomplished in a tight timeline of less than three weeks.

### SOLUTION

Knipper's in-house designers began the process of cloning background art in order to gain necessary space and replace the former company's logo with the new logo. Simultaneously, Knipper's production manager finalized the printing specs and acquired pricing from a digital print supplier who was prepared to meet the very tight production schedule. After the initial proofs were submitted considerable copy edits were required which removed additional time from the production schedule.



### RESULTS

The resulting selling pieces were printed, bound, and launched on time, on budget, and without any issue. Having a clear understanding of client expectations coupled with excellent internal communications, any crisis of time and resources can be averted. Knipper's solution-driven print management team made cost effective decisions regarding paper and production methods that would have cost twice as much to produce otherwise.



## 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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