

EXECUTIVE
MESSAGEJOHN CUNNINGHAM,
CHIEF COMMERCIAL OFFICER

EXECUTIVE LEADERSHIP MESSAGE

The way pharmaceutical companies connect with healthcare professionals (HCPs) continues to change rapidly. Today's HCPs are looking for interactions that feel relevant to their needs, provide meaningful information, and are easy to access across channels, whether through sales representatives, digital platforms, medical congresses, or educational programs. Success is no longer defined by the number of touchpoints, but by the quality and value of each interaction.

As engagement becomes more connected, commercial teams need to work closely across marketing, sales, medical affairs, and operations to create a consistent experience while maintaining compliance and data integrity. When these groups are aligned, organizations are better equipped to build trust, strengthen relationships, and support better outcomes.

Technology is an important enabler of this work. Advanced analytics, digital engagement tools, and integrated platforms help teams better understand HCP preferences and make more informed decisions about future interactions. At QPharma, we believe successful HCP engagement is built on a balance of innovation, compliance, and genuine customer focus. By combining actionable insights with operational expertise, we help clients develop strategies that deliver measurable results and lasting value.

John Cunningham

Chief Commercial Officer, Sales & Marketing

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Proactive Alerts:

Regulatory Reminder: California requires pharmaceutical companies to adopt compliance policies, set annual HCP gift limits, and disclose compliance commitments annually.

[Proactive Alerts.](#)

Our Latest Blog...

Five Warning Signs Your Sample Distribution Program Is at Risk

Five warning signs that may be putting your pharmaceutical sample distribution program at compliance and operational risk.

[Click Here to Read the Full Blog.](#)

WHERE INNOVATION MEETS INSIGHT**Five Commercial Metrics Every Pharma Brand Team Should Track**

In today's increasingly data-driven environment, successful pharmaceutical brands rely on more than activity metrics alone. The ability to measure engagement, identify trends, and optimize commercial strategies depends on tracking the right performance indicators. As omnichannel engagement continues to evolve, five metrics stand out as particularly valuable for brand teams.

**1. HCP Engagement Rates**

Understanding how healthcare professionals interact with your programs, content, and field teams provides a clear view of overall engagement and helps identify opportunities for stronger outreach.

2. Digital-to-Order Conversion

Measuring how often digital interactions lead to sample requests or other desired actions helps assess the effectiveness of marketing campaigns and digital engagement strategies. ([QPharma Pulse Newsletter Vol. 3](#)).

3. Sampling Effectiveness

Sampling remains a critical engagement tool, but organizations should evaluate more than distribution volume. Tracking utilization, ordering patterns, and program outcomes provides deeper insight into overall impact and return on investment.

4. New HCP Adoption

Monitoring the number of first-time healthcare professionals entering your engagement ecosystem helps gauge market expansion and the effectiveness of outreach initiatives. ([QPharma Pulse Newsletter Vol. 3](#)).

5. Repeat Engagement

Sustained interactions often indicate stronger relationships and greater program value. Measuring repeat participation, recurring orders, and ongoing engagement can help identify loyal audiences and future growth opportunities.

By focusing on these metrics, brand teams can move beyond activity tracking and gain actionable insights that support smarter decisions, stronger customer relationships, and more effective commercial execution.

WHERE INNOVATION MEETS INSIGHT**Regulatory Compliance in Pharma Manufacturing: Preparing for the AI-Enabled Future**

Pharmaceutical manufacturing continues to evolve as companies adopt increasingly sophisticated digital technologies, automation, and artificial intelligence. While these technologies can improve efficiency, identify potential quality issues, and support more informed decision-making, they also introduce new considerations for regulatory compliance.

At its core, compliance remains grounded in data integrity, process control, documentation, and the ability to demonstrate that systems consistently perform as intended. The FDA continues to emphasize reliable and accurate data as a fundamental component of CGMP compliance (U.S. Food and Drug Administration).

AI adds another dimension to this equation. Manufacturers considering AI-enabled systems must evaluate how models are developed, trained, tested, monitored, and maintained, and how changes to those models may impact validated processes. The FDA's recent draft guidance on AI emphasizes a risk-based approach to establishing confidence in AI models used in regulated contexts (U.S. Food and Drug Administration).

For manufacturers, the path forward is not simply adopting AI but implementing it within a strong quality and validation framework. Organizations that integrate AI governance, risk-based validation, and data integrity into their digital strategies will be better positioned to innovate while maintaining compliance and protecting product quality.

Recent Updates:

We are continuing to enhance QPharma's platform with new features and usability improvements:

- **Integration Announcement** → New engagement channel capabilities create additional pathways for engaging and supporting healthcare professionals. [Click Here for more information](#)
- **Request a Representative Visit** → New HCP portal engagement tools help connect healthcare professionals with field representatives when support is needed.
- **Order Journey & HCP Insights** → Greater home office transparency and visibility for every requested order, from submission to completion.
- **eCatalog Learning** → Expanded training resources help teams stay informed, compliant, and prepared to support evolving program needs. Reach out for more information.
- **QUniversity** → Sales and field representatives have 24/7 access to training, immediate certification, and required credentialing courses that help them stay ahead of jurisdictional requirements and continuing education needs. [Click here: QUniversity](#)

Questions about these enhancements? Reach out to your Client Success team for more information.

SHAPING SOLUTIONS & ELEVATING TEAMS**Ali James**
Digital & Social Media Marketing

We would like to highlight one of QPharma's newest team members, Ali James. She is already making an impact in her role as Digital & Social Media Marketing Associate. A recent graduate of Saint Joseph's University, where she earned a degree in Pharmaceutical & Healthcare Business, she joined QPharma in May 2026 after gaining valuable experience through marketing internships and leadership roles.

In her short time with the company, she has contributed across multiple marketing channels, including email campaigns, social media content, website updates, newsletters, and event support. She's particularly proud of introducing SEO and keyword monitoring initiatives that help the team stay connected to industry trends and conversations.

What stands out most to her about QPharma is the supportive culture. "Everyone is willing to help each other succeed," she shares. "I've learned so much from colleagues across different departments."

Outside of work, she enjoys spending time outdoors with her fiancée and pets, tackling creative DIY projects, and playing board and card games with family and friends.

Her advice for anyone starting their career at QPharma: **Don't be afraid to ask questions, build relationships, and embrace opportunities to learn.**

“ Starting my career at QPharma has given me the opportunity to combine creativity and strategy while learning from a team that's always willing to support and share their expertise. ”

**SAVE THE DATE**

Join the QPharma Team at These Upcoming Industry Events

[Click Here for More Information](#)

- **October 7-9:** The 34th Annual Sharing Conference
 - QPharma Presents: Flexible, Aligned, and On the Go: New Pathways for HCP Sampling Engagement
- **October 13-14:** 7th Annual Thought Leader Liasion Engagement Summit