



Best for Healthcare Marketing Services - USA

J. Knipper and Company, Inc

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Tell us about your company, your clients and the services you offer.

J. Knipper and Company, Inc. is the leading Direct Marketing, Distribution, and Samples Management service provider in the US, focused squarely on the specialized requirements of the pharmaceutical and biotech industry. For nearly 30 years, Knipper has been creating customer success stories through robust multi-channel marketing and sampling initiatives leveraging innovative technology solutions, best-of-breed warehousing and logistics, and unsurpassed PDMA compliant fulfillment practices. Knipper's continued investment in client driven technology solutions has led to a growing line of innovative mobile tools. These tools allow Pharma to leverage their investments in online and mobile device implementations and increase ROI across sales operations and marketing initiatives.

Our company maintains an extraordinarily vast compliment of services that include multi-channel direct marketing, direct sample fulfillment, field salesforce distribution, PDMA sample accountability, and field audit & closeout services. In addition, Knipper's AssureHCP™ validation and eligibility solution leverages Knipper's position as an AMA DBL. This data, combined with data from both state and federal sources, including the OIG, SAM, the FDA, and State Boards as well as Medicare & Medicaid exclusions, provides its customers access to nearly 13 million healthcare provider records through online portals, file based exchanges, and integrated validation and eligibility services.

Knipper's state-of-the-art FDA and DEA registered facilities, managed in strict compliance with cGMP and FDA standards, employs RFID enabled warehousing, carousel-based automated storage and retrieval, and "Pick to Light" technology for high accuracy and high pick rate efficiency, all of which provides the highest quality and savings to their clients.

How does it feel to have won this prestigious award?

We consider it an honour and a privilege to be awarded Best in Healthcare Marketing Services and we thank AI for the recognition. The marketing challenges that our customers face are ever increasing and we have a responsibility to provide relief from that pressure through new and innovative solutions. These are solutions that will reach our customers audience and provide the impact and influence necessary to achieve their goals. In the end, we are only as successful as our customers, and their success is truly the greatest recognition of all.

Tell us about your firm's overriding philosophy when it comes to your clients. What do you see as the most relevant and vital areas to focus on when it comes to providing the best possible service?

It goes without saying that, in order to survive, all companies must be able to demonstrate quantitative value. But the most successful companies will tell you that it's not enough to simply "survive". Truly successful companies actually "thrive". That takes something more - something different - something special. For Knipper that something is "building trust", which requires extraordinary investment in your customer. You must truly understand their business. Not just their daily needs but their long term goals and aspirations. You must be proactive and accessible. You must create true partnerships that share mutually in each other's successes. Such principles must be embedded in your company's culture.

Tell us about the culture within your firm and the things you do to maintain and develop it. How does it influence your interactions with and results achieved for your clients?

Internally, Knipper strives to promote a true family atmosphere based on principles adopted by its co-founder Jim Knipper called C.H.A.R.T. (Caring, Honesty, Accountability, Respect, & Trust). Having started as a family owned business and having that same family privately own the company today, it is a very reasonable aspiration and company leadership is expected to foster that philosophy and practice those principles throughout everything they do.





What sets your firm apart from your competitors and peers and how do you use this differentiation to your advantage?

Unlike many other service providers in our space, we strive to understand our customer's true goals "beyond our specific work product". This helps us to provide solutions that contribute to the "entire process", and to customer's ultimate success.

Technology has certainly become a major component of the solutions we build, from managing the data that feeds our program management efforts, to the technology that powers our warehousing and fulfillment operations. Our ability to continuously develop innovative tools and processes often sets us apart from much of our competition.

However, it is without question that our most valuable resource is our people. Experienced leadership and a tireless force with a myriad of skill sets and expertise, our employees are what truly differentiate us most from our competition. It takes special people to so firmly adopt and continuously demonstrate the type of customer-centric culture that is the hallmark of all Knipper solutions. We are committed, driven, intelligent people that can listen effectively, ask the right questions, build the right teams, and develop the best tools and processes to deliver success every time.

What developments or changes do you see having the biggest impact on your business and industry over the coming year and where do you think the biggest opportunities – and challenges – will lie?

A great many factors have an effect on the business strategies of our customers which in turn have an effect on our own strategies. In the business of pharma, and even healthcare at large, one very prominent factor is the regulatory environment which has seen a steady increase in legislation and governance around activities that effect our vertical. Regarding 2015, we will continue to drive organic growth through excellence in service. At the same time, we have strategically expanded several key services in keeping with the aforementioned factors. These service expansions include healthcare provider data management, field sales sample audit and inventory services, and contact center solutions.

Any further comments?

Since the founding of J. Knipper and Company more than 28 years ago, our focus has remained on the value we create through relationships. That hallmark of a Knipper solution has remained constant throughout our 28+ year history. Our mission is to work with our clients to create solutions that are strategically designed, faithfully executed, and driven by market insight and data to ensure maximum return on our clients' investment, and ultimately to improve people's lives.

At J. Knipper and Company, while the dialog continues to shift toward ROI and quantitative demonstrations of value, we will not lose sight of the personal interactions that lie at the heart of our - and our clients' - core business.

