



Santarus, Inc. Case Study

Santarus, Inc. is a specialty pharmaceutical company focused on acquiring, developing and commercializing proprietary products that address the needs of patients treated by gastroenterologists or primary care physicians. Santarus markets the first and only oral immediate-release PPI approved by the FDA, ZEGERID® (omeprazole/sodium bicarbonate).

BUSINESS CHALLENGE

Pharmaceutical sampling is a key education and marketing tool employed by Santarus. With core competencies in the acquisition, development and marketing of their pharmaceutical products, Santarus turned to Unyson Logistics to manage the transportation of samples to the sales force and relies on Unyson's expertise to support compliance with PDMA requirements governing shipment and delivery of samples. The specific goals for the Unyson Logistics / Santarus partnership are:

- **Supply-chain visibility**
- **Sales force accountability**
- **Highly-responsive customer service**
- **PDMA compliance**

UNYSON SOLUTION

Since 2004, Unyson Logistics has supported Santarus' growth through the effective management of their pharmaceutical sample delivery program. Unyson has developed a customized web application which provides Santarus complete, real-time shipment visibility. To enhance supply-chain transparency and communication, Unyson Logistics has developed unique technological solutions in order to work with another Santarus sample distribution partner.

Unyson Logistics' custom reporting tools have taken the time and stress out of managing the sample delivery process. With reports provided to Santarus personnel on a schedule of their choosing, delayed shipment acceptance can be identified at a glance and quickly resolved. These tools allow Santarus to focus on its primary business objectives.

Santarus also benefits from Unyson Logistics' industry-leading customer service practices. Whether by phone, email or fax, the Santarus customer service team provides prompt, effective responses to all sample shipment and delivery inquiries.

Together, Unyson Logistics and Santarus have created a PDMA compliant sample delivery program which continues to support their growth strategies with state-of-the-art technology and outstanding customer service.