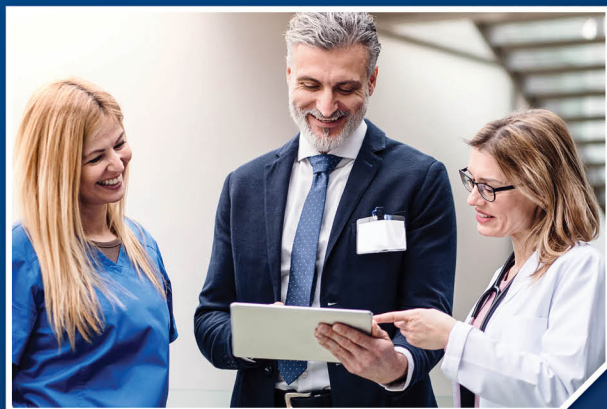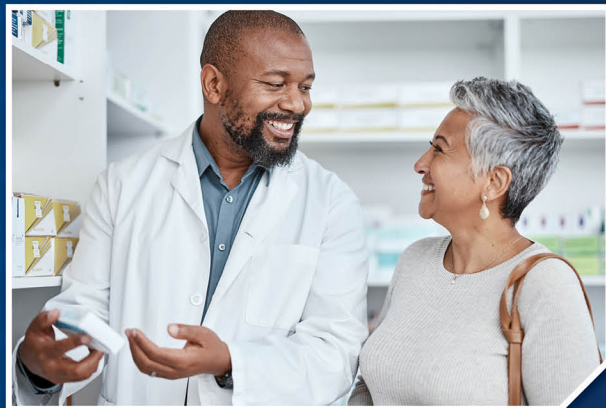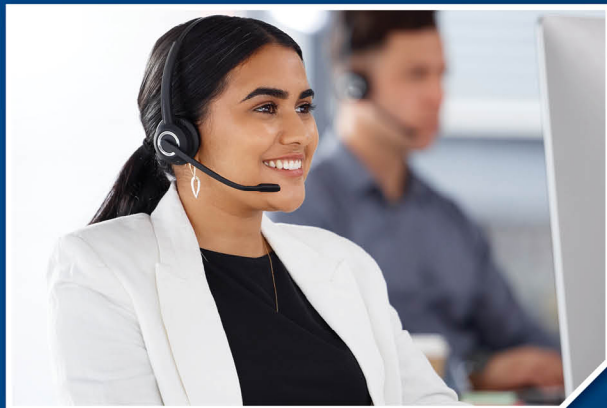# KnipperHEALTH

SOLUTIONS FOR EVERY PHASE IN THE PRODUCT LIFE CYCLE

From pre-commercialization to product maturity and patent expiry, we can help you meet every challenge and strategic initiative to optimize your brand's success

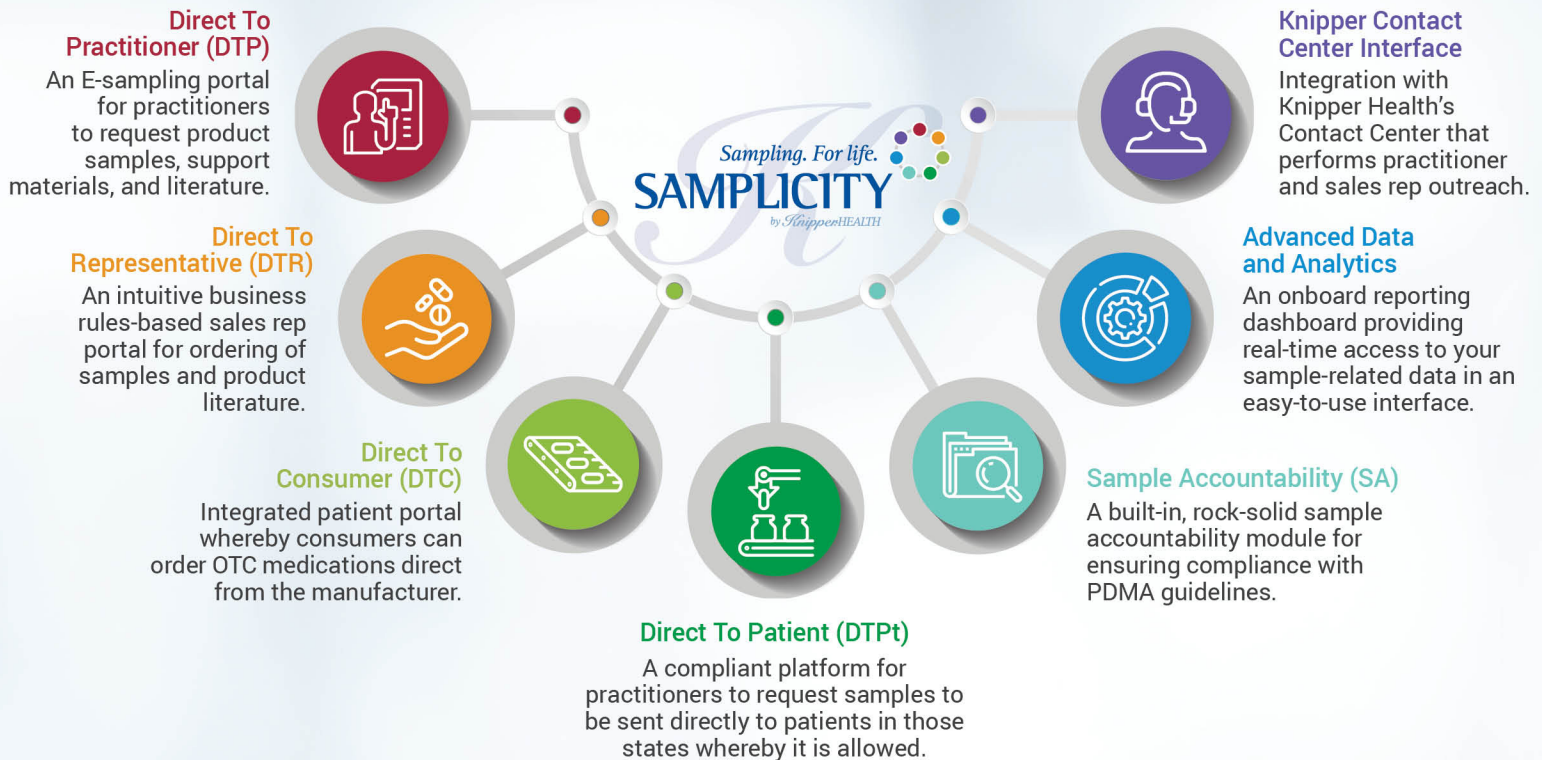# The most expansive reach in the industry

35+
Years in Business

4,000+
Surgical Institutions Supported

99.9984%
Order Accuracy

650+
Seat Contact Center

25,000+
Sales Reps Supported

850,000
Sq. ft. Space

For over 35 years, Knipper Health

has earned the distinction of being a well-recognized leader in healthcare solutions serving the pharmaceutical, biotechnology, and medical device industries. Through three distinct service offerings: Knipper3PL Third Party Logistics, KnippeRx Custom Pharmacy Solutions, and Knipper Marketing and Sample Management (MSM), we provide solutions for your brand, throughout the entire product life cycle.

1,100+
Kits Developed

1 Million+
Cold-Chain Units Shipped

1 Billion
Business Rule Checks

130+
Life Science & Device Companies

600,000+
HCPs Reached per Year

2 Billion+
Units Shipped per Year

5 Million
Phone Calls per Year

4,500,000+
Shipments Annually

1-888-Knipper | knipper.com

SOLUTIONS FOR EVERY PHASE IN THE PRODUCT LIFE CYCLE

Phases	Pre-Approval	Pre-Launch	Launch	Market Penetration	Maturity	Patent Expiration

Objectives

- Create Demand (Pre-Approval → Pre-Launch)
- Establish Loyalty (Launch → Maturity)
- Capitalize on Market Potential (Market Penetration → Patent Expiration)
- Extend and Reposition (Maturity → Patent Expiration)

Major Activities

- Clinical Studies (Pre-Approval)
- Introduce Product to Market (Pre-Launch → Launch)
- Educate and Influence Providers and Patients | Expand Brand Reach and Increase Targets
- Generate and Reinforce Market Demand | Cover Vacant Territories and White Space | Maximize Marketing and Promotional Spend
- Exploit Switch Potential
- Defend Brand Position

Knipper Health Solutions

Contact Center   HCP Connect/HCP ReConnect   White Space Coverage › Inside Sales › Telemarketing › Teledetailing

Direct Marketing › Print Services › Direct Mail and Literature Fulfillment › Product and Collateral Kitting

For Sponsors, CROs, and Recruitment Agencies Phase II, III, IV
- › Patient Screening
- › Investigator Recruitment
- › Candidate Recapture
- › Direct Mail & Literature Fulfillment
- › Product/Supply Distribution
- › Appointment Reminders

Contact Center

HCP Connect
- › Territory Warming
- › Inside Sales
- › Telemarketing
- › Teledetailing

HCP Office Sample Readiness Program

End-to-End Sample Management and Literature

Warehousing, Distribution, and Fulfillment

Sampling. For life.
SAMPLICITY by KnipperHEALTH
- › Fully Integrated Sample Management Program

MySampleCloset.com®
- › Direct To Physician (DTP)
- › Direct To Patient Sampling (DTPt)

MyRepCenter.com®
- › Direct To Rep (DTR)
- › Rep Hand Carry Services

Assure HCP
- › HCP Validation Program

Sample Accountability
- › PDMA Compliance

Audit Inventory Management System (AIMS)
- › Field Audits
- › Field Inventory
- › Sample Reconciliations
- › Field Close-outs
- › National Rep Storage Facility Program

Knipper Advanced Data Analytics and Business Reporting Architecture (KADABRA)
- › Unique Data Reporting Environment to Create Visual Analytics

Knipper Direct › HIPAA Compliant, Direct To Patient Platform, E-commerce, Direct To Consumer (DTC) Purchase of OTC Medications, Products, and Devices

The industry's only fully integrated end-to-end sample management program

Direct To Practitioner (DTP)
An E-sampling portal for practitioners to request product samples, support materials, and literature.

Direct To Representative (DTR)
An intuitive business rules-based sales rep portal for ordering of samples and product literature.

Direct To Consumer (DTC)
Integrated patient portal whereby consumers can order OTC medications direct from the manufacturer.

Sampling. For life.
SAMPLICITY
by KnipperHEALTH

Knipper Contact Center Interface
Integration with Knipper Health's Contact Center that performs practitioner and sales rep outreach.

Advanced Data and Analytics
An onboard reporting dashboard providing real-time access to your sample-related data in an easy-to-use interface.

Sample Accountability (SA)
A built-in, rock-solid sample accountability module for ensuring compliance with PDMA guidelines.

Direct To Patient (DTPt)
A compliant platform for practitioners to request samples to be sent directly to patients in those states whereby it is allowed.

Client Reporting Portal

One overarching, real-time view of all program data, inventory, and activity through a single integrated reporting portal.

KnipperHEALTH

Contact Knipper Health for a solution for every phase of your brand's product life cycle

Whether you market a traditional pharmaceutical, cold-chain biologic, or medical device, Knipper Health has a solution for every step in your brand's journey.

From planning and executing a commercialization strategy, augmenting an existing commercialization program, to meeting the challenges and obstacles that will occur throughout the life of the brand, Knipper Health has a solution.

- ✓ **Reach HCPs and patients** as soon as possible after approval

- ✓ **Develop and implement a successful sampling program** (Direct To Practitioner, Direct To Representative Hand Carry, Direct To Patient)

- ✓ **Ensure entire sampling program is always PDMA compliant** (HCP compliance, sales representative compliance)

- ✓ **Sample inventory management**

- ✓ **Field sales support**

- ✓ **Ensure sampling program is achieving your desired ROI** (real-time, advanced data visibility and analytics into entire sampling program)

- ✓ **Reach white space territories** with product messaging, marketing material, and samples for no access practitioners

- ✓ **Augment commercialization efforts** with additional marketing programs (print literature programs and product and collateral kitting)

- ✓ **Protect brand profitability and market share** at product maturity and loss of exclusivity

- ✓ **Flexibility and adaptability to react to market changes**