



PDMA Field Audit and Inventory Services

The Situation

A top 20 pharmaceutical company, supporting 2,000+ field sales representatives, needed to rapidly complete their PDMA required annual inventory audits or risk non-compliance.

Critical Challenges

- PDMA inventory audits needed to be completed within six (6) weeks to ensure compliance.
- Company was experiencing challenges with field audits performed by District Managers and upon utilizing a third-party they were receiving complaints from sales representatives because auditors didn't show up on time and lacked industry standard professionalism.
- Client needed to complete 90% of audits within four (4) weeks and reduce the need for home office to follow up with appointments.
- Client needed to make sure inventories were accurately captured to avoid any compliance risk in a shortened timeline.



Knipper Solution

- Rapidly assembled a focused implementation team comprised of experienced industry subject matter experts to facilitate a joint discovery session with the client.
- Utilized proprietary best practice templates, developed a statement of work, project plan, business rules, and metrics to support all goals and objectives.
- To lower costs, Knipper leveraged its auditor network and recruited seven new auditors to ensure 100% coverage resulting in the elimination of additional travel expenses.
- The technical solution included Knipper's proprietary paperless inventory system and process to create efficiencies including increased accuracy, reduced compliance risk, and more timely audits.

The Results

Exceeded client expectations by completing 99.2% of inventory audit assignments within four (4) weeks. (100% completed within client defined service level).



- 98% Overall Sales Rep Satisfaction
- 97% Inventory Specialist Timeliness
- 98% Inventory Specialist Professionalism
- 99% Inventory Accuracy - <1% recounts

Customer remained in compliance and contracted with Knipper for ongoing services.



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®