



## ▶ PATIENT ASSISTANCE PROGRAMS

The need for Patient Assistance Programs (PAP) continues to grow and manufacturers' need to expand these programs continues to rise. Challenges with scalability and affordability of PAP programs is driving the need for more efficient, innovative solutions that reduce cost and improve the patient and HCP experience. Recognizing this rapidly increasing need, KnippeRx has developed the "Rx Cares Technology Ecosystem" - a comprehensive end-to-end platform based on the latest technologies and industry insights.

*Services and solutions that optimize and simplify the patient-pharmacy experience*



KnippeRx provides complete patient assistance and application administration, from assistance with design through comprehensive implementation, execution, and mitigation services. Income verification, benefits investigation and patient dispensing are fully-integrated offerings of KnippeRx patient assistance program management. All Patient Assistance Programs are configurable for manufacturers to efficiently overcome obstacles and help ensure rapid access to therapy.

### *The KnippeRx Cares Technology Ecosystem*

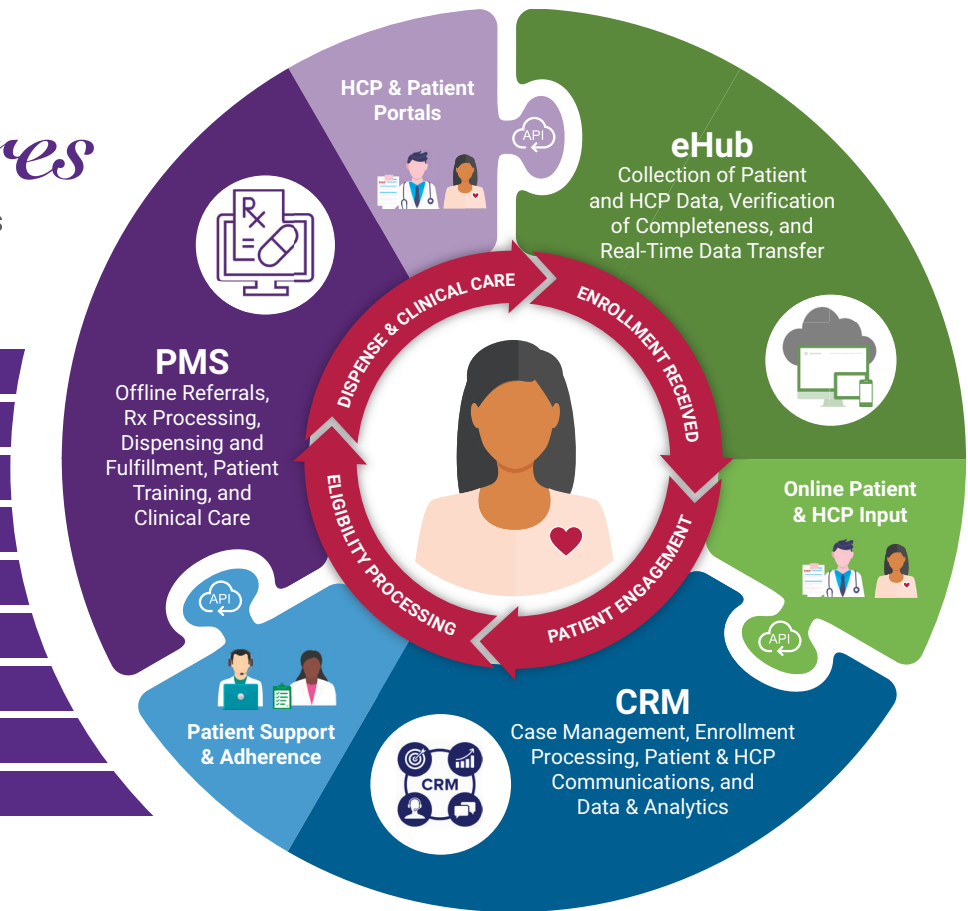
- ▶ Eliminating complex integrations across multiple providers
- ▶ Addressing higher than anticipated annual enrollments
- ▶ Streamlining and automating application processing
- ▶ Maximizing scalability to better manage intake spikes
- ▶ Aligning business rules with industry norms
- ▶ Ensuring compliance with state and federal regulations
- ▶ Providing clear visibility to impactors and metrics which effect overall cost to the business

# KnippeRx Cares

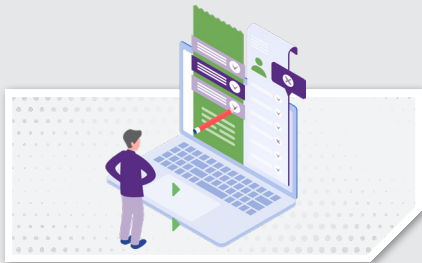
NON-COMMERCIAL PHARMACY SOLUTIONS

Powered by the  
Cares Technology Ecosystem

- > Online and Mobile Patient & HCP Intake
- > CRM Based Case Management
- > Omni-Channel Patient & HCP Support
- > Integrated Hub Lite Services
- > Clinical Care & Training
- > Ambient & Cold-Chain Patient Dispensing
- > API Based 3rd Party Integration Capability
- > Advanced Reporting & Analytics Dashboards
- > HCP Stock Replenishment via Knipper 3PL



## FULLY INTEGRATED END-TO-END SOLUTIONS



### eHub

The eHub facilitates intake of required demographics and prescription information through a myriad of online and API based methods. These may include online portals, data transfer processes, and API integrations. The eHub also enables bidirectional communications with Patients and HCPs.



### CRM

The CRM is the heart of the Patient Assistance Programs. Built on Salesforce.com, the CRM provides complete case management, advanced business rules processing, events triggering, and program reporting across all facets of the Patient Assistance Program application and management process.



### PMS

The KnippeRx PMS (Pharmacy Management System) enables dispensing and ongoing clinical care. The PMS integrates directly with the eHub and CRM, providing a seamless data flow and decreasing "time to therapy" for the patient.

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