

## 16<sup>th</sup> TROPHÉES CEGEDIM

### RECOGNITION FOR THE TOP PHARMACEUTICAL INDUSTRY PLAYERS IN 2010



Paris, May 28, 2010 – Cegedim, a global technology and services company specializing in the healthcare field, yesterday awarded its 16<sup>th</sup> annual **Trophées** awards. The 17 awards handed out this year in nine categories recognize excellence among sales and marketing teams and pharmaceutical industry decision makers.

Organized every year since 1995, the **Trophées Cegedim** awards have highlighted the most dynamic and innovative individuals, medications and companies of the past year in the fields of Marketing, Market Research, Sales Force and Management.

These awards are a motivating force for pharmaceutical industry teams, particularly at a time of shifting business models in the sector and heightened competition.

The 2010 winners were chosen based on the votes of pharmaceutical industry players and surveys conducted by Cegedim, an industry-standard supplier of tools in the areas of CRM and medical sales representation, audit and competitor monitoring, sales statistics, prescription analysis and performance measurement.

The **16th Trophées Cegedim** ceremony was presided by Dr. Philippe Leduc, CEO of the Press and Publishing division of UBM Medica France, a medical and professional specialist Press.

#### WINNERS OF THE 16<sup>TH</sup> ANNUAL TROPHÉES CEGEDIM PHARMACEUTICAL INDUSTRY AWARDS:

##### Marketing Awards

#### ■ AWARDS FOR “*THE PREFERRED VISUALS FOR PHARMACISTS*”

Voting process: Internet survey of a panel of 250 pharmacists.

Winners:  
- **ENDOTELON** from **SANOFI-AVENTIS**  
- **ACTIFED** from **MC NEIL SANTE GRAND PUBLIC**  
- **CITRATE DE BETAÏNE** from **BRISTOL-MYERS SQUIBB**

Presenter: Mrs. Marie-Hélène Bonnaud (**RNP**, CEGEDIM subsidiary)

**RNP**, National Promotion Network, is the unrivalled advertising reference in chemists and pharmacy-led retail outlets. Its mission is to arrange window displays, manage the sales area and carry out surveys.

#### ■ “**BEST SCREENPUB SCREEN**” AWARD

Voting process: Telephone survey of 200 physicians using ScreenPub screensavers.

Winners: - **WYSTAMM** from **BOUCHARA RECORDATI**  
- **AVAMYS** from **GLAXOSMITHKLINE**  
- **EUCREAS** from **NOVARTIS PHARMA**

Presenter: Ms. Alexandra Rimaud (**MEDEXACT**, CEGEDIM subsidiary)

A specialist in promotional efforts other than medical sales visits, **MEDEXACT** distributes advertising campaigns on physicians' screensavers through its ScreenPub offering.

### Market Research Awards

#### ■ AWARD FOR THE “**BEST CITY CENTER LAUNCH**”

Voting process: Trophée given based on a joint analysis of indicators from *CSD Promotion*, *Veille concurrentielle* and *Patient Data* of general practitioners and cardiologists.

Winners: - **RASILEZ** from **NOVARTIS PHARMA**

Presenter: Mr. Bruno Sarfati (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

**CEGEDIM STRATEGIC DATA (CSD)** is one of the main players in the field of market studies for the health industry. With over 35 years' experience in this sector and present in 58 countries, CSD offers a wide range of services and solutions adapted to its customers' needs.

#### ■ AWARD FOR THE “**BEST HOSPITAL MEDICAL REPS PERFORMANCE**”

Voting process: Trophée given based on a joint analysis of indicators from *CSD Promotion* and *Veille concurrentielle*.

Winners: - **ERBITUX** from **MERCK SERONO**

Presenter: Mr. Bruno Sarfati (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

#### ■ AWARD FOR THE “**BEST PERFORMANCE IN GENERAL MEDICINE**”

Voting process: Analysis of 30,000 general practitioners responding to the Icomed surveys.

Winners: - **JANUVIA** from **MSD-CHIBRET** and **XELEVIA** from **PIERRE FABRE MEDICAMENT** (co-marketing)

Presenter: Mrs. Marianne Ferrand (**ICOMED**, CEGEDIM subsidiary)

**ICOMED (CEGEDIM CUSTOMER INFORMATION)** measures the preferences of doctors for the products they prescribe while evaluating the size and profile of their clientele. In France, more than 50% of doctors in 19 specialist areas declare their prescription preferences to Icomed.

#### ■ AWARD FOR THE “*BEST SPECIALIST PERFORMANCE*”

Voting process: Analysis of 50,000 specialists (32 specialties) responding to the Icomed surveys.

Winners: - **CYMBALTA** for **LILLY** and **BOEHRINGER INGELHEIM** laboratories (co-promotion)

Presenter: Mrs. Marianne Ferrand (**ICOMED**, CEGEDIM subsidiary)

#### ■ AWARD FOR THE “*BEST HOSPITAL PERFORMANCE*”

Voting process: Analysis of 30,000 hospital specialists responding to specific hospital Icomed surveys.

Winners: - **BARACLUDE** from **BRISTOL-MYERS SQUIBB**

Presenter: Mrs. Marianne Ferrand (**ICOMED**, CEGEDIM subsidiary)

### Sales Force Awards

#### ■ “*CRM*” AWARD

Voting process: awards given to pharmaceutical companies receiving the most online votes between March 24 and April 24, 2010, using a “CRM Award” survey conducted in partnership with Visite Actuelle based on three criteria:

- medical reps team management quality,
- quality of CRM tools and medical sales tools used by sales forces,
- quality of client information used by sales forces.

Winners: - **ASTRAZENECA** laboratories  
- **SANOFI-AVENTIS** laboratories  
- **DAIICHI-SANKYO** laboratories

Presenter: Mr. Philippe Hamon (**CEGEDIM DENDRITE**, CEGEDIM subsidiary)

**CEGEDIM DENDRITE**, with 200,000 users in more than 80 countries, is the world leader in CRM (Customer Relationship Management) for the pharmaceutical industry, with high added value solutions such as Mobile Intelligence or TEAMS and the OneKey database, the world reference file for health professionals.

## Top Manager Awards

### ■ AWARD FOR “*PHARMACEUTICAL MANAGER OF THE YEAR*”

Voting process: This award is given to the pharmaceutical manager receiving the largest number of online votes between March 22 and April 22, 2010, from pharmaceutical industry participants.

Winner: **Emmanuelle Quiles, Chairwoman of PFIZER in France**

Presenters: Dr. Christian Deleuze (Chairman of **DAIICHI SANKYO France**)  
Mr. Jean-Claude Labrune (Chairman and CEO of **CEGEDIM**)

**About Cegedim**: Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 million in 2009. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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