KnipperHEALTH

Leading the Way to Smarter Solutions.™

THE ONLY FULLY-INTEGRATED SAMPLE MANAGEMENT PLATFORM

Direct To Practitioner (DTP)	Direct To Representative (DTR)	Direct To Consumer (DTC)	Direct To Patient (DTPt)	Sample Accountability (SA)	Advanced Data and Analytics	Knipper Contact Center Interface

Sampling. For life.

SAMPLICITY

by KnipperHEALTH

Knipper® MSM
MARKETING & SAMPLE MANAGEMENT

Learn more at: Knipper.com/samplicity

Sampling. For life.

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‣ FOR PRACTITIONERS.
‣ FOR PATIENTS.
‣ FOR YOU. FOR LIFE.

Samplicity is our one-of-a-kind name for our one-of-a-kind suite of products, services and support, created to solve all of your sampling challenges. With Samplicity's "one resource, one team, one point-of-contact approach," it's never been simpler or easier to achieve sampling success and peace of mind – for practitioners, for patients, for you... for life.

Samplicity. The Full Spectrum.

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 representative 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.

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.

Sample Accountability (SA)

A built-in rock-solid sample accountability module for ensuring compliance with PDMA guidelines.

Advanced Data and Analytics

An onboard reporting dashboard providing real time access to your sample related data in an easy to use interface.

Knipper Contact Center Interface

Integration with Knipper's Contact Center that performs practitioner and sales representative outreach.
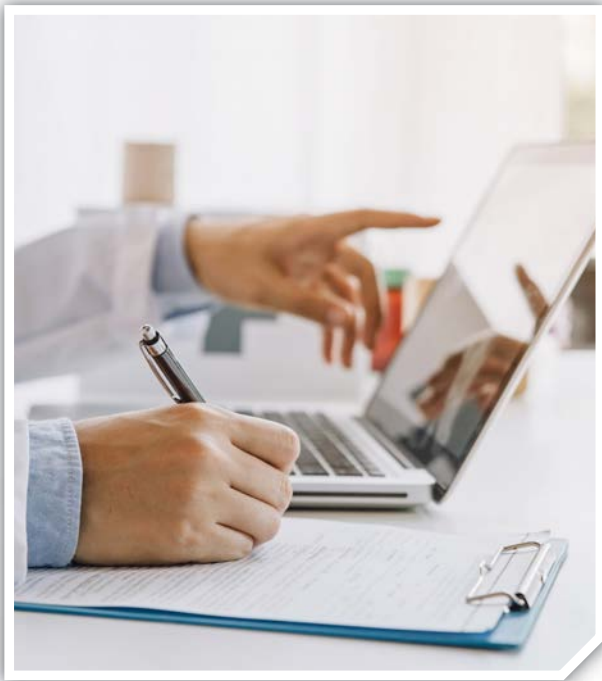
Direct To Practitioner (DTP)

The fastest simplest most secure way for practitioners to receive your product samples and information.

The DTP portal can integrate directly with your CRM or through our portal to allow practitioners to directly request product samples, support materials and literature.

Features include:

> Configurable Ordering Platform for Practitioners

> Client Brand and Business Rule Driven

> Integrated Prescriber Validation and eSignature

> Direct Access to Samples and Brand Assets

> Electronic ACC Processing

> Scalable to Meet Precise Business Needs

The SAMPLICITY Advantage

Samplicity allows you to effectively expand reach to cover white space territories and provide uninterrupted support to physicians during territory vacancies.

Direct To Representative (DTR)

Samplicity features the easiest, most intuitive ordering portal for representatives to access your samples and information.

Samplicity's intuitive, rules-based Direct To Representative (DTR) portal lets sales representatives quickly and easily order product samples and information.

The SAMPLICITY Advantage

With Samplicity, your representatives will spend more of their valuable time creating demand for your products.

Features include:

- Configurable Rep Ordering Portal
- Scalable to Meet Precise Business Needs
- Client Business Rules Driven
- Access to Samples and Brand Assets
- Hand Deliver or Send to Practitioner
- Variable Selection of Shipping Service Class
- Inventory Management

Direct To Patient (DTPt)

Practitioners can provide samples to patients when a patient visit is not ideal.

Practitioners can have Rx samples delivered directly to patients in those states whereby the law allows.

Features include:

- Configurable Prescriber Ordering Portal
- Client Business Rule Driven
- Access to Samples and Brand Information
- Scalable and Versatile to Meet Your Unique Needs
- Meets and Maintains All Regulatory Requirements
- Greater Physician Support in Managing Patient Needs

The SAMPLICITY Advantage

A more secure, fully compliant Direct To Patient (DTPt) fulfillment portal.

Sample Accountability (SA)

The SAMPLICITY Advantage

Further simplify your sample program by ensuring all government regulations are rigorously adhered to and maintained.

Confidently ensure that your sample program is accurately tracked, validated and fully compliant with FDA regulations.

With the built-in features and technology capabilities of Samplicity's rock-solid accountability module, your sample program will always be in total compliance.

Features include:

> Sample Accountability for Hand-Carry Programs

> Validated, Proven Platform

> Tracking and Reconciliation of Product

> Signature Verification

> Fully Compliant with FDA Requirements

Direct To Consumer (DTC)

Samplicity makes it faster and easier for patients to access the OTC medications their physician specifies.

With Samplicity's fully-integrated Direct To Consumer (DTC) portal, consumers can now order OTC medications direct from the manufacturer.
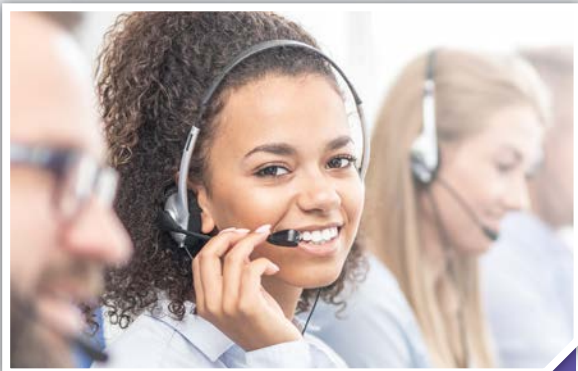
Features include:

> Intuitive, User-Friendly Portal

> Direct From the Manufacturer

> Compliant and Secure Credit Card Transactions

> Integration Into Sponsors' Commercial Website

> Assuring Product Availability and Patient Access

The SAMPLICITY Advantage

Patients have a simpler, more direct way to acquire the OTC medications their doctor recommends.

Knipper Contact Center Interface

Reach and support your sample program's white spaces with more efficiency than ever before.

Samplicity's seamless integration with Knipper's Contact Center performs practitioner and sales representative outreach and administration of sample programs to maximize your product availability.

The SAMPLICITY Advantage

Samplicity's interactive Contact Center develops relationships for consistent support and customer satisfaction.

Features include:

- Engagement Solutions for All Constituents
- Help Desk Support for All Order Processing
- Extend Reach and Increase Share of Voice
- Support Sample Pull Through
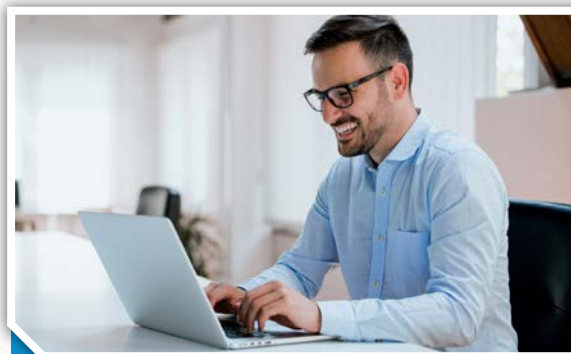- Maximizes Product Accessibility

Advanced Data and Analytics

Rapid access with up-to-the-minute data means more accurate analysis and optimal decision making for your sample program.

With Samplicity's precise and deeper levels of analysis, insight and intelligence, you can manage and allocate your entire sample program.

Features include:

- Precise, Deeper Level of Analysis and Intelligence
- Visibility of Entire Sample Programs
- Uncover Actionable Insights for Optimization
- Built on the DOMO Business Management Platform

The SAMPLICITY Advantage

Analysis tools that validate effectiveness and maximize the ROI of your sampling initiative.

Client Reporting Portal

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

Sample Accountability and Reconciliation

Direct To Practitioner (DTP)

Direct To Representative (DTR)

Inventory Management

Advanced Data and Analytics Trends and Dashboards

KnipperHEALTH

Leading the Way to Smarter Solutions.™

Simple smarter solutions that deliver efficiency, accountability and success

Pharma, life sciences and medical device companies have been entrusting their direct marketing outreach and engagement success to Knipper Health – the largest supplier of sample management services in the U.S. today.

MARKETING & SAMPLE MANAGEMENT

Knipper MSM

- Direct To Practitioner (DTP) and Direct To Representative (DTR) storage, order processing and fulfillment
- Sample accountability
- Field audit and inventory management
- Healthcare provider (HCP) validation services
- Kit design and assembly
- Contact Center and direct marketing solutions
- Small molecule and biologics sampling
- Fully integrated data services analytics
- SAP integration and support

Exclusive focus and expansive reach in our industry.

- 35+ Years in Business
- 1,100+ Number of Employees
- 100+ Life Sciences and Device Companies
- 250 Contact Center Seats
- 5 Million Phone Calls per Year
- 25,000+ Sales Reps Supported
- 600,000+ Practitioners Supported
- 4,000+ Surgical Institutions Supported
- 1+ Billion Units Shipped per Year
- 4,500,000+ Shipments Annually
- 1 Billion Business Rule Checks
- 800,000 Sq. Ft. Facilities Space
- 99.9985% Accuracy

THE KNIPPER ADVANTAGE

Innovative Solutions

E-sampling portals provide HCPs easy access to samples and support materials.

User-focused portal ordering enables representatives fewer ordering steps allowing more time creating demand.

Configurable

Programs tailored to fit product business rules and needs to facilitate revenue generation through sampling and HCP support.

Proactive, Actionable Data

Analytics throughout the entire sampling process enable an accurate analysis of the entire sampling and support program's ROI.

Compliance

Full monitoring and reconciliation technology so your sampling program will be in compliance.

Contact Center

Interactive contact center develops relationships for consistent support with your customers and allows you to effectively reach white space areas.

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