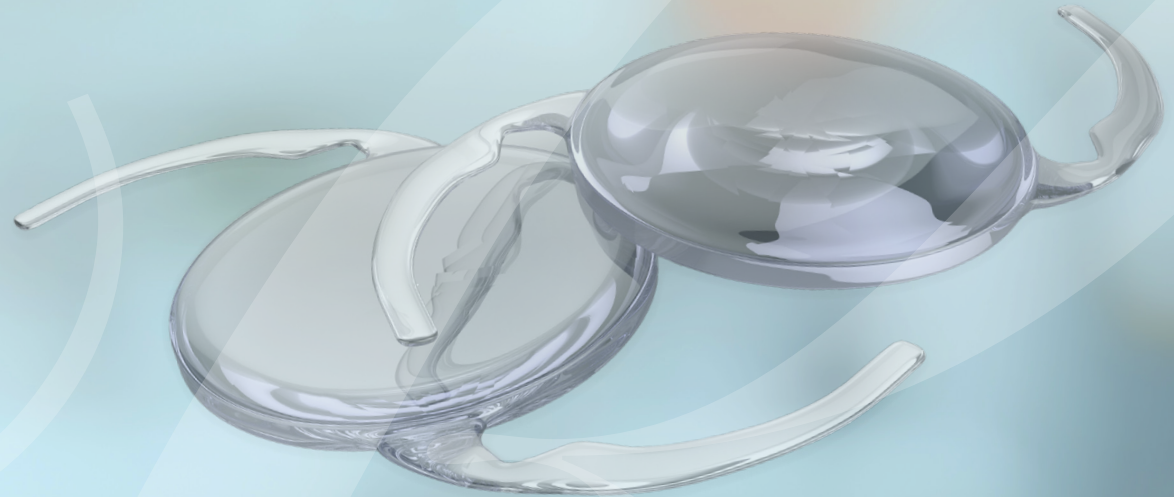


# Case Study: RFID Tagging and Expired Product Removal



## SITUATION

- ▶ Medical Device Company - eye care focus
- ▶ Removal of expired Inter-ocular lenses from 4k+ surgical centers nationwide
- ▶ Executed within a 1yr. timeframe on behalf of sponsored representatives
- ▶ Follow up campaign to complete RFID tagging at the same locations



## KEY ACTIONS & IDENTIFIED SOLUTIONS

- ▶ Collaborative and comprehensive action and communication plan
- ▶ Knipper Inventory Specialists credentialed to enter facilities
- ▶ Logistical planning for each location and contact
- ▶ Phased approach by region based on RFID equipment availability



## RESULTS & LEARNINGS

- ▶ Customer satisfaction with the removal process
- ▶ Timely and efficient process and completion
- ▶ Compliant completion at 4k+ locations
- ▶ Enable Account Managers to focus on sales and relationships with centers
- ▶ Facilities have the ability to scan inventory in a matter of seconds, not days as the process was previously



## CONTINUOUS IMPROVEMENT

- ▶ Full visibility into Knipper AIMS Dashboard
- ▶ Leverage ongoing use of already trained Inventory Specialists
- ▶ Established documentation for future projects
- ▶ Defined best practices for clear communication to all key stakeholders