



kayentis

The best of both worlds

# SUCCESS STORY

SALES

So intuitive to collect data  
So effective to share information

## THE KAYENTIS SOLUTION, A MANAGEMENT TOOL FOR SALES REPRESENTATIVES

### FRESENIUS MEDICAL CARE France



With more than 30 years' experience in research, development, distribution and services dedicated to the treatment of kidney disease, today FRESENIUS MEDICAL CARE is recognized for its

**experience in products and services designed for treating chronic kidney disease by dialysis. FRESENIUS MEDICAL CARE operates 2,470 care facilities worldwide that treat more than 190,000 patients.**

The goal of FRESENIUS MEDICAL CARE is to **continuously improve the quality of life of its patients and develop innovative treatment methods.**

**Background:** Fresenius Medical Care France is organized in Business Units that are specialized by product line. Mr. Redouane Taamma, Director of the Home Therapy BU, wants to **implement efficient management tools** allowing him to **manage the day-to-day work of a pluridisciplinary team** in the field and to **access information in real time allowing management of the activity.**

**Solution:** Mr. Taamma chose to implement the Kayentis solution, based on the Digital Pen & Paper technology. **Kayentis equipped each of the company's employees with a digital pen and a "Center" binder** allowing them to **quickly and intuitively write up their visit reports and send back all data from their activity to headquarters in real time.** In addition to its being **efficient and practical**, the Kayentis solution is a **time-saver** for Fresenius Medical Care.

**KAYENTIS is the #1 publisher and operator of digital pen and smart paper solutions for the healthcare industry.**

These solutions, based on the KAYENTIS Digital Pen & Paper platform, combine the best of the physical and digital worlds: a very simple collection method (paper and pen) that offers the highest data reliability, plus all the advantages of electronic management (real-time data access, precise timestamping, audit trail features, alerts, and transmission of relevant information to each stakeholder).

Today, KAYENTIS solutions have been successfully deployed in **50 countries for more than 50,000 patients.**

KAYENTIS is a member of the MEDICEN, Lyon Biopôle, Pennsylvania BIO and BIO New Jersey clusters. KAYENTIS is an Anoto Platinum Partner, Oracle Partner and HP Solution Business Partner.

**Find out more at [www.kayentis.com](http://www.kayentis.com)**



KAYENTIS is one of the leading world partners of **ANOTO**, and is certified Anoto Platinum Partner.

### BENEFITS

- Efficient management of pluridisciplinary roaming teams
- Real-time information exchange and activity monitoring
- Collaborative solution: data sharing among all personnel at the office of a single customer
- Decision aid for efficient activity management

# SUCCESS STORY

## SALES

### TESTIMONIAL

#### Redouane Taamma

Fresenius Medical Care Medical Director

“ The solution proposed by Kayentis is perfectly suited to monitoring pluridisciplinary teams in the field. It allows me to obtain information daily on the activity of my team. **As a real collaborative solution, it facilitates information sharing among all personnel at the office of a single customer** ”

Experience and insight allow KAYENTIS to deliver relevant responses to its customers' needs. The Kayentis solution, based on Digital Pen & Paper technology, was tailored to the main challenge faced by Fresenius Medical Care: to manage a team of sales representatives remotely based on their visit reports. Below is a review of the solution, hailed unanimously at Fresenius Medical Care.

#### A customized solution for real-time data sharing

A digital pen and a "Center" binder were made available to the members of the "Home Therapy" field sales team. The "Center" binder consists of an "Administrative information" divider containing a presentation of the institution, a "Center" divider covering the center's activity, and a "Visit follow-up" divider allowing employees to enter all the information on their monthly visits.

In addition, the **Report'form** application, a secure Web portal, **makes the data available in real time** (image of paper forms completed with digital pen), as soon as the pen is placed in its inkwell. Multiple user profiles can be configured with different rights based on the login and password. The sales representative can **view the form and correct and / or confirm the data** for which writing recognition is requested. Redouane

Taamma can obtain **an overview of the activity or a fine-grain vision** using **a filter system**: view per zone, view per center, etc. In addition, **data export features** allow the generation of dashboards that help to manage the activity.

#### Unanimous support for an intuitive, easy-to-use solution

**Practical, innovative and modern**, the Kayentis solution has great appeal. With its paper form and digital pen, **the method is simple, universal, and doesn't require a change in work habits**. It is a **reporting tool for every moment** that means sales representatives will not experience daily report writing as an annoyance. After a day of visits, they just place the pen in the inkwell and all the information is sent to headquarters.

**The intuitiveness of the solution has made it unanimously popular at Fresenius Medical Care**, as Redouane Taamma certifies: "The teams were reticent but were **quickly won over by the ease of use** of the tool. **Understandable immediately**, it only required one day of training for the users". He continues: "Soon after its deployment, the user **support rate reached 100%**".

#### A collaborative and scalable solution

With real-time data exchange, Redouane Taamma has a **clear and precise vision of his team's activity**: "I was looking for a simple and non-constraining solution for my employees that would allow them to implement formalized and efficient reporting", explains Redouane

Taamma, who then states: "**I was won over by the Kayentis solution. It met all my requirements in every way.**"

But its potential doesn't stop there, as Redouane Taamma is well aware: "The scalability of this solution allows us to consider **decision aid features**. The data extracted from the sales representative reports can feed daily into our center monitoring business applications. This will give us real-time access to information on activity monitoring per zone, which greatly facilitates decision-making."

The scalability of the solution allows us to think about other modules tailored to the specific needs of Fresenius Medical Care.

**The challenge was therefore met successfully for he who said, when the Kayentis solution was first implemented: "For me it is critical to obtain these reports daily in order to efficiently manage the activity of the Business Unit I am in charge of". More than just a means of collecting information, the Kayentis solution is a real sales aid that allows sales representatives to focus on their core business: sales.**

A solution you'll be hearing more of...

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