

# Case Study

## Colgate-Palmolive Company

### Colgate uses Cardiff TeleForm to streamline the creation of clinical research forms.

At Colgate-Palmolive, effective, accurate clinical research is essential for new dental product development. For many years, the Colgate Technology Center in Piscataway, New Jersey, tolerated its limited and rigid OMR document processing system because the number of clinical trials and participants using the system remained relatively small.

Colgate used a third-party vendor to create its OMR forms, which meant it had little opportunity to adapt and refine the design. After the data was collected from the dentists, Colgate would have the forms processed by a university-based OMR scan system, which also meant little control over how the data was interpreted.

The process was expensive and time-consuming, but there was little impetus to change until Colgate developed a new global focus that involved a significant increase in OMR-based clinical activity. Suddenly, Colgate found itself with several ongoing short and long-term clinical studies involving dentists from around the world working with from 150 to 4,000 patients and submitting tens of thousands of forms.

Colgate selected Cardiff® TeleForm® along with a Kodak DS 3500 scanner. Once the forms are received from the dentists, they are scanned and read, and the extracted data is automatically exported to Microsoft Access.

For Colgate, the most attractive feature of TeleForm is the ability to precisely control the look and feel of forms. By having this control in-house, a form that meets the specific needs of each study can be quickly developed.



Just as important, when TeleForm’s built-in functionality does not support a specific requirement, the system is flexible enough for Colgate to develop a workaround. For example, on one specific 8½” x 11” form that contained over 700 bubbles, Colgate required the value to appear in the bubble, but also needed the value to be non-sequential and larger than TeleForm supported. By understanding the full flexibility of the software, Colgate created the form exactly as required. By understanding the system, Colgate was also able to take a novel approach to printing two-color forms.

Finally, because Colgate now controls the data in Microsoft Access, its OMR data management system now meets the requirements of the FDA and the American Dental Association, including integrating the data with demographic information. This control also means that final reports can be produced within days of trial completion instead of the months required by the old method.

#### Customer at a Glance

**Colgate-Palmolive**

**Industry:** Medical

**Application:** Clinical studies

**Challenge:** Improve form design and data quality to better track effectiveness

**Solution:** Cardiff TeleForm, Kodak DS 3500 Scanner, Microsoft Access

#### Results:

- More timely, accurate data
- Freedom to precisely control form design to meet the specific needs of each study

“...we did not enjoy the full potential of information capture until presented with a better way using TeleForm.”

Amy Brozgold, VP and CFO of the WW Group

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