

### Contact Center



A pharmaceutical company partners with The Knipper Contact Center to implement a copay program to HCPs for continued growth of a long standing mature brand.

#### BACKGROUND

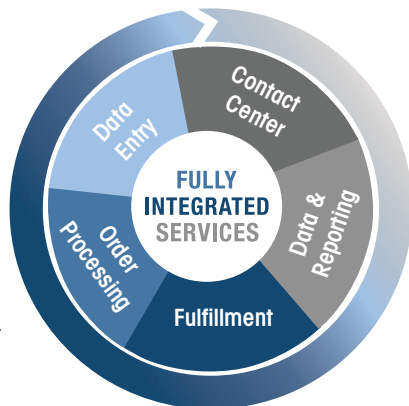
A top pharmaceutical company is facing challenges by not having brand coverage for a long standing medication that has been recommended by HCPs since its FDA approval in 2002. Without proper brand coverage there is a financial loss for the pharmaceutical company. They implemented internal branding efforts with limited success to recover from the financial loss.

#### CHALLENGE

The company needs to move quickly and have a growth program in place that will elevate their brand to the forefront of the HCP market. They have little time to and no additional internal resources to focus on the brand promotion and implementation of a nurturing contact program. They have limited time for training on new programs and a set budget that will not support additional staff. Any new branding programs on an existing product will not have the financial support or additional staff to implement and monitor the program as needed for growth. Concerns are raised on how to develop an aggressive branding program for growth and launch it within 30 days.

#### SOLUTION

Knipper's Contact Center was able to meet the needs of the company through the implementation of a \$5 copay card program. They provided 6 months of outbound teleservice calls to 8,919 HCPs with 3 key service messages. The messaging encourages the HCPs that want their patients to continue on the medication to write DAW when prescribing the medication. They included an offer to send \$5 copay cards to the HCPs so they can provide those cards to their eligible patients. They also remind the HCPs that with the \$5 copay card the brand name medication could be similar to the cost of a generic medication for their patients. The KPIs for this program would include 3:1 ROI, 2-5% increase in DAW1 and 0-2% increase in TRx and NRx. Knipper was able to launch the program in 25 days.



#### RESULTS

Knipper's Contact Center exceeded the client's expectations by showing exceptional results from the 6 month program. 98% of the HCPs received all 3 messages. DAW1: 97% (of those saying yes to the offer). Savings card offered: 29% (of all HCPs contacted). Cost similar to generic: 99% (of those saying yes to the offer). This resulted in the shipment of 9,250 copay cards to 914 HCPs.



## 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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