



INNOCUTIS Brings Control And Visibility To Prescription Drug Sales With SugarCRM®



Customizations by Sugar Partner DynPro Deliver Dramatic Time Savings and Support FDA Compliance

INNOCUTIS develops therapies and medical devices focused on the treatment of dermatological conditions. With a Sugar solution customized by SugarCRM partner DynPro, INNOCUTIS has realized dramatic time savings for the field sales force and headquarters' administrators. Custom modules for sample management, entertainment spending, and time sheet tracking have eased the burden on sales reps while supporting FDA compliance and increasing visibility throughout the sales cycle.

Business Challenges

As a small pharmaceutical company that relies on prescription drug sales for the majority of its revenue, INNOCUTIS had tried a number of CRM systems to bring visibility and control to its sales process. "When we decided to take on a new CRM system, we were in the Dark Ages," recalls Genee Mayne, Director of Sales Operations for INNOCUTIS. "We'd tried everything. So we were back to Excel spreadsheets because we hadn't found anything that could meet all our needs for tracking and administration and suit a variety of end users. And, as a former sales rep, I can tell you sales reps aren't good with spreadsheets."

The standard prescription drug sales model doesn't include deal closing and lead tracking in the traditional sense. "Our revenue is generated by third parties—physicians—

who prescribe our drugs," Mayne continues. "Prescription data is tracked at the pharmacy and we buy that data. I prioritize the data based on a doctor's prescription activity and provide a target list to sales reps in the field. I tell them which dermatologists are important, high to low," notes Mayne. "And this is done once a year. Doctors very seldom change their prescribing habits."

To meet the unique requirements of the company's business, especially the data flow of its sales process, INNOCUTIS wanted a flexible system that would be quick to deploy and easy to customize with advanced reporting capabilities that could provide insight into sales performance.

The Solution: Sugar Professional

By her own estimate, Mayne saw 25 to 30 CRM system demos before choosing Sugar. "As the demos went along, Sugar was always the one I liked," Mayne recalls. "I liked that Sugar would fit well with the entrepreneurial nature of our company. And Sugar had the flexibility to meet the needs of computer savvy users and those that weren't."

For customization, INNOCUTIS turned to SugarCRM partner DynPro, a firm with prior pharma experience. DynPro customizations included modules for sample management, entertainment spending, and a time sheet for tracking sales rep activity. "I needed the time sheet so I could see what the sales reps were doing," Mayne says. "I wanted see how many calls a rep

“ The Sugar sample management module really makes a difference. It's very easy to use and the reps really like it. It's a huge improvement over what we were doing before.”

Genee Mayne, Director of Sales Operations, INNOCUTIS

made and how many days he was in the field.”

The INNOCUTIS sample management module allows the company to comply with the FDA’s prescription drug marketing act (PDMA) guidelines. “Under PDMA guidelines, if we give a sample to a doctor, the doctor must sign and take possession of it because it is a prescription product,” Mayne explains. “Whether it’s a trade or a sample, every prescription product has to be documented.” Likewise, revisions to the Sunshine Act require organizations to account for every dollar spent on a physician. “If I’m a sales rep and I’m bringing Dunkin’ Donuts for the physician’s staff, I have to track that,” Mayne continues. “At the end of the year, I aggregate every dollar spent and post it on a federal website.”

Business Benefits

The flexibility and ease of customization that Sugar offers has streamlined every step in the INNOCUTIS sales process—saving time for reps in the field and across the functions that Mayne oversees from headquarters. Before Sugar, sales reps were often overwhelmed trying to keep track of calls, samples, and entertainment expenses and, in the process, lost hours that could have been spent nurturing customer relationships.

“It not only saves time,” stresses Mayne, “but drama. For sales reps, there’s no more hunting for information. You can just go to your transaction list and see exactly what you did.”

“From an administrative point of view,” concludes Mayne, “Sugar has minimized time spent on the annoying and tedious. I have two assistants that look after the administrative side of Sugar who really like it. And we find errors much more quickly and can bring them to the attention of the sales reps. It’s really improved accountability.”

About INNOCUTIS

INNOCUTIS is a pharmaceutical and medical device company specializing in the development and commercialization of therapies and devices focused on medical treatment of dermatological conditions. INNOCUTIS’ current products consist of an established portfolio of branded prescriptions as well as a novel surgical device for skin closure.

About DynPro

A member of the DynPro global group of companies, DynPro delivers customized SugarCRM solutions that integrate your existing customer data with back-office solutions to create a dynamic CRM experience that is both efficient and affordable. Using enterprise-level business analysis to better understand client needs, DynPro is able to find the CRM solution that is best for you. With expertise in vertical solutions in the pharmaceutical and real estate industries, DynPro is able to provide state of the art horizontal options such as disconnected mobile sales force automation. For further information, please contact solutions@dynpro.com

Company Profile

Headquarters: Charleston, South Carolina

Founded: 2000

Company Description: INNOCUTIS is a pharmaceutical and medical device company that develops therapies and devices focused on the treatment of dermatological conditions.

Website: innocutis.com

Solution: Sugar Professional

Solution Partner: DynPro

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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