

## CASE STUDY: Turning HCP Engagement into Real-Time Sample Fulfillment

### Background:

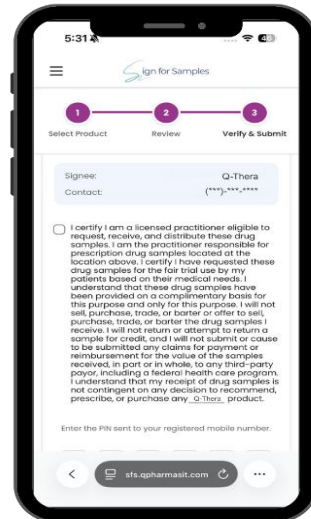
A mid-sized biopharma company identified a critical gap in its digital HCP engagement strategy. While text-based campaigns successfully drove engagement, they exposed a key limitation:

- Healthcare professionals frequently expressed immediate interest in product samples.
- No compliant way to fulfill requests in real time
- Follow-up required manual, delayed workflows.

### QPharma's Solution

Real-time, API-driven integration enabling compliant sampling within digital engagement channels

- Connects live HCP interactions to QPharma's sampling infrastructure
- Safeguards all requests meet PDMA and business rules
- Works across multiple engagement platforms



### How it Works:

**Engage → Request → Validate → Fulfill**

*Real-time validation provides compliant access*

### Impact:

- **Converts** engagement into immediate action
- **Captures** HCP intent at its peak
- **Eliminates** delays and manual follow-up
- **Expands** reach to new and hard-to-access HCPs
- **Improves** campaign performance and ROI



### Conclusion:

By connecting digital HCP engagement with QPharma's compliant sampling capabilities, the client closed a key gap, enabling real-time sample fulfillment at the moment of interest while maintaining full compliance.