

Publicis Touchpoint Solutions Implements Cegedim's Territory Alignment and Multichannel Marketing Solution, Organization Manager™

Leading Provider of Healthcare Teams Now Better Prepared for Changing Industry Requirements through Operational Flexibility Enabled by Cegedim Integrated Solution

Bedminster, NJ – February 24, 2014 – [Cegedim Relationship Management](#), a technology, information and services company delivering innovation to help transform commercial, compliance and medical operations in U.S. healthcare, today announced that [Publicis Touchpoint Solutions](#) will implement Organization Manager™, Cegedim's territory alignment and multichannel marketing enablement technology, which will intensify their operating flexibility to better serve their Life Sciences clients. Organization Manager will also serve as the integration hub and engine that connects several of the company's systems, enabling the enhanced management of more than 2,500 U.S. sales, service, and clinical representatives. Publicis Touchpoint Solutions, is a leading provider of customized, cross-channel, healthcare sales, service, and clinical teams.

Suppliers Challenged with Meeting New and Increasing Customer Demands

Resulting from ongoing changes in the Life Sciences industry, companies such as Publicis Touchpoint Solutions, must remain extremely agile in order to meet their customers' requirements. Life Sciences companies are making more frequent, increasingly strategic and rapidly changing demands of their suppliers. This is due to the trend toward better optimized brand projects, and the continued prevalence of mergers and acquisitions horizontally across global Life Sciences. These new and increasing customer needs are challenging companies like Touchpoint to more effectively and proactively recruit and align sales representatives, recalibrate teams in the field, and preemptively and predictively address changes in customer demand, multi-stakeholder allocation, and multichannel execution. Cegedim's Organization Manager is the only solution on the market that gives companies like Touchpoint this level of integrated flexibility, as well as the stakeholder and channel multiplicity needed to meet these next generation customer requirements.

Publicis Touchpoint Solutions' entire U.S. organization will now be a part of a flexible and dynamic model of representatives that can pivot across territories, districts, products, channels, stakeholders and practices. Organization Manager acts as the:

- **Hub** integrating Touchpoint's recruiting tool, contract management tool, and other internal systems across all stakeholders and channels.
- **Rules engine** consuming changing demand, and incorporating data from multiple departments and systems, maintaining parity, transparency and compliance.
- **Publisher** of real time adjustments to several downstream systems.

"The flexibility afforded by Organization Manager gives us a competitive advantage. We are now equipped to deal not only with current demands, but also with an unpredictable future," commented Mark Stevens, Senior Vice President, Technology and Commercial Solutions. "We have future-proofed operational excellence beyond field management and field planning - into operations and HR/recruiting - to manage a representative's entire journey, and to better right-fit representatives with clients, brands and doctors."

In addition to companies like Touchpoint, Life Sciences companies also leverage Cegedim's Organization Manager. It has been chosen by many of the industry's top organizations for local, regional and global implementations. More than 30,000 sales representatives in 164 markets in 88 different countries are benefiting from the solution.

"We have invested heavily – and continue to invest – in this must-have tool. It's a solution the industry has been discussing in theory for years; but now, having it is a matter of survival," stated Richie Etwaru, Group Vice President, Clouding and Digital Innovation for Cegedim Relationship Management. "Adaptability issues are *not* unsolvable, or at least they are no longer unsolvable. It's all about flexibility. Organization Manager gives companies the flexibility they need to support the massive changes that are taking place in Life Sciences today, and will undoubtedly continue to increasingly take place in the future."

*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.CegedimRM.com.

Follow Cegedim Relationship Management on [LinkedIn](#) and [Twitter](#).

*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 8,000 people in more than 80 countries and generated revenue of €902 million in 2013. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

And follow Cegedim on Twitter: [@CegedimGroup](#).

*About
Publicis
Touchpoint
Solutions:*

Publicis Touchpoint Solutions designs and implements customized, cross-channel, healthcare sales, service, and clinical teams. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, live video detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons. A wide range of vital support solutions—each of which serves all of the company's message delivery channels—includes recruiting, training, performance management, operations, data/analytics, and compliance. Publicis Touchpoint Solutions provides the human touch to precision cross-channel messaging delivered at the right time and through the right channels to achieve maximum impact. Publicis Touchpoint Solutions is a member of the Publicis Healthcare Communications Group (www.PublicisHealthcare.com).

Website: www.TouchpointSolutions.com

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