AssureHCP™ Validation Services

A leading pharmaceutical company partners with Knipper to utilize AssureHCP™ to reduce validation time, lower costs and decrease compliance risk.

BACKGROUND

Over the years, a leading Pharmaceutical Company had developed many disparate data processes across multiple vendors, each of which were providing healthcare provider validation services. Management of these multiple processes had become a nightmare and inconsistencies between the providers' source data and practices made the validation processes increasingly difficult to rely on. As a result, the company was experiencing inconsistent data, longer processing times and increased risk.

CHALLENGE

The Company, operating in an environment of stringent PDMA regulation surrounding prescriber validation, needed a timely, accurate and uniform method of integrating validation across its entire HCP universe. Their current practice of managing multiple processes across more than 5 different systems (some in-house and some 3rd party) created extraordinary difficulties in keeping data current and stable. Sampling to HCPs was often hindered, delayed or presented various compliance issues such as: expired licenses, incorrect validation status, and sampling to incorrect professional designations.

SOLUTION

Over a six week period, Knipper worked closely with the company's key stakeholders and internal data team to implement a single streamlined validation process using AssureHCP™ which would replace all of the errant, disparate processes. Custom interfaces and new business rules were developed to aggregate data from multiple systems into AssureHCP™. Knipper then established an interface with the company's cloud based CRM pulling practitioners directly into the AssureHCP™ system for validation on a daily basis. In addition, the new solution expanded to include those practitioners that were both targeted and aligned to each territory. Records now undergo auto-matching, as well as manual validation where necessary, using a single authoritative source across the company's entire target universe. Upon completion, both the auto-match and manual look up records are updated in the company's CRM using the established Knipper integration.

ASSURE HCP™
Compliance SIMPLIFIED

RESULTS

- Previously, validation time was averaging between 5 and 7 business days depending upon the source. The new AssureHCP™ integration now provides an SLA of 3 business days maximum.

- The new AssurHCP™ solution has lowered total cost of ownership by more than 25%.

- AssureHCP now provides the company with access to more than just standard PDMA Compliance standards giving them direct access to critical sanctions data, from both state and federal sources including OIG, SAM, the FDA, and state Boards, as well as Medicare and Medicaid Exclusions.

- Through the company's AssureHCP™ online portal, stakeholders can gain access to sample eligibility status at the individual campaign level.

By standardizing all validation with Knipper's AssureHCP™ service, the company decreased compliance risk, reduced validation time and lowered costs.

Knipper ®
Healthcare Marketing Solutions

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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Knipper®

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