



CUSTOMER PROFILE

- Switched from Salesforce.com to Dynamics CRM Online
- Grew from 9 to 20 users in 6 months
- Customized Dynamics CRM to meet changing needs
- Imported monthly sales data
- Used Business Process Flows



① THE CUSTOMER

Medicure is a specialty pharmaceutical company founded in 1997 which currently has 20 full-time employees. Medicure has raised over \$140 million and focused this investment on the advancement and clinical development of cardiovascular drugs. Medicure's highly mobile sales team focuses on US commercial sales of its FDA approved small molecule, AGGRASTAT. They implemented Dynamics CRM with Prophet Business Group in August of 2014.

② THE CHALLENGES

Medicure was using Salesforce.com and entering a period of rapid growth. They had identified some changes they wanted to make but didn't have the resources or support to make them within the current CRM. They were looking to develop a standardized sales process and leverage industry data in a way that made it usable for their highly mobile sales team.

"Because it was a solution we were not entirely happy with, we were not using it like we should be," says Emily Martin, National Sales Manager with Medicure. "So it was hard to see how our outreach, sales, were directly impacting our business and how our individual reps were performing."

Without the resources or support to make the changes their growing required the team at Medicure was spending time brainstorming workarounds instead of taking their compelling product to market. They needed a system that could be adapted to fit their needs and a partner with the ability to make it a reality.

“Prophet has been a terrific partner. They promptly reply to any questions or concerns and are truly experts in their field.”

Emily Martin, National Sales Manager
MEDICURE

③ THE SOLUTION

“We were wanting a new solution and researched [Dynamics CRM] online. When we learned there was a local Microsoft partner we were thrilled,” says Martin.

Medicure decided to move from Salesforce.com to Microsoft Dynamics CRM Online. The deciding factors were the degree of customization available in Dynamics CRM and the presence of a local partner capable of making those customizations. Medicure was also able to leverage some of the unique features of Microsoft Dynamics CRM.

Specifically, they implemented Business Process Flows – a feature new to Dynamics CRM 2013 – to manage the complex process by which US hospitals make drug buying decisions. Medicure also customized the system in order to import monthly sales data and make it available to the entire sales team.

“[Dynamics CRM] was a truly unique product for us – we were able to build it specifically to our needs, or rather share what our needs were and Prophet built it for us,” says Martin.

④ THE RESULTS

“Not only has Prophet’s solution streamlined processes, enhanced our productivity, and increased efficiencies, but the solution also came with cost savings,” says Martin.

Since the implementation of Dynamics CRM, Medicure has seen sales of AGGRASTAT rapidly expand across the US. The number of users in Medicure’s CRM has grown from 9 to 20 in less than six months and strategic sales decisions have benefitted from the improved reporting and business intelligence provided by Dynamics CRM.

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