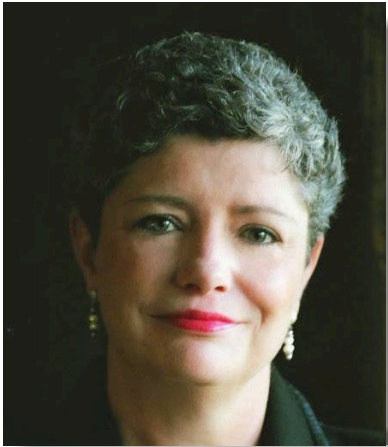


# Eliminating Gaps in Your Circle of Influence

A Fully Integrated Contact  
Center Solution

*Knipper*<sup>®</sup>  
WHITE PAPER





## Eliminating Gaps in Your Circle of Influence A Fully Integrated Contact Center Solution

Marianne Mecke, Vice President, Contact Center Solutions

Working closely with the Knipper Leadership Team for over 20 years, Marianne brings 30 years of healthcare marketing and contact center experience to the table. Her expertise includes: HIPAA compliant contact center development, multichannel call center services, technology integration, inbound/outbound, new business development and market research management.

Throughout her career, Marianne has assisted over sixty healthcare and pharmaceutical companies implement hundreds of multichannel contact center programs involving more than fifty product categories, targeted to over thirty different healthcare audiences. Programs included the introduction of Telesales and Teledetailing to healthcare practitioners, the use of registered nurses to man toll-free lines, outbreak alert programs to notify healthcare professionals of infectious disease outbreaks, crisis management/product recalls, and direct to consumer education, wellness and compliance programs.

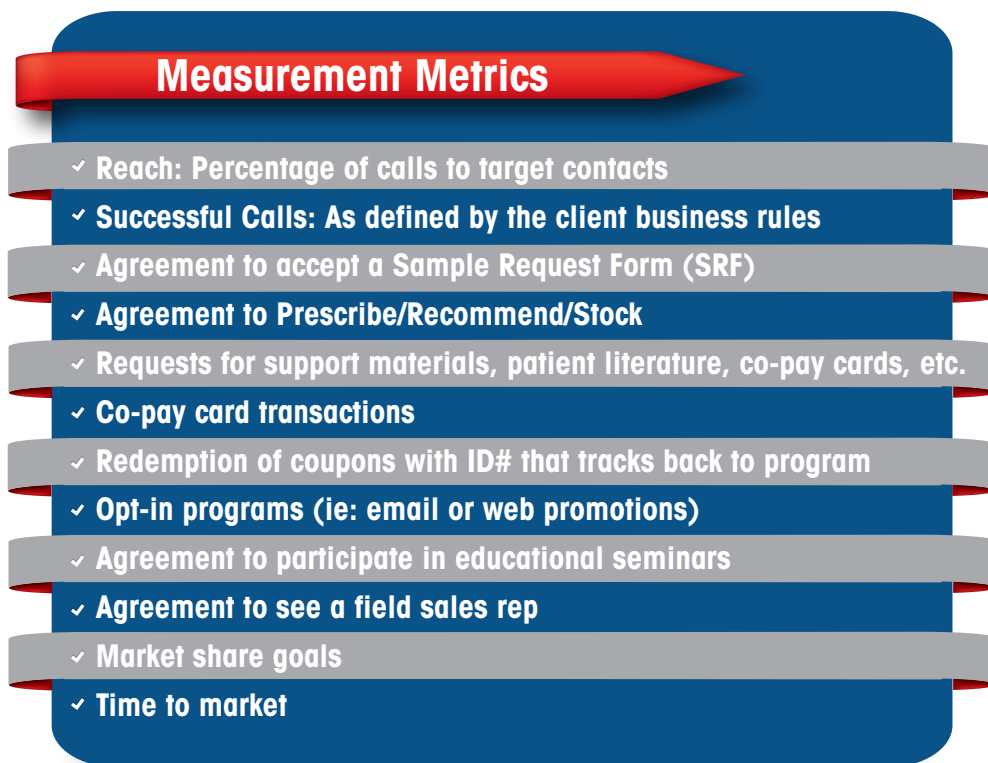
Prior to joining Knipper, Marianne was principal of her own healthcare industry consulting firm specializing in call center design, teleservices implementation and outsource management. She is a recognized pharma/biotech industry subject matter expert (SME), former editor of the Healthcare Communications Association newsletter, and tradeshow and association meeting speaker.

# Eliminating Gaps in Your Circle of Influence

## How to measure success in the Integrated Contact Center Model

Success metrics should be collaboratively defined upfront. For example: The chart below, outlines metrics that might be considered for outbound TeleSampling or TeleDetailing calls.

Success is also measured by how swiftly the product is brought to market. In the case of pharmaceutical products, the profitability and market share depend directly on: how fast the samples arrived in the HCPs' sample closets, how fast HCPs wrote scripts, how robustly the pharmacies were stocking the drugs and their willingness to fill the scripts without substitution.



*A study by OakStone Partners showed that coming late to market can decrease profits 15 to 35 percent, and another study showed that announcements of delayed launch could decrease shareholder value by 14 percent.*

This can be a big undertaking which requires a scalable and flexible contact center implementation strategy. Consequently, a pharmaceutical company may need to outsource at least some of this work to promote its brand and achieve its position in the marketplace. This is true especially at launch time, but also in other instances, where there will be a huge spike in call center activity. Staff within the inhouse contact center may not be able to handle it, and potential customers will be disappointed and possibly lost. Who will be sending out product information, samples and co-pay cards? Who will do the detailing in non-rep-visited areas? And will the customer experience be the same over all of these channels?

**If you could rely on one partner to get it all done, you could:**

- Leverage relationships
- Create dedicated teams
- Share costs of training and management
- Deliver a multichannel strategic solution that drives market share
- Directly integrate with your marketing and sampling services
- Extend the reach of the salesforce
- Create unique caring patient experiences that drive engagement
- Eliminate gaps in the Circle of Influence
- Eliminate the need for multiple vendors
- Ensure accuracy and consistency across all initiatives

**Reduce Effort - Reduce Costs - Reduce Time - Increase Value**

# Eliminating Gaps in Your Circle of Influence

## Introduction

Today the pharmaceutical industry is not just selling medications and services. Sales and marketing teams are establishing and nurturing relationships within their Circle of Influence primarily with healthcare providers (HCPs), pharmacists and patients. There can be huge gaps in this relationship building process. The goal is that each stakeholder will have the information and motivation to embrace a product for as long as possible. It is essential to find a holistic, integrated solution to fill these gaps so customer needs are met. Organizations must make the best use of resources to ensure that product adoption and script writing are maximized.

## What do most organization's customers have in common?

They need a central point of contact where one can speak directly to a company representative qualified to expedite resolution of requests and/or inquiries – an integrated contact center. The contact center can be the hub that facilitates the influence and education of all stakeholders. It is also a hotbed of opportunity for the organization to identify a customer's exact needs and develop products and services tailored specifically to those needs.

## The Contact Center: A critical area where customer experience and attitude toward the company is developed.

Historically, contact centers were limited to agents and phones. The modern contact center manages a huge array of interactions including voice, email, online interaction, self-service assistance, and collaboration. Outside of the field salesforce, Customer Relationship Management (CRM) strategies run broad and deep, from data analytics to campaign development. The contact center becomes the place where the rubber meets the road, where companies make or break their customer strategies.

It shouldn't be surprising that the contact center is at the visceral core of the customer focused enterprise. Customers want accessibility, features and flexibility. This is especially key as more patients become advocates for their own healthcare and treatment decisions.

According to a 2015 consumer research Harris Poll on behalf of InContact:

- 70% of U.S. adults are willing to pay extra for good customer service
- 86% would be very likely to switch to another company in the future after a bad customer service experience
- 81% prefer a live agent when dissatisfied with their order or purchase
- 56% are willing to switch brands just to have access to more customer service channels

The best possible customer focused contact center is integrated...one that eliminates gaps in the Circle of Influence. What gaps are we talking about? Here are a few examples:

- Patient hears about a product on TV or Internet, but the HCP is not aware or does not have enough information, and prescribes something else.
- HCP is aware and prescribes the product but the pharmacy is not stocked with the brand and makes a substitution.
- HCP is aware and pharmacies are stocked (samples and general stock). However, patient has not received sufficient information or support and doesn't refill or remain compliant.

You might also want to consider how gaps might impact existing products if a new product is being launched. Are sample closets still being restocked? Are the HCPs, pharmacists and patients receiving periodic updates, reminders, and new facts? Too often the answer is no. Your salesforce is focused on the new product. More mature brands are "falling out of the bag". Customers calling for information or restocking might have longer wait times. Patients may not be receiving reminders and other incentives to refill. Again, an integrated contact center plays a key role in eliminating these gaps in communication.

#### **Circle of Influence Defined**

The Circle of Influence is the closed loop communication cycle among the HCPs, the pharmacists and the patients. The contact center can be a hub to facilitate the influence and education of all of the stakeholders outside the reach of your field salesforce.

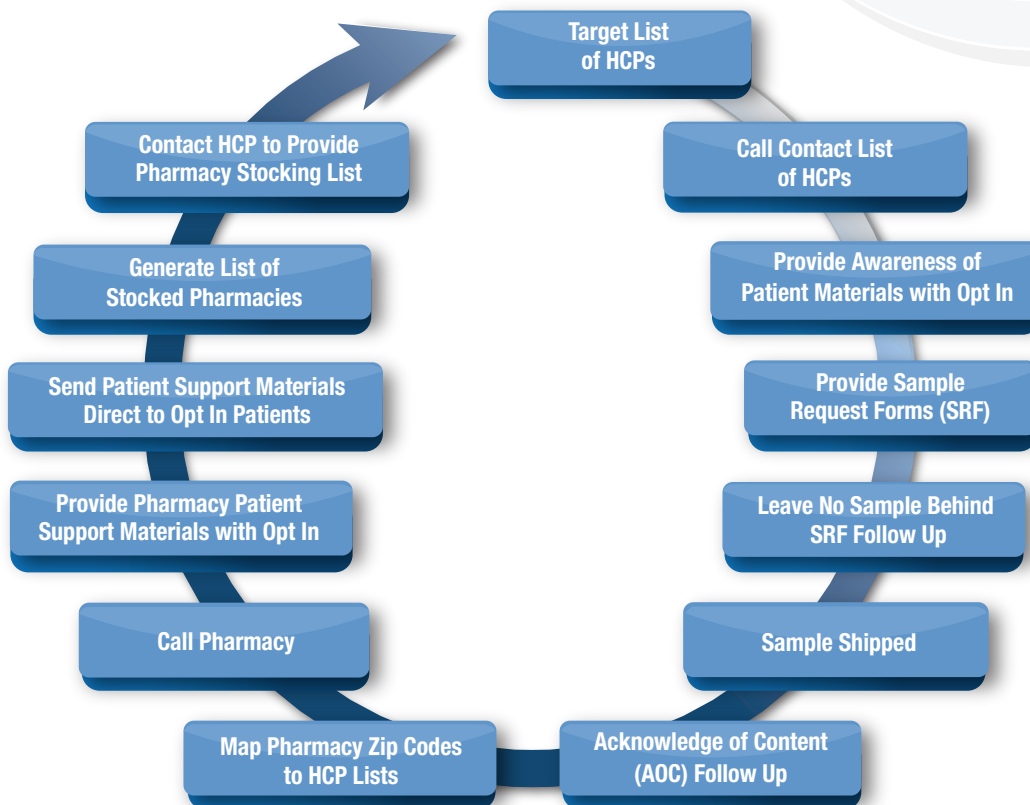


# Eliminating Gaps in Your Circle of Influence

## Circle of Influence

The objective is to ensure that at any point in the cycle:

1. HCP has the incentive to write a script for the product and distribute a sample.
2. The patient understands the benefits of filling their prescription, is directed to a stocked pharmacy, and receives the script as written.
3. The pharmacist understands the patient benefits and why they should stock and distribute as written.
4. The contact center then provides ongoing brand support to the HCP and patient, including a list of stocked pharmacies.



## Conclusion

If a pharmaceutical company is to continue to grow in a healthy way, it needs a customer focused, integrated contact center that holistically services the needs of everyone in the organization's Circle of Influence.

Furthermore, it should provide a two-pronged basis of operation that supports new product launches while maintaining an environment that allows existing products to thrive.

For maximum benefit, the contact center should:

- √ Directly integrate drug marketing and sampling services
- √ Extend the reach of the salesforce
- √ Create unique caring consumer experiences
- √ Eliminate the need for multiple vendors
- √ Ensure accuracy and consistency across all initiatives



## About Knipper

J. Knipper and Company, Inc. – the largest supplier of end-to-end samples management services to the U.S. pharmaceutical industry – operates a multi-million dollar, 175 seat Contact Center facility in Lawrenceville, NJ. This state of the art Contact Center is dedicated to serving the needs of the Pharmaceutical, Biotech, and Medical Device industries using a broad array of Call Center, Email, Fax and Online services.

The facility also includes Knipper's Patient Advocacy Center, managing patient assistance programs (PAP) and other HIPAA compliant patient related services. With nearly 30 years experience in the sampling vertical, and customers including many of the world's largest pharmaceutical and biotech organizations, J. Knipper and Company has become an authority in sampling services. Through the prism of Knipper's Vertical Authority, customers will be able to extend their investments in DTP, DTC, and Patient Assistance programs with access to one of the industry's most comprehensive full service Contact Center.

