

# CASE STUDY: Transitioning Product Replacement Program

Top 5 Biotech Manufacturer transfers a 30,000+ patient Product Replacement Program (PRP) to KnippeRx.



## THE SITUATION

A top 5 Biotech manufacturer was experiencing case management and dispensing backlogs with their incumbent vendor for the company's product replacement program including direct to patient dispensing and HCP stock replenishment. Daily prescriber and patient complaints were being escalated to executive leadership. Inventory management issues along with data inaccuracies were common and program cost was skyrocketing.

## THE CHALLENGES

- ▶ Mitigate existing open case backlog
- ▶ Verify inventory levels and establish solid controls
- ▶ Simplify and standardize replacement request processing
- ▶ Improve patient and HCP communication
- ▶ Provide clear visibility into case status and service levels
- ▶ Reduce turn-around time for replacement delivery
- ▶ Lower total operating cost of the program

## THE KNIPPERx SOLUTION

- ▶ Implemented two 3-day workshops at client facility, assembled a cross-functional team of client stakeholders and Knipper SME's, reviewed and documented all current PRP processes and systems, delivered recommended redesign of process maximizing platform integrations, process automation and data aggregation
- ▶ Leveraged KnippeRx Cares Technology Ecosystem as foundation for data intake, case management and pharmacy dispensing integration
- ▶ Developed custom middleware component for bidirectional exchange of case data with MedInfo team and robust automation of PRP case management initiation including: data inspection, HCP validation, fax generation, case creating in CRM and case status updates
- ▶ Integrated KADABRA proprietary data and analytics solution to provide access to real-time case management and dispensing data through custom visualizations including high level graphics with drill-down capability
- ▶ Established EDI based Inventory feeds with client and established tight controls including weekly cycle counts. Integrated all inventory data into KADABRA for real-time visibility into all product inventory levels
- ▶ Implemented 3-week Hypercare period post-launch with previous vendor, external hubs, and manufacturer
- ▶ Hosting and management of web-based case look-up tool and assure HCP tool for NPI validation for prescriber verification

## THE RESULTS

- ▶ Transferred 30,737 patients
- ▶ Transferred 39,231 prescriptions
- ▶ 70% reduction in receipt to dispense
- ▶ Ongoing 3.5 days current receipt to dispense
- ▶ Average speed to answer reduced to less than 30 seconds
- ▶ 100% inventory accuracy maintained since transition

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CUSTOM PHARMACY SOLUTIONS



## ▶ PRODUCT REPLACEMENT PROGRAMS

Patients often have a need to replace product which has been received or found to be damaged or adulterated. It is critical that these patients receive replacement product quickly and accurately. Rapid turn-around of these requests requires a unique set of tools which provide verification and high-level automation of the replacement process. KnippeRx has developed a highly innovative and cost-effective solution to decrease time and cost and increase patient and HCP satisfaction.



### *The KnippeRx Cares Product Replacement Solution Provides:*



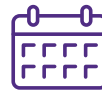
Receive  
Approved  
Patient Request



Create  
Replacement  
Case



Secure  
Replacement  
Rx



Schedule  
Product  
Delivery



Ship via  
Pharmacy  
or 3PL



Provide  
Tracking  
Information