

About Maisha Medical

Founded in 2012, with the aim of becoming the leader in the advanced wound care industry, Maisha Medical has become a significant health care partner to the State Hospitals and Clinics since its inception. Internally, the company has a proud tradition of being a people-focused company, whilst externally Maisha Medical has a customer-centric policy. Having now built long-term relationships in the wound care market, Maisha Medical's reputation and sales have grown exponentially year on year in the State Sector of South Africa.



Maisha is the exclusive distributor to market, sell and distribute Drawtex Hydroconductive wound dressings into the State Sector in South Africa, and certain African countries. This dressing, manufactured by Beier Drawtex Healthcare, a South African manufacturing company, is an international brand with a design patented in 54 countries, as the leading product in the field of advanced wound care.



Challenges

Maisha has a small team of around 13 Sales people who are in the field for at least 90% of their time. In South Africa alone they have mobile sales staff who visit government hospitals and clinics nation-wide, from the North West Province to the tip of Africa.

Maisha Med Office manager Johan Minnie says each sales person is given a considerable sum per month to sustain their activities within their regions. These funds, issued as 'Petty Cash', is used for fuel, accommodation, hospital events and general expenses. "Our challenges were two-fold: did they visit the correct hospital, and are the expense claims being used appropriately," he says.

Nick Tyolo, the company's National Sales Manager, says he needed to see where his sales team was, which hospital were they at, how long they spent there, and what orders could materialise from the visit.

Order taking in the Public /State sector is not easy as while the ward staff and doctors may need specific dressings, all orders have to go through a Government-approved procurement system. "But if we know a specific unit has an urgent need for, say, burn dressings, we can follow up with the procurement officers to expedite the order. I need to know this information and to check my team is really visiting the customers as required," Tyolo says.

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Results

"Since introducing Econz Timecard GPS, we have not only saved on fuel and expenses, but we can spot a fraudulent claim immediately," says Minnie. Maisha's reps must be out on the job very early each day, either before or by 8am. This is due to doctors doing their rounds in the early mornings, and the sales people need to be there at the hospital to catch what is needed by whom. "So expense claims for food, say, in the late afternoon are suspicious. Now I can see exactly where the rep went after the hospital, if she went shopping, picked up an expensive take out meal, and what else was purchased, where and how long was spent shopping," he says. Working in the State medical sector regularly includes wound clinics where treats are provided afterwards, and the activities and claims along those lines are easily approved. "We can even pick up fraudulent claims for fuel – if the rep is driving a car (and we know them all) that has a 60 litre fuel tank, a claim for 120 litres at the same petrol station at the same time, means a second vehicle is involved!"

Each sales person has a tablet with the Econz Timecard GPS system on it, so anyone who switches it off while on the job, or is at the wrong hospital, or not out in the field at all will be tracked to within 10m of where they should be.

"Tracking our staff has given us real peace of mind," says Sales Manager Tyolo. "We now know they have definitely visited the correct place at the required time, and sent us a sales report about product needs. We can see they are on the job, have taken the best route, and are there long enough from when they clock out."

Timecard GPS has delivered:

- Staff tracking
- Accurate Time and attendance records
- Reduced fraudulent claims
- Saved on fuel costs
- Increased sales productivity

Minnie sums Timecard up: "It works perfectly for us and has delivered everything we wanted, even log books are now on time and automated."

Maisha Med and Beier Drawtex Healthcare will be working as one organisation from 1 March 2017. This takes them into the retail space of non-government medical practitioners and private clinics. As Beier is also an Econz customer, the transition will be simple and poises the company for growth.



For more information on ECONZ Wireless visit www.econz.co.za or call us at +27 (0) 10 500 9637