

CompoundRM - Provider and Visit Management Solution for Compounding Pharmacies

CHALLENGE

Potter's House Apothecary was expanding into new lines of business and its old system of paper marketing logs was no longer adequate to support that growth.

SOLUTION

Potter's House Apothecary selected Syncsite to implement Infor CRM and CompoundRM, a solution developed specifically for compounding pharmacies.

RESULTS

Reps now have access to all details of their accounts from their mobile devices. Geotagging upon check in validates each visit. Data analysis tools uncover new opportunities and trends. Service levels have improved through comprehensive issue tracking.



Designed and developed expressly for compounding pharmacies and their sales teams, CompoundRM leverages the award-winning Infor CRM platform and incorporates the features, functionality and work-flow processes you need to build and maintain a successful, responsive and nimble operation.

CompoundRM is accessible by your field sales reps on their mobile devices, and by your office team through an on-premise or hosted model. With CompoundRM, you can better monitor and manage the activities of your mobile sales force, track communications with practitioners, trace issues through resolution, and forge stronger relationships with your customers.

ON THE ROAD

Portable and Efficient

- CompoundRM travels with your sales reps.
- Accessible from any mobile device.
- Integrated mapping function enables reps to easily plan their routes and visits.
- Full contact management functionality and Outlook integration helps reps organize and manage their visits and workload.

Capture Visit Details

- A quick check in function geotags the visit.
- Capture notes and results of the visit, including

CompoundRM Can Grow Revenues and Improve Service Levels:

- Capture visit information in real time
- Utilize maps and driving directions
- Gain visibility into market penetration
- Track issues related to providers
- Build strong customer relationships
- Access full reporting and analytics

- expenses incurred, issues, questions and follow ups.
- CompoundRM updates in real time.
- Build strong customer relationships.
- Enter and track relationship-building details such as staff members' names and meal preferences.

AT THE PHARMACY

Full Practice Visibility

- Gain full visibility into practice and provider relationships, including notes, visits, calls and activities.
- Track complete details of practices and practitioners including specialties, interests and prescribing history.
- Robust security enables you to control all areas of access.

Monitor Visits

- View multiple calendars to monitor field activity and visit planning.
- Generate reports and analytics surrounding visits, including penetration, outcomes and effectiveness.
- Receive real-time updates from sales reps.

Boost Service Levels

- Enter and monitor issues through resolution.
- Send and track communications with providers.

CompoundRM - Provider and Visit Management Solution for Compounding Pharmacies (continued)

POTTER'S HOUSE

"We're seeing tremendous success that we can directly attribute to Infor CRM and CompoundRM." Amber Swaney, Director of Sales and Marketing

MORE

For more information on any of our products or services please visit us on-line at: www.syncsite.net and follow us via: [LinkedIn](#) [Facebook](#) [Twitter](#)

CAPTURE SITE VISIT DETAILS

- Reps check in at each site using location services on their mobile devices.
- View names, preferences, issues and history.
- Add activities, tasks and appointments.
- Maps and driving directions boost efficiency.
- Record expenses.

TRACK PRACTICE AND PROVIDER DETAILS

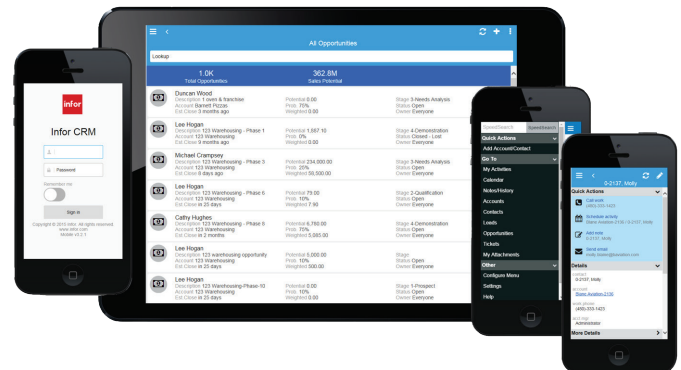
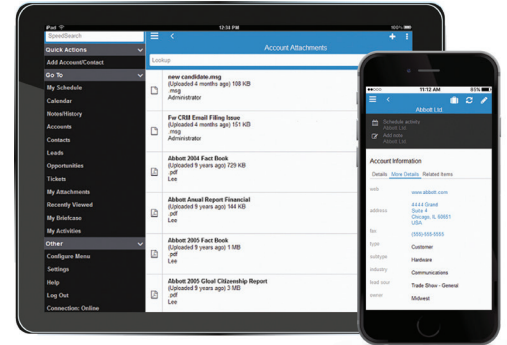
- Complete contact management functionality.
- Capture full details surrounding each practice and provider.
- Fields are customizable to match your business.

ACTIVELY MANAGE ISSUES

- Create and track issues related to practitioners, practices, patients and prescriptions.
- Issues appear on reps' dashboard.
- Monitor actions and resolutions.

ACCESS ACTIONABLE ANALYTICS

- Analyze visits for effectiveness, penetration and frequency.
- Customize reports to meet specific requirements.



About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Field Service Management (FSM), Business Intelligence (BI) and Marketing Automation (MA) solutions. Syncsite empowers companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



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