



MARKETING SOLUTIONS & SAMPLE MANAGEMENT

Your pathway to healthier tomorrows.

Knipper®

Marketing Solutions & Sample Management

Leading the Way to Smarter Solutions.™



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SMARTER SAMPLING & HEALTHCARE MARKETING SOLUTIONS.

For more than thirty years, Knipper has been dedicated to creating industry-leading solutions that achieve our clients' goals and make life better for everyone. Our personal, consultative, client-focused approach results in innovative programs that deliver efficiency and success, and most importantly, improving the lives of patients.

Today, together with our valued client partners, Knipper is leading the way, developing smarter solutions that are shaping the promise of a brighter and healthier future.



- ▶ **Strategically Designed Programs**
- ▶ **Market Insight & Data-driven Performance**
- ▶ **Maximum Return on Investment**



IT'S SAMPLING. SIMPLIFIED. AND WITHOUT COMPROMISE.

As the only fully-integrated sample management platform, SAMPPLICITY's "one resource, one team, one point-of-contact approach," makes it simpler and easier than ever to achieve sampling success and "peace of mind" for practitioners, for patients, for you... for life



**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.

MARKETING SOLUTIONS & SAMPLE MANAGEMENT



▶ KNIPPER CONTACT CENTER

- ▶ State of the art, life-science-focused contact center
- ▶ Inbound, Outbound, IVR, and HIPAA compliant tele-services
- ▶ Serving healthcare providers, pharmacists, and patients
- ▶ Provides field sales support and corporate services



▶ DIRECT MARKETING SOLUTIONS

- ▶ Complete array of integrated multi-channel outreach & engagement tools and services
- ▶ Internal print facility backed by a broad network of suppliers that can accommodate virtually any requirement
- ▶ List generation services and approved AMA Database Licensee
- ▶ Data processing services including database management and file maintenance
- ▶ An approved AMA Database Licensee providing generation services



▶ SAMPLE FULFILLMENT & DISTRIBUTION

- ▶ Maintained under strict cGMP guidelines with FDA and DEA licenses to manage Rx and controlled substances
- ▶ Rigorous security protocols and an impeccable regulatory record
- ▶ Long-standing status as an FDA licensed re-packager and re-labeler
- ▶ Specialized order processing technology combined with the leading warehouse management system



▶ FIELD AUDITS, INVENTORY & CLOSE OUTS

- ▶ PDMA Audit and Inventory Management Services
- ▶ Highly Qualified Team of Inventory Specialists
- ▶ Comprehensive Audit and Inventory Management Services
- ▶ AIMS (Audit and Inventory Management System)
- ▶ MyAIMS Mobile

1-888-Knipper
(1-888-564-7737)

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THE KNIPPER FAMILY OF COMPANIES INCLUDES:

Knipper[®]3R

Third Party Logistics

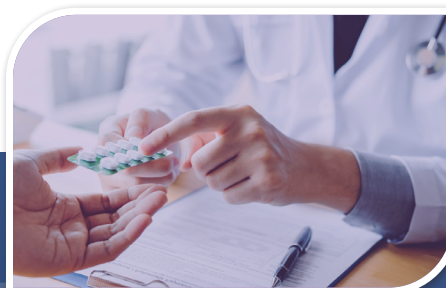


Fulfillment, warehousing and distribution possibilities. Realized.

- ▶ Industry-specialized order processing technology
- ▶ Temperature controlled environments with advanced monitoring systems
- ▶ Industry leading warehouse inventory management system
- ▶ 14,000 square feet of refrigerated warehouse
- ▶ Cold chain fulfillment and distribution
- ▶ FDA licensed re-packager and re-labeler
- ▶ cGMP guidelines compliant with FDA and DEA licenses
- ▶ Six Sigma principles and TQM philosophy

Knippe[®]R

Custom Pharmacy Solutions



The shortest distance between script and therapy.

- ▶ A highly nimble, patient-centric independent specialty pharmacy
- ▶ Serves the needs of the rare, orphan, and ultra-orphan drug categories
- ▶ Purpose-built to overcome the complex barriers to access
- ▶ Personalized patient education, assistance and support
- ▶ Specialty therapy and Patient Assistance Program (PAP) dispensing
- ▶ Alternative distribution, quick-start and bridge programs
- ▶ Integrated distribution services with full-spectrum of cold chain capabilities

JOIN US IN CREATING A HEALTHIER TOMORROW.



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