

# Case Study: Product Retrieval & Return



## SITUATION

- ▶ Top 10 Pharmaceutical Company – IUD devices
- ▶ Removal of IUD devices from more than 1,400 healthcare facilities nationwide
- ▶ Executed within a 2 month timeframe
- ▶ Worked with Client return vendor to facilitate the return of IUD devices



## KEY ACTIONS & IDENTIFIED SOLUTIONS

- ▶ Collaborative and comprehensive action and communication plan
- ▶ Knipper Field Agents credentialed to enter facilities
- ▶ Logistical planning for each location and contact
- ▶ Established toll-free help line to facilitate questions from facilities and provide information



## RESULTS & LEARNINGS

- ▶ Customer satisfaction with the retrieval process
- ▶ Timely and efficient process and completion
- ▶ Compliant completion at all locations
- ▶ Enable Account Managers to focus on sales and relationships with their accounts
- ▶ Ensured Client's compliance with the FDA's directive to return these products was included



## CONTINUOUS IMPROVEMENT

- ▶ Full visibility into Knipper AIMS Dashboard
- ▶ Leverage ongoing use of already trained Field Agents
- ▶ Established documentation and templates utilized for quick program startups
- ▶ Defined best practices for clear communication to all key stakeholders

