

# THE ONLY FULLY-INTEGRATED SAMPLE MANAGEMENT PLATFORM

*For practitioners. For patients. For you. For life.*



*Sampling. For life.*

**SAMPLICITY**

*by Knipper®*

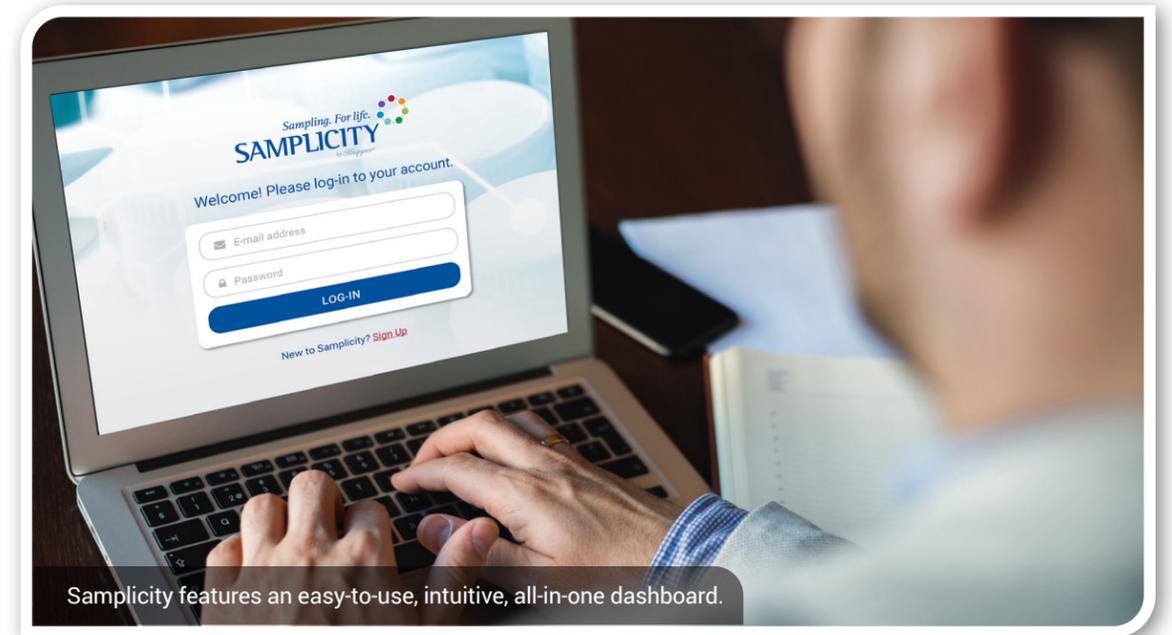




- ▶ **CLIENT FOCUS.**
- ▶ **PRACTITIONER LOYALTY.**
- ▶ **PATIENT SAFETY.**

*They're at the heart of Smplicity.*

Smplicity is our one-of-a-kind name for our one-of-a-kind suite of products, services and support, created to meet all of your sampling challenges. With Smplicity'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 you, your team, and your entire organization.



Smplicity features an easy-to-use, intuitive, all-in-one dashboard.

# Smplicity. 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 rule-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.



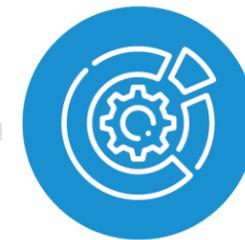
**Direct To Patient (DTPt)**

A compliant platform for practitioners to request samples to be sent directly to patients for those states whereby it is allowed.



**Sample Accountability**

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 rep outreach.

# PARTNERSHIP. For peace of mind.

More than three decades of experience has taught us to view everything from a client-centric perspective. That's the thinking behind Smplicity's spectrum of services and products. From day one, our dedicated team works closely with you to understand your strategic goals and objectives, developing a tailored program that satisfies your needs – as well as those of all your stakeholders.

*Today. Tomorrow. For life.*

Accredited. By VAWD.



Verified-Accredited Wholesale Distributors (VAWD) is an accreditation for pharmaceutical wholesale distribution facilities, which plays a key role in preventing counterfeit drugs from entering the United States drug supply. Knipper is proud and honored to display the VAWD Seal.

## GET IN TOUCH

Speak with a Smplicity solutions expert or schedule a demonstration.



**1-888-Knipper**  
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