**Brand Presentation**

* Dislike the 3 tagline options – Eric feels like this isn’t your best work – need something better
  + Leave the 3 in the deck
  + Come up with alternative taglines or slogans
* We like the imagery
  + EX:
    - Your first step toward health
    - Getting out there first
    - Care at the speed of need
    - Shortest distance between patient and therapy
    - Clearing a path – leading people – assisting – were your partner
    - focused on your health – your medication – your therapy

**Samplicity Script and Intro (7/7/20) –** good to go

**Ppt Presentation -** Good to go

**Direct Mailers –** Good to go

**When Samplicity launch comes in August, were going to:**

1. Release
2. Post the video to social media and website – landing page – announcements click on to get an overview
3. Internal email with link to employees
4. Email blast to customers with video link

\*If we do a press release to our partners – veeva g&m porzio genesis etc. apcentrica

\*Look into FAQ document for anyone who gets any questions

**Website and social media – video series impact of covid on sampling**

Part 1 of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper: **The Impact of Covid-19 on Sampling in Physician Practices**

Part 2 of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper: **The Impact of Covid-19 on Sampling Distribution**

The final part of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper: **The Impact of Covid-19 on Sampling Going Forward**

**POSTS:**

Over the next couple of days, we will be releasing parts of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper. Part 1 - **The Impact of Covid-19 on Sampling in Physician Practices:** *Listen to Eric Johnson, Senior VP of Commercial Development, as he explains how J. Knipper and Company addressed the needs of more than 100 life sciences companies they work with when the COVID-19 pandemic first hit and how they used 200 survey responses from physicians to help guide their decision making.*

Part 2 of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper: **The Impact of Covid-19 on Sampling Distribution**: *With Covid-19 came the challenge of instituting 29 business continuity plans in 45 days for clients who did not have the necessary infrastructure to address the pandemic challenges.  Listen to Eric Johnson, Senior Vice President of Commercial Development to hear how J. Knipper was able to offer E-sampling solutions using their online ordering platforms and how the usage of these platforms drastically changed.*

<https://www.knipper.com/>

**![A screenshot of a cell phone

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Part 3 of Eric Johnson’s three-part video series on Covid-19’s impact on sampling at Knipper

**The Impact of Covid-19 on Sampling Going Forward**: *J. Knipper asked 4,500 physicians how they currently distribute samples by percentage of time and if alternate options were available, which would they utilize and what percentage of time? Listen to Eric Johnson, Senior VP of Commercial Development, as he shares the results and explores alternative sample distribution.*

<https://www.knipper.com/>

A close up of a logo

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**The Impact of Covid-19 on Sampling in Physician Practices**

*When the COVID-19 pandemic first hit, see how J. Knipper and Company addressed the more than 100 life sciences companies they work with and how they used 200 survey responses from physicians to help guide their decision making.*

* J. Knipper and Company works with more than 100 life sciences companies and we needed to asses what to do when this Covid-19 pandemic first hit.
* We conducted a survey among physicians and received 200 responses to 4 key questions to help guide us in our decision making:
  1. Are you seeing patients in your office today?
     + 46% - stopped seeing patients at their offices
  2. Are you supporting more patients by phone or tele-health?
     + 97% reported more phone-based or tele-health support to patients
  3. Do you need assistance in getting samples to your patients?
     + 37% of offices reported they needed assistance in getting samples to patients, however when followed up by phone, we found they wanted more samples
  4. How will your patient get their samples? (pick up at the office or “other”)
     + 95% of practices reported patients picking up samples at the office
       - Other = mailed to patient or someone from the practice was delivering the samples to the patient’s home

**The Impact of Covid-19 on Sampling Distribution**

*With Covid-19 came the challenge of instituting 29 business continuity plans in 45 days. Listen to Eric Johnson, Senior Vice President of Commercial Development to hear how J. Knipper was able to offer E-sampling solutions using their online ordering platforms and how the usage of these platforms drastically changed.*

* Challenge: institute 29 business continuity plans in 45 days
* Representative disbursements dissolved incredibly quickly
* Sales reps who were using our rep to practitioner portal for sending lit and sample request forms ballooned
* HCP ordering platform volume increased dramatically
* DTP – Mysamplecloset.com
  + New registrants to mysamplecloset.com daily volume tripled in one week and within two weeks we were seeing 8x the daily volume of new registrants
  + Order volumes doubled in one week and within two weeks we were averaging 7x the prior week’s volume
  + Increase in weekend ordering and limits on sample units started to be adjusted to support the quarantine
* RTP – Myrepcenter.com
  + Our platform that was normally used for handling a physician request to a sales representative as a backup, became the *primary* *means* to send faxes and order literature for sales representatives on behalf of physicians
  + Although this had a delayed start, what historically was used a maximum of 12 times a day, was now generating thousands of requests

**The Impact of Covid-19 on Sampling Going Forward**

*J. Knipper asked 4,500 physicians how they currently distribute samples by percentage of time and if alternate options were available, which would they utilize and what percentage of time? Listen to Eric Johnson, Senior VP of Commercial Development, as he shares the results and explores alternative sample distribution.*

* 4,500 physicians asked the following questions:
  + What percentage of time do you distribute samples to patients through the following methods:
    1. Patient picks up at the office – 85%
    2. Mail to the patient – 10%
    3. Practice employee delivers to patient – 5%
    4. Courier service delivers to patient – 1%
  + If alternate means were available to deliver samples to patients, what percentage of time would you utilize the following methods of delivery?
    1. Patient picks up at the office – 46%
    2. Samples in prepaid envelopes are addressed and mailed to patient – 25%
    3. Employee of the practice delivers to patient – 2%
    4. Coordinate with courier service to deliver to patient – 2%
    5. Order completed on the internet and samples shipped directly to patient – 25%
  + Exploring Alternative Distribution:
    1. Each state has specific regulations regarding who can distribute samples
    2. New York, Alabama, and Kentucky said no to our request to send samples to patients homes, Arizona said that samples could be shipped to patients during the COVID-19 emergency, and California said we could apply for a waiver of their rules.
    3. Any approach other than what has been implemented historically must be fully vetted to assure compliance at the Federal and State level.