

## **Cegedim Relationship Management offers Life Sciences companies a comprehensive approach to their transparency needs**

Recent changes to the UK and Dutch pharmaceutical industries' codes of best practices, and the proposal of a French-style "Sunshine Act" by the Health Ministry in June, herald a new regulatory framework in Europe for pharmaceutical and medical equipment companies. Because of these advances, companies will be hurrying to set up an internal mechanism for reporting and publishing all of their payments to health industry players to comply with these new prerequisites.

**Paris, July 14, 2011** – Following the US's lead, certain European companies are updating their ethical requirements and adopting new regulatory measures aimed at disclosing all compensation and agreements between companies and entities in the healthcare sector information. Preliminary provisions call notably for the reporting of all payments to physicians. This new regulatory environment will force companies to speed up implementation of an internal mechanism for incorporating, consolidating and publishing all such spending.

[Cegedim](#), the expert in CRM and Compliance solutions, offers companies innovative solutions that allow them to comply with the new ethical requirements and new regulatory obligations with respect to transparency. The world leader by market share for solutions that track aggregate spending data for Life Sciences industries, according to a recent report by IDC Health Insights (June 2011), Cegedim Relationship Management has led the way in this field. In 2006 it launched its [AggregateSpend360™](#) tracking and reporting solution in the US. Building on initiatives by certain US states, a new federal law now requires pharmaceutical and medical equipment companies to report and publish all payments and benefits provided to physicians (Sunshine Act).

The trend has now moved to Europe, where 93% of biopharmaceutical industry managers believe that regulatory compliance will present a major challenge in Europe over the next three years ([Cegedim Relationship Management report of November 2010](#)). In France, the project to reform the system governing healthcare products – including a French-style Sunshine Act – is set to be announced by early August at the latest so that Parliament can take it up in the fall.

### **Total, global visibility to guarantee compliance**

Cegedim Relationship Management offers sector companies its expertise in meeting these new transparency requirements.

*"To respond timely and appropriately to the new Transparency requirements, companies will necessarily need to align their internal processes to develop a unified view of all spend data to every individual or organization they do business with. By combining the best of our solutions, data and services, we are providing the Life Sciences industry with the first available fully integrated system in Europe to effectively manage current and upcoming reporting and disclosure requirements",* says Guillaume Roussel, VP, Compliance Solutions EMEA from Cegedim Relationship Management

Implementing a compliance process at a Life Sciences company is complicated because of the numerous information sources to be tallied within organizations, which notably include compensation and agreements at the international level. The strong global presence of Cegedim Relationship Management and its global databases of healthcare experts and

professionals give our clients a critical advantage.

Lastly, implementing the compliance process calls for more cross-cutting organizations and a harmonization of all available data, notably with respect to reference systems for clients and expenditures. Cegedim Relationship Management helps usher clients through this process. Its solutions give managers in the pharmaceutical and medical equipment industries a comprehensive vision and exhaustive traceability of their ties and spending with healthcare professionals, and facilitates regular reporting of this data to regulatory bodies.

### A complete range of transparency solutions and services

Cegedim Relationship Management thus proposes solutions and services designed to handle every aspect of transparency projects:

- Unique expertise in managing and integrating client and spending data ([AggregateSpend360™](#) paired with [Nucleus360™](#));
- A global database of professionals and organizations updated daily ([OneKey®](#));
- A ready-to-use platform for aggregating operating expenditures ([AggregateSpend360™](#) web solution);
- Proven experience in executing transparency projects;
- Daily assistance with technical and business-specific issues.

Cegedim Relationship Management's experience in the field and its expertise have won the trust of 25 Life Sciences clients in the US, including 15 since the start of the year, giving French companies a renowned partner.

*About  
Cegedim  
Relationship  
Management:*

Cegedim Relationship Management is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Relationship Management enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: [www.cegedim.com/rm](http://www.cegedim.com/rm).

*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 8,500 people in more than 80 countries and generated revenue of €927 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: [www.cegedim.com](http://www.cegedim.com).

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