



## Pharmaceutical Promotional Product Sampling Programs

### The Challenge

A major pharmaceutical client had four over-the-counter drugs they wanted to promote with various marketing strategies. Three drugs are promoted directly to physicians and the fourth directly to consumers. The three drugs going to physicians are distributed via push shipments from purchased lists to physicians in selected markets.

### The Process

These three drugs for HCP promotion were awarded to Hibbert through an RFP. After working with these groups, the Consumer Promotion Manager came to us for our assistance with a new OTC product launch. This drug, promoted to consumers, involves fulfilling leads that came in via DR TV, advertisements and Web. In addition, the client needed support on packaging, label design and production.

### The Solution

- Product samples were stored in Hibbert's Sample Distribution Center (SDC) in our Delaware Worldwide Distribution Center. The SDC is a fully secure and temperature-controlled warehouse dedicated to the distribution of prescription (Rx) and OTC drug samples, veterinary drug samples and medical devices. The SDC in Delaware is certified by the FDA, DEA, and the State of Delaware to distribute Pharmaceutical product samples. Hibbert maintains individual licenses in all required states within the U.S. for drug sample distribution.
- For the HCP Sampling Programs, Hibbert works with each Brand Team on targeted segmentation strategies and list selections. Once targeted physicians are identified, Hibbert completes push distributions for each brand at predefined schedules throughout the year. Each distribution includes the drug sample; product literature; and coupons. For the consumer promotion program for the new product launch, this brand team requested support not only with fulfillment, but also with label design and shipping/packaging options for the free drug sample. Hibbert worked closely with the Promotion Manager to develop the label design and assisted with production of the labels as well as the shipping cartons. Once packaging production was completed, the team assembled the kit which included construction of the carton, product sample and literature, and fulfilled as leads came in from the various marketing channels.

### The Results

- Hibbert not only provided the client with regulated fulfillment of drug samples, but also assisted in the design and production of the packaging.
- Hibbert processed the leads and fulfilled the product samples in a timely manner even when the quantity spiked.

The client said, "I'm thoroughly impressed how quickly your team has been able to turn out the mailings! Thanks for all your support."

For more information on how Hibbert can help with regulated or product sampling programs, contact your Account Executive.