

From books to 2 in 1 convertibles

Bilim Pharmaceuticals replaces brochures with convertible devices to improve the quality of presentations and data capture when meeting doctors



"We chose devices based on the Intel® Atom™ processor for its energy efficiency because we need up to eight hours of usage in a day and our own research shows that the Intel Atom processor can deliver this. The best thing about the 2 in 1 convertibles is the way they enable mobility and support both old and new apps."

*Kerim Azizlerli,
Marketing Director,
Bilim Pharmaceuticals*

The representatives from Bilim Pharmaceuticals struggled to answer all the questions they received in their short encounters with doctors, and couldn't accurately capture information from them either. By tossing out the brochures and using 2 in 1 convertible devices, they have been able to improve their presentations of the latest medications and feed more data into the customer relationship management (CRM) system in real time.

Challenges

- **Improve data capture.** Bilim Pharmaceuticals' reps were updating the customer relationship management (CRM) system at home after brief meetings with doctors, sometimes days later, resulting in data loss.
- **Increase flexibility.** Pharmaceutical reps reliant on brochures can only talk about the medications covered in those brochures when they meet with doctors.

Solutions

- **2 in 1 convertibles.** Bilim Pharmaceuticals replaced its printed brochures with Samsung ATIV* 2 in 1 convertibles, based on the Intel® Atom™ processor.
- **Cloud-based CRM.** The new custom Mobilim* app by TCM enables reps to access data on doctors and sales presentations while gathering meeting data in real time.

Technology Results

- **Mobile updates.** The 3G-enabled convertibles enable reps to update the CRM system in real time, without having to wait until they reach a Wi-Fi or wired connection.
- **Battery performance.** Bilim Pharmaceuticals found, from its own research, that the devices powered by the Intel Atom processor can deliver a working day's worth of battery life.
- **Old and new.** The Microsoft Windows* 8-powered devices support existing apps, as well as the new apps Bilim Pharmaceuticals needs.

Business Value

- **Deeper insight.** Bilim Pharmaceuticals captures more than 10 variables about doctors in the meetings.
- **Improved timeliness.** The company can access real-time reports that capture the latest data gathered at meetings between reps and doctors.
- **Better presentations.** The presentations can be more easily tailored to doctors' needs and are more engaging.

Snatching seconds of a doctor's time

In most countries, doctors face many competing demands for their attention. Following changes in the healthcare system in Turkey, doctors are now seeing twice as many patients, so when they want to learn about the latest treatments, it can be hard to find time to meet with pharmaceutical companies. They might be able to spare just two minutes for an unscheduled meeting with a company rep, or only 30 seconds between consultations in the emergency department.

For companies like Bilim Pharmaceuticals, Turkey's third largest pharmaceutical manufacturing and

distribution concern, that can be a huge challenge.

"In the old days, a typical medical promotions sales representative used to carry a bunch of printed materials about our products to the doctors and pharmacists, with a well-thought-out topic of discussion in mind," said Kerim Azizlerli, marketing director, Bilim Pharmaceuticals. Besides being cumbersome, this process meant that pharmaceutical representatives could only discuss the efficacy or side effects of the medications in the brochures they were carrying that day. They often couldn't answer doctors' questions, which might refer back to a treatment presented in a previous encounter, or even by a different representative.



Bilim Pharmaceuticals chooses Intel® Atom™ processor-powered convertibles for their energy efficiency

The representatives were required to document the meeting within three days in the CRM system using a standard desktop or laptop PC at home. The report noted which medications were presented to whom and whether samples were provided, among other details. This process was prone to error, though, because representatives misremembered details of the encounters, or attributed them to the wrong meetings. That's not surprising when a representative typically undertakes 500 meetings a month.

Poor data capture was a significant problem for the company. Bilim Pharmaceuticals needed a new approach that would enable real-time data capture so that it could gather dependable information it could use to improve its treatments and service to doctors.

Going digital

Bilim Pharmaceuticals equipped its representatives with Samsung ATIV 2 in 1 convertibles, based on the Intel Atom processor and running Microsoft Windows 8. A 2 in 1 with an Intel Atom processor offers the best of both worlds, a laptop and tablet in a single device. The instant-on technology and touchscreen provide rapid and convenient access to information during sales presentations. The device can be converted to a laptop so representatives can use the dockable keyboard to write up reports of their meetings.

"Our main aim is to use the 2 in 1 convertibles to enable our reps to make interactive presentations to the doctors," said Azizlerli. "Our partner TCM developed a Microsoft Windows 8 app called Mobilim,

which connects to our cloud-based CRM database and enables our reps to create a presentation tailored to the doctor's needs."

Using the app, the rep can choose a doctor from today's visit plan and see information about the doctor, their location today and any previous visits. Presentation materials, created by the marketing team, are predownloaded onto the app, and can be filtered according to the doctor's specialty and profile. Reps can also call up information on other medications as requested by the doctor in the course of the meeting. During the presentation, the app stores information such as the topics presented and the amount of time the doctor spent asking questions. At the end of the session, reps have the option to add notes.

A touch of convenience

Azizlerli said: "Using a touch-enabled interface is really easy and user friendly for the reps, which is essential because they only have a few minutes with the doctor and must work quickly. Our reps love the battery performance, big screen, and easy-to-use interfaces. They say that the 2 in 1 convertible is a great tool that helps them to work a lot more effectively in the field. We chose devices based on the Intel Atom processor for its energy efficiency because we need up to eight hours of usage in a day. Our own research shows that the Intel Atom processor delivers this. The best thing about the 2 in 1 convertibles is the way they enable mobility and support both old and new apps."

The 2 in 1 convertibles provide 3G network access, so the data can go straight into the CRM database,

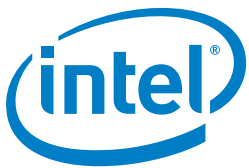
Lessons Learned

With the new solution, Bilim Pharmaceuticals is growing the depth and breadth of its CRM data in real time and tailoring the company's promotional sales activities on a daily basis. Since representatives no longer need to write reports in bulk, they can invest the time saved from this routine activity into visiting new customers or expanding their knowledge of the company's products.

from where it is transferred to a Microsoft SharePoint* site for reporting purposes. Using the Microsoft Power View* tool, Bilim Pharmaceuticals can produce detailed reports in real time.

"The 2 in 1 convertibles are helping us to increase the quality of our presentations and generate more data that we can use to improve our strategic planning," said Azizlerli. "Using them, we can increase the meeting length by drawing the attention of the doctor with the interactive and tailor-made presentations. We can also cut our brochure printing costs and better segment our customers by capturing more than 10 variables about doctors in the meetings."

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