

### Contact Center and Direct Fulfillment



**A top 20 pharmaceutical company augments their salesforce by partnering with Knipper to utilize the Contact Center for sample accountability services on mature brands.**

#### BACKGROUND

A top 20 pharmaceutical company was facing scrutiny from their field force due to the increasing number of products carried in their sample bag. Reps were having a difficult time detailing all of the products to their customers. The company attempted to complete a direct ship service through their own distribution center, but failed due to program volume; issues arose regarding channels to receive orders, compliance measures before shipping, and the turnaround time of fulfillment.



#### CHALLENGE

Although the company's distribution center was highly qualified in the fulfillment of company products, their specialization was in larger, trade shipments. The small order quantities offered in a direct-to-practitioner program created a larger number of fulfillments than the company was accustomed to. The company also wasn't able to handle the ability to distribute offers in a timely manner as one of the requirements for eligibility is that the requesting practitioner was a part of the client's target universe. Due to the delay between receiving and shipping the orders, concerns were raised surrounding the validation of the PDMA requirements on each order. In addition, this company was preparing to direct sample a controlled product, which would then raise additional challenges regarding DEA validations.

#### SOLUTION

Knipper was able to meet the needs of the company through the implementation of an inbound request line in the Knipper Contact Center. Physicians were able to phone into a dedicated line to request sample products from a live agent. During the call, Knipper's Sample Inventory Management System (SIMS) was able to verify that the caller was a target and met the client's business rules surrounding professional specialty validation. Knipper personalized an offer for the product(s) that the requesting physician was looking to receive and the offer was faxed directly to the healthcare professional within minutes of the call. Upon receipt, the professional simply indicated the quantities they were interested in receiving, signed the form, and faxed it back to Knipper for processing. Knipper's experienced data entry and order mitigation teams were able to process the forms quickly to adhere to the client and state/federal requirements for sampling. Knipper promptly fulfilled the order to the requestor.



#### RESULTS

With the ability to easily offer products and subsequently receive and validate the requests, Knipper was able to leverage its TeleServices, Data Entry, and Fulfillment solutions to meet and exceed the client's needs. On a monthly basis, Knipper receives nearly 1,000 inbound phone calls to request samples through this medium. The program currently averages an 84% return rate for offers faxed to targeted professionals. In the first six months of 2015, nearly 140,000 units of products have been fulfilled to nearly 3,000 unique physicians. The program currently supports five (5) brands, including one (1) refrigerated product and one (1) controlled substance.



## 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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