

Solutions to quickly and effectively "Connect" healthcare providers, patients, and sales representatives with the information and services they need to promote patient health and support the growth of your brands.

Knipper ConnectSM includes full integration capability with Knipper's AssureHCP[®] healthcare provider data services, print and direct mail, and sample management services, providing **unparalleled program scalability** and maximizing opportunities for **increased cost efficiency**.

“ HCP Connect exceeded our expectations delivering an offer acceptance rate that surpassed our previous campaigns. Their holistic approach builds ongoing relationships with the office staff and converts them to “Brand Advocates”. They sit at our strategic planning table as a true extension of our team. ”



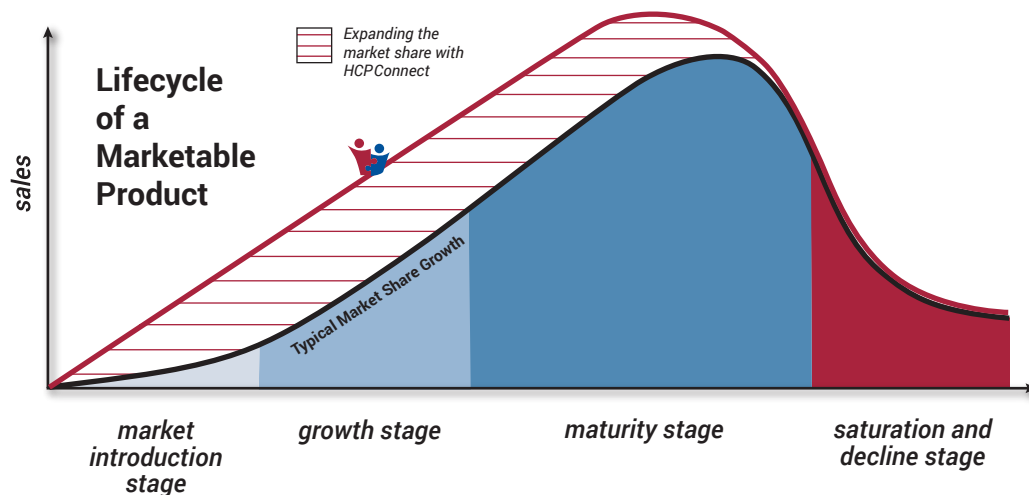
HCP Connect

HCP Connect is Knipper's Contact Center solution to expanding and maintaining market share in uncovered or under-covered territories. **HCP Connect** provides everything from simple awareness to full service education, product & literature ordering, and relationship management in lieu of or complimenting a field sales force. Every **HCP Connect** program is tailored to meet the specific needs of your organization, your brand and your targeted healthcare providers.

Expanding and Maintaining Market Share

- Awareness & Education
- Detailing & Sampling
- Compliance Management
- Relationship Management
- Inbound and Outbound
- White Space/Vacant Territory
- Gray Space - Tandem Support
- Green Space - Expanding Market

Whether you choose a shared resource model or a dedicated team of Tele-Reps, **HCP Connect** will ensure the best possible experience for your brands and their customers.



Contact Center



A pharmaceutical company partners with the Knipper Contact Center to provide Direct to Physician (DTP) sampling services to maximize the timely capture of seasonal prescriptions.

BACKGROUND

A midsize pharmaceutical company with an aggressive expansion plan and a strong pipeline focuses on becoming the premier provider of short-acting prescription cough cold/ allergy products (controlled substance). In preparing to launch the DTP services for the pending cough cold season the client shared their frustration with their existing contact center's inability to meet the critical launch date. Every day that potential targets were missed meant unrecoverable lost revenue for the brand.

CHALLENGE

Though the field reps were getting the required signatures from the HCPs, they often neglected to coordinate with office staff on the policies surrounding controlled substance samples. Many orders were being rejected by the offices resulting in a high rate of sample returns. The client had a short window of opportunity and their existing contact center failed to meet the required launch date. They needed a quick solution to offer samples to qualified targets and provide education and product benefits to 2500 HCP targets in just 4 weeks.

SOLUTION

An **HCP Connect** solution was implemented for the client. **HCP Connect** is a highly successful Knipper Contact Center solution for expanding and maintaining market share in uncovered or under-covered territories. Recognizing the gravity of the situation Knipper fast tracked the **HCP Connect** solution and fully integrated it with the existing Knipper DTP process. The staff was fully familiar with the client's policies and procedures and added the Knipper Contact Center to provide awareness and education of the product's benefits and the offer of samples. Leveraging the staffs knowledge of the customer's policies and procedures, and utilizing existing systems, the new outbound tele-sampling solution was setup in just 2 weeks.

RESULTS

Knipper's **HCP Connect** program exceeded the client's expectations, contacting the entire target audience in just under 4 weeks utilizing a holistic approach centered on servicing the entire office and building "Brand Advocacy". As a result, 41% of HCPs accepted the sample offer, a very high percentage considering many offices do not accept samples of controlled substances. Based on the clients research, HCPs that received a sample demonstrated a 300% greater likelihood of writing prescriptions. The client embraced the Knipper Contact Center as a true extension of the field salesforce including them in ongoing strategic planning and designating them as the company's inside salesforce. The Contact Center's activity was made available to the field salesforce through Knipper's standard Veeva CRM integration.

As a result of the success of the **HCP Connect** program and the careful collaboration of the strategic plan, the program was expanded to include extended whitespace, vacant territories and high value targets for field reps planned absences. The Knipper Contact Center had rapid scalability to double the existing program volume by adding 4,000 high value targets over 5 days and prequalified targets for accepting controlled substances to eliminate returns.

