



PRESS RELEASE

Cegedim Insurance Solutions and B2V launch the "B2V Prévention" online preventative health program

An innovative new service for insurers

Boulogne-Billancourt, June 7, 2017

Cegedim Insurance Solutions, an industry leader in the health insurance market, has been chosen by social protection provider B2V to develop an online preventative health service for employees in the insurance sector.

Individuals and companies are paying more attention to preventative healthcare issues than ever before. Employees are looking to limit their health risks and improve their quality of life by - among other things - cutting back on tobacco use, eating less junk food, and getting active.

A productive, complementary partnership for preventative healthcare

The B2V Group has decided to offer employees in the insurance sector an online wellness platform where they can find the best ways to stay healthy every day. To carry out the project, B2V decided to team up with [Cegedim Insurance Solutions](#), an experienced provider of preventative health solutions such as [MyWellnessPartner](#) and [MyHospitiPartner](#). The partnership enabled B2V to capitalize on the professionalism of a healthcare industry leader. Every bit of content listed on the site has been verified by a panel of health industry professionals and experts.

"Software publishers, service providers, healthcare professionals and insurers all want to promote prevention efforts to help patients and policyholders get healthy and stay healthy, and to help companies get the most out of their employees. Thus, we have partnered with B2V to co-create a digital services platform that will be useful to the target audience in their everyday lives," underlines [Pierre-Henri Comble, Marketing and Client Development Director at Cegedim Insurance Solutions](#).

"An online preventative health offering is more than just a way to stand out. Our main goal is to work with the companies and groups in the Insurance sector to promote preventative health to their employees in a corporate setting, in keeping with the blueprint laid out by the industry's employee representatives. With Cegedim Insurance Solutions, we have managed to create a tool that meets that goal," notes [Christian Marie, Employee Welfare Manager at B2V](#).

A comprehensive service that insurers can personalize with a range of value-added tools and content

"B2V Prévention" is more than just an electronic assistant. It lets HR Directors at Insurance sector companies and groups offer their employees a wellness planning tool that enhances their quality of life at work and substantially improves their health:

- Fill out a detailed profile for personalized recommendations, with questions on six topics, including nutrition, sleep, exercise, tobacco use and technology;
- Get access to e-coaching exercise plans and guides;



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SIREN 350 422 622
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- Sync connected wearables such as watches and wristbands in order to monitor physical activity;
- Peruse the latest information put out by Action Sociale B2V on assistance, retirement, the science of memory, and more.

The B2V Prévention site, financed entirely by B2V Group member Crepsa Action Sociale, is now online at: <https://prevention.b2v.fr>

The site is open to the 120,000 insurance-sector employees whose social protection benefits are managed by B2V Group.

This full-service online tool is designed to complement the assistance and services that B2V Group offers to companies and employees: retirement planning workshops, personalized preventative healthcare plans, help and practical advice for home improvements, support for family caregivers, etc.

About Cegedim Insurance Solutions:

The Cegedim Insurance Solutions Business Unit includes all of the Group's solutions and services for insurers, mutual insurers, social welfare institutions and intermediaries through its Cegedim Activ, Activus, Midway, Cetip (SP santé and iSanté third party payment) and iGestion entities. This unit brings together competencies across the entire chain of information sharing between healthcare professionals, insurance organizations and managers of compulsory and supplemental insurance plans. Cegedim Insurance Solutions is an industry leader in software and services for the personal insurance market in France and internationally, with €2.9 billion in benefits paid, 43 million beneficiaries, 230,000 healthcare professionals in network, and 400 million data flows processed annually.

To learn more: www.cegedim-insurance.com

And Follow Cegedim Insurance Solutions on Twitter : [@CegedimIS](https://twitter.com/CegedimIS) and [LinkedIn](#)

About Cegedim:

Founded in 1969, Cegedim is an innovative technology and services company in the field of digital data flow management for healthcare ecosystems and B2B, and a business software publisher for healthcare and insurance professionals. Cegedim employs more than 4,000 people in 11 countries and generated revenue of €441 million in 2016.

Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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