



## BD Medical

### Diabetes Care Automates Sales Process and Reporting System with palmOne-driven Mobile Solution from CyberCat

BD Medical – Diabetes Care manufactures a wide variety of medical devices, such as insulin injection devices and blood glucose monitoring systems that are dispensed to end users by pharmacists. In Canada, BD Medical – Diabetes Care supplies a range of diabetes-related products to over 6000 pharmacies across the country including Shoppers Drug Mart, Jean-Coutu, Uniprix and Lawtons.

#### The Challenge

BD Medical's Diabetes Care Unit was looking to establish a new reporting system for its 25 sales representatives across Canada to enable them to quickly and accurately document daily visits with healthcare professionals and pharmacies, while also allowing regional managers a means to easily monitor activity, competitive reports, track spending and obtain valuable information for key pharmacy personnel such as phone and fax numbers and emails. Until recently, the company had no reliable reporting or sales tracking system in place. Some BD reps used their own PDAs to keep track of sales visits, while others opted to record what they sold on paper. All reps had to fill out claim forms manually. Overall, the process was not very user-friendly and lack of follow-up amongst sales reps was evident, time-consuming and not very effective.

Realizing the organization needed to update its reporting system, BD Medical – Diabetes care searched for an affordable solution that would reliably track staff sales and daily activities. After looking at various mobile devices, the company met with CyberCat, a software developer in Québec City, who proposed a mobile solution using palmOne handhelds.

#### The Solution

CyberCat developed a customized application for BD that runs on the Tungsten T3 by palmOne, a powerful handheld that includes a high-resolution colour screen, 400Mhz Intel XScale processor, 64MB of RAM and built-in Bluetooth wireless connectivity. All 25 sales reps across Canada are now using the handhelds to capture data in the field quickly and accurately.

BD sales reps service five to six pharmacies or healthcare professionals each day, selling a wide-range of diabetes care products such as syringes and blood glucose monitors. The reps use the T3s during each visit to input information on what products they sell, to fill out claim forms, and to quickly view and recall important information such as sales transactions from previous visits. Each night, the sales reps introduce their new data to the company's central repository via a smart synchronization engine developed by CyberCat so that managers are able to view sales reports the next day.

"As a sales tool, the palmOne handhelds have been phenomenal," explains Côté. "Our reps can walk into a pharmacy and have all essential information in the palm of their hand; everything from contact names and notes to what products they sold during past visits. The handhelds also work really well as a call reporting tool, as sales managers can now retrieve the information needed directly on a secured web interface, which they couldn't do before."

In addition to using the handhelds as a sales and reporting device, sales reps are also using them as a competitive analysis tool. Each month, all sales reps download the latest industry market share data and use this information to strategically go after new business and to leverage with existing customers. "It's a big value-add for our sales reps to have this information at their disposal," explains Côté.

"We needed a solution that our sales force could quickly understand and use in the field immediately," says André Côté, sales manager for Eastern Canada, BD Medical – Diabetes care Unit. "CyberCat delivered on all fronts, as the palmOne handhelds meet our needs perfectly - they are light-weight, easy to use, have a large screen, an extremely fast processor, and even have Bluetooth capabilities for future wireless use."

#### Benefits

- ▶ The palmOne handheld solution is an important sales and call reporting tool for sales representatives and managers.
- ▶ BD Medical – Diabetes care sales process has been completely automated, as sales reps no longer need to carry big files or have a paper trail.
- ▶ Significant time-savings for sale reps as they can now quickly and accurately input call reports, fill out claim forms, and capture data in the field.
- ▶ The palmOne handhelds allow sales managers to have a quick eye view of sales reports, market trends, and which stores are top sellers.
- ▶ Sales staff more efficient, increasing overall productivity.
- ▶ Streamlined information sharing between sales reps and managers.
- ▶ Cost-effective, mobile solution.

#### Contact Information

- ▶ CyberCat  
[www.cybercat.ca](http://www.cybercat.ca)
- ▶ Becton Dickinson  
[www.bd.com](http://www.bd.com)
- ▶ palmOne  
[www.palmOne.com/ca](http://www.palmOne.com/ca)