

## **CEGEDIM STRATEGIC DATA (CSD) LAUNCHES NEW WEBSITE**

**Paris, June 24, 2010** – Cegedim Strategic Data, leading provider of integrated healthcare research, is pleased to announce the launch of its new website [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com). The new redesigned website is more dynamic and easy to use.

The website features a public section open to all online visitors and a dedicated client section. This site was updated to facilitate the delivery of reports and studies to pharmaceutical companies via online access.

This site now has a dedicated client area, where each pharmaceutical company has direct online access to their completed studies and reports which have been uploaded by CSD.

Pharmaceutical companies also have access to a specific CSD Promotion application (Verbatim) where they can make a query and download directly a report with the messages physicians recall during the Medical Representative's visit. This report assists them to determine if their marketing strategy is having the desired impact.

Other new features include increased interactivity, a regularly updated news section with the latest CSD product developments, improved client Newsletter section, and a career section covering all of CSD's branches worldwide.

Bruno Sarfati, CSD CEO declared: *"This new website gives a comprehensive overview of CSD's unique product portfolio, and provides clients with a secure service to access CSD's research solutions."*

### **About Cegedim Strategic Data:**

CSD is a leading Market Research company dedicated to the healthcare industry and operating in more than 60 countries.

With over 36 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs.

To learn more, please visit our website: [www.cegedimstrategicdata.com](http://www.cegedimstrategicdata.com)

**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)

## Media inquiries

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