

# CollaGenex Pharmaceuticals



## Technology Makeover: CollaGenex Pharmaceuticals Streamlines Sales Calls with the Fujitsu LifeBook P1510

- Challenge:** Educate doctors about new medical treatments, track drug samples and document sales calls.
- Solution:** Provide sales representatives with Fujitsu LifeBook P1510 notebooks, which can be used as notebooks or tablets PCs.
- Benefits:** CollaGenex sales representatives make professional presentations from virtually anywhere and account for drug samples with electronic forms. They spend less time on administrative tasks and more time meeting with doctors.

“The Fujitsu LifeBook enables our sales representatives to walk into doctors’ offices and make effective, professional presentations from anywhere. Mobility is key considering that sales reps often meet with doctors while standing in a hallway between appointments.”

- **Jeff Cantor, Director of Sales Operations for CollaGenex Pharmaceuticals**



Sales reps are partnered with Fujitsu LifeBook convertible notebooks which they can use as a Tablet PC while meeting with doctors, and converted to a traditional notebook with a keyboard for typing.

CollaGenex Pharmaceuticals, Inc. specializes in developing and marketing medical therapies for the dermatology market. In July 2006 the company launched Oracea™, the first FDA-approved orally administered treatment of rosacea, a common skin disorder. Meanwhile, CollaGenex is in Phase II clinical trials of a new acne treatment, Incyclinide, and is developing a topical compound to treat redness associated with rosacea and other skin disorders. In addition to its proprietary therapies, CollaGenex markets three other dermatology products, Pandel®, Al cortin™ and Novacort™.

### **CollaGenex sales representatives needed a mobile solution to educate doctors about new treatments and track drug samples**

CollaGenex Pharmaceutical sales representatives meet with as many as a dozen different doctors a day to inform them about new products, relay questions to the company’s medical experts and drop off samples. Sales reps often meet with doctors between patient appointments, in hallways and near sample cabinets, and are limited to only a few minutes. “You need to be effective and clear in a short amount of time,” says Kristi Lake, CollaGenex sales representative in Washington D.C. and Northern Virginia.

Until recently, making a professional presentation under these circumstances was a challenge for even the most experienced sales representatives. Paper sales aids were costly to print, difficult to update, and cumbersome to carry. Two years ago the company licensed the Call Activity Tracking System (CATS) from Synergistix Inc., a sales force automation and customer relationship management technology firm specializing in the life sciences industry. CollaGenex also equipped its sales force with Fujitsu LifeBook® P1120 notebooks and put many of its sales aids in electronic format. While this was a great improvement over the old-fashioned paper brochure, it was not the ideal solution for making a professional presentation. “It was a little awkward to have two of us standing in front of a notebook looking down,” says Lake.

A second challenge came with distributing samples to doctors. The Food and Drug Administration requires that sales representatives obtain doctors’ signatures and keep detailed records of the samples they distribute. Until recently, CollaGenex reps tracked these samples using paper forms, a time-consuming and error-prone process. The introduction of CATS and the LifeBook P1120 notebooks eliminated the paper forms and allowed sales reps to capture doctors’ signatures electronically by signing the laptop’s touchscreen. But, again, this wasn’t the ideal solution. “Notebooks can be clumsy when you’re passing them over to people for signatures,” says Cantor.

### Fujitsu LifeBooks are versatile, portable and reliable travel companions

In early July 2006, CollaGenex equipped its 70 sales reps with LifeBook P1510 convertible notebooks running Microsoft® Windows® XP Tablet PC operating system. CollaGenex wanted a device that could be used as a Tablet PC when sales reps met with doctors but could be easily converted to a traditional notebook with a keyboard for typing. “Other companies don’t offer more than one or two Tablet PC choices,” says Cantor. “Fujitsu is the tablet company, and has been for far longer than anyone else.”

CollaGenex introduced the new LifeBooks to its sales reps at the same sales meeting it introduced its new product Oracea™. “We wanted the added effectiveness of these LifeBooks at a time when reps would be making more calls,” says Cantor, adding that the sales representatives were extremely receptive to the new technology. “They saw the benefits as soon as they sat down and worked with the screen.”

Weighing in at just 2.2 pounds, the LifeBook makes an unobtrusive travel companion for reps who spend their days going in and out of doctors’ offices and do most of their presentations on their feet. With the LifeBook in tablet mode, reps use the stylus to navigate electronic brochures, which are easy for doctors to see on the flat 8.9-inch touch-screen display.

The device’s stellar battery life has been a boon for sales reps, who turn on their LifeBooks first thing in the morning and use them throughout the day. “There has never been a situation where the battery has run out or the computer has failed while I’m on sales calls,” says Lake.

### Less time on administrative tasks; more time educating doctors about new products

Gone are the three-ring binders stuffed with sales aids. Sales reps can scroll and click through presentations, which are published as Flash animations and Adobe Portable Document Format and PowerPoint documents. These electronic brochures don’t need to be printed or shipped, and they are far easier to update than paper brochures. “We don’t have to worry about tracking down old brochures either,” says Cantor. “Everything on the screen is up-to-date.”

Using the Tablet PCs and the CATS solution from Synergistix, sales reps also have an efficient and reliable means to account for drug samples, says Cantor. Now reps can pull up electronic authorization forms, which doctors sign using the stylus. “They’re handing the doctor a ‘pen’ to sign with,” says Cantor. “It’s much more professional.” At the end of the day when reps sync their LifeBooks, these forms are automatically sent to the CollaGenex database.

Yet another benefit of the LifeBooks is in how reps can relay questions to CollaGenex’s medical panel. “It is against the law for sales reps to talk about ‘off label’ topics,” says Cantor. If doctors have a question that is not addressed in the printed material, they need to speak with someone on CollaGenex’s medical panel. In the past, doctors needed to call or write CollaGenex medical experts directly if they had technical questions. “Now, when I feel there is a question I can’t answer, I type in the exact question, ask the doctor to confirm it’s correct and have him or her sign off on it,” says Lake. The question is sent to the home office when Lake syncs her computer, and a response is sent to the doctor via regular mail within three days.

The full notebook and tablet PC functionality make the LifeBook P1510 the ideal mobile companion for sales representatives in the healthcare industry.





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At the same time the LifeBook P1510s have solved these key challenges, they have streamlined virtually every aspect of the sales representative's job. Sales reps use their LifeBooks to map their routes, review notes from previous sales calls and document sales calls after they take place. "We've noticed that reps are reporting more calls more thoroughly and transmitting that information more quickly," says Cantor. "This is especially important with the launch of a new product, where we are interested in the day-to-day accounting of their sales activity."

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Finally, with less time needed on administrative activities, sales reps have more time to spend educating doctors. "This device has helped them do the paperwork they need to do during the course of the day," adds Cantor. "At the end of the day they can go home, sync that information and go on with their lives."