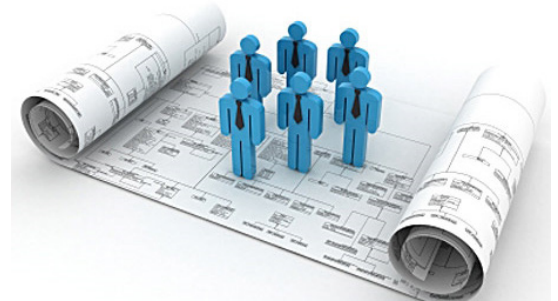




# Sales Force Distribution Innovative Solutions

## The Situation

The Client needed an ad hoc push shipment executed for their field sales force within a narrow time line. Product fulfillment was variable by territory and included a number of various literature items, some of which required printing and personalization specific to the territory.



## Critical Challenges

The time frame for product fulfillment was narrow but could be accomplished through existing expedited pick/pack processes. The real challenge was in determining a cost effective and timely method of matching the personalized materials with the product orders for over 2,000 reps given that same narrow time frame.

## Knipper Solution

- A Knipper SWAT team was quickly assembled including representatives from Operations, Professional Services, IT, and QA.
- The team rapidly developed and documented a process whereby the roster was segregated by territory and zone with a unique record ID assigned to each.
- Print materials were sequenced and assigned an ID number which would match to each unique record ID.
- The file was then broken down by shipping zones so that appropriate carrier service levels could be assigned.
- Printed materials were generated and matched via sequence and unique ID and Operations was able to batch orders and match to pick slips and sequence numbers.

## The Results



This new process allowed the most efficient carrier method to be selected while meeting the client's objective of having each rep receive their personalized shipment on the same day. Batch and sequential matching provided Operations with a quality verification method to ensure correct order fulfillment.

If this solution had not been implemented, each personalized item would have been required to be placed into inventory as a line item and then pulled as part of the pick/pack process which would have increased processing time and cost significantly.



## 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®***