

# QPHARMA PULSE:

## WHERE INNOVATION MEETS INSIGHT



### EXECUTIVE LEADERSHIP MESSAGE

As we prepare to welcome a new year, we're taking a moment to reflect on the continued evolution of the life sciences industry, and the essential role that operational excellence plays in advancing patient care.

At QPharma, our fulfillment center is not simply a warehouse. It is a specialized ecosystem designed for accuracy, compliance, and seamless execution. QPharma has invested heavily in infrastructure that supports the increasing complexity of sample programs and product distribution.

Our clients rely on us for more than logistics; they rely on us for partnership. In an environment shaped by regulatory changes, shifting market dynamics, and elevated expectations for accuracy and speed, our goal is to help you move forward with confidence.

This edition of QPharma Pulse highlights emerging trends, regulatory priorities, and operational insights to support your planning for 2026. We hope these perspectives spark new ideas and strengthen the value we bring to your programs every day.

Thank you for your continued partnership. We look forward to another year of innovation, collaboration, and success.

Warm regards,  
**Lori Peters**  
Chief Operating Officer

### Looking Ahead: Operational Priorities for Life Sciences in 2026

The new year offers an opportunity for life sciences organizations to modernize processes and improve operational resilience. As the industry becomes more data-driven and regulation continues to expand, companies are prioritizing:

- **Compliance as a Competitive Advantage**
  - Safeguarding alignment with FDA, DEA, and state-level requirements is no longer reactive, it enables smoother audits, stronger partnerships, and enhanced trust.
- **Integration Across Digital Systems**
  - CRM, ERP, LMS, and fulfillment platforms must communicate seamlessly to reduce errors, accelerate decision-making, and improve program transparency.
- **Process Optimization & Workflow Efficiency**
  - Organizations are re-examining manual tasks, paperwork-heavy processes, and fragmented data systems to unlock time savings and greater accuracy.
- **Future-Proofing Supply Chains**
  - With increased focus on traceable sample handling, temperature-sensitive products, and segmented HCP engagement strategies, operational agility is paramount.

This year's planning cycle is an ideal moment to evaluate your internal processes, identify new opportunities for efficiency, and explore enhancements that elevate program performance.

[At QPharma, we believe in Client Success. Click here to learn more.](#)

#### Inside This Edition:

- Executive Leadership Message
- Looking Ahead: Operational Priorities
- Preparing for Q1 Transparency Reporting
- Strengthening Data Continuity
- Spotlight: Mike Strubbe

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## Preparing for Q1 Transparency Reporting

Preparing for Q1 transparency reporting can feel overwhelming, especially when balancing both Federal and State requirements. Federal and State transparency reporting, including ACA 6002 Open Payments and ACA 6004 sample disclosures, requires precise, validated data. As Q1 approaches, manufacturers should begin reviewing practitioner credentials, reconciling all 2025 sample and spend activity, and confirming alignment across CRM, field, finance, and fulfillment systems. Early preparation significantly reduces the risk of incompleteness, inaccuracies, and CMS file validation errors.

Whether you are managing ACA 6002 Open Payments or ACA 6004 sample reporting, the most effective way to ensure accuracy is to start early. Validate practitioner information, reconcile your year-end sample and spend data, and confirm data continuity across platforms and systems.

QPharma is here to support you through every step. Our Titanium<sup>®</sup> platform centralizes your practitioner validation and sample activity, and our Transparency Analysts help assemble complete, compliant reporting packages. If you are unsure about which regulations apply to your programs, or need help determining your reporting obligations; our subject matter experts are always available to provide guidance and walk you through the requirements.

## Strengthening Data Continuity Through Unified Platforms and Advanced Analytics

Maintaining true data continuity is increasingly challenging as sample requests originate from multiple channels, including CRM, email, fax, text, digital forms, and hand-carry interactions.

Titanium<sup>®</sup> centralizes every HCP-authorized request, ensuring that all data flows through the required PDMA and state-level validations before fulfillment, creating one consistent and compliant source of truth. This unified model eliminates data fragmentation, reduces manual reconciliation, and strengthens audit readiness; giving your team greater operational confidence and control.

For clients, the value extends even further. With QInsight™ layered on top of Titanium's consolidated data, you gain advanced analytics, real-time visibility, and customizable dashboards that support strategic brand objectives. QInsight™ enables you to monitor KPIs, identify trends, evaluate program performance, and turn operational data into actionable insights.

This data-driven approach helps brands optimize sampling strategies, improve targeting, and support smarter decision-making across your commercial ecosystem.



## Proactive Alerts:

The District of Columbia Department of Health has updated Pharmaceutical Detailer license renewals so that, starting in 2026, licenses will expire on the last day of the licensee's birth month and align with their birth year instead of expiring uniformly in February of even-numbered years.

[Click Here to Read More](#)

## Our Latest Blog...

Explore how modern kits improve outcomes and optimize sample distribution in our latest blog ***From Fulfillment to Impact: How Kitting Is Shaping Patient and HCP Engagement***

[Click here to see QPharma's full Blog Series](#)

## Save the Date: Fierce Pharma Engage | April 22 - April 24 2026 | San Diego, CA

QPharma is excited to announce that we'll be attending Fierce Pharma Engage 2026, an invite-only summit bringing together senior pharma marketing and commercial leaders for strategic collaboration and innovation. Join us as we connect with industry experts and explore cutting-edge engagement solutions. Check out our upcoming events:

[Click Here for More Information](#)

# QPHARMA PULSE:

## EMPLOYEE SPOTLIGHT – A LEGACY OF TRUST AND EXPERTISE



**Mike Strubbe**

**Managing Director - Samples, DTP, and Fulfillment**

With more than 25 years of experience in the life sciences industry, Mike Strubbe has been a trusted and respected force in pharmaceutical operations since the early implementation of the Prescription Drug Marketing Act (PDMA).

Mike began his career as an Analyst, developing a deep understanding of sample accountability at a time when the industry was defining the foundations of modern compliance.

Today, as Managing Director of Samples, Direct-to-Practitioner, and Warehouse Operations, Mike leads three of QPharma's most critical service areas. His clients consistently rely on his expertise, transparency, and ability to solve complex challenges, no matter how technical or time-sensitive.

What sets Mike apart is his determination to deliver. Whether it requires leveraging technology, engineering new workflows, coordinating cross-functional teams, or putting in the extra hours, Mike ensures that every program runs smoothly, compliantly, and with exceptional service.

His leadership, knowledge, and commitment make him a cornerstone of QPharma and an invaluable partner to the clients we serve.

[Learn More about the Leadership Team](#)

### What's your most important tip for success?

*"When faced with challenges, never say 'That's not my job.' Every problem is an opportunity to learn, innovate, and strengthen both yourself and your team." - Mike Strubbe*

### Top Trends Reshaping Sample Distribution in 2026

As life sciences manufacturers refine their commercial strategies for 2026, sample distribution is emerging as a focal point for operational innovation. Several forward-looking trends are reshaping how organizations plan, execute, and evaluate sampling programs in the coming year.

#### Intelligent Demand Forecasting Becomes Standard

Sampling strategies are shifting from reactive ordering to predictive modeling. Manufacturers are increasingly turning to analytics platforms to anticipate HCP needs, optimize inventory, and minimize waste.

#### Multi-Channel HCP Engagement Expands

With digital forms, remote detailing, rep interactions, and event-based kiosks all in active use, sampling programs must support flexible HCP preferences while ensuring consistent compliance across channels.

#### Greater Scrutiny of State-Level Licensing & Reporting

States continue to refine and expand distribution regulations, requiring teams to maintain stronger documentation and real-time audit readiness.

#### Acceleration of Digital Transformation

Electronic SRFs, automated reconciliation, and digital AOCs are becoming baseline expectations, especially as manufacturers work to strengthen data accuracy and operational speed.

#### Data as a Strategic Asset

Sampling data is increasingly viewed as part of a brand's competitive advantage. Integrating fulfillment data with advanced analytics helps teams monitor KPIs, understand engagement trends, and guide strategic allocation.

Looking ahead, the organizations that adopt technology-enabled, insight-driven approaches will lead the next chapter of sampling excellence.