

17th Trophées Cegedim

Recognition for the top pharmaceutical industry players in 2011

Paris, May 13, 2011 – [Cegedim](#), a global technology and services company specializing in the healthcare field, yesterday handed out its 17th annual *Trophées* awards. The 17 awards given this year in nine categories recognize excellence among sales and marketing teams and pharmaceutical industry decision makers.

The *Trophées* awards symbolize the highest standards and the search for open and rewarding interactions among all actors in the health field.

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. The 2011 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 17^e *Trophées Cegedim* ceremony was presided by physician and journalist Dr. Philippe Leduc.

Winners of the 17th Trophées Cegedim:

MARKETING AWARDS

Awards for "The preferred visuals for pharmacists"

Award process: Field survey of a representative panel of pharmacists.

Winners:

- HUMEX from URGO
- PANTOLOC CONTROL from NOVARTIS SANTE FAMILIALE
- CICA BIAFINE from JOHNSON & JOHNSON SANTÉ BEAUTÉ France

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.

Award for “Best Screenpub screens”

Award process: Telephone survey of 200 physicians using Screenpub screensavers.

Winners:

- STREFEN from RECKITT BENCKISER
- FOSAVANCE from MSD-CHIBRET
- CRESTOR from ASTRAZENECA

Presenter: Mrs. 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 “Best city center launch”

Award process: Trophée given based on a joint analysis of indicators from *CSD Promotion*, *Benchmark data* and *Longitudinal Patient Data* of general practitioners.

Winners: - ONGLYZA for ASTRAZENECA and BRISTOL-MYERS SQUIBB (co-promotion).

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 a global presence in 58 countries, CSD offers a wide range of services and solutions adapted to its customers’ needs.

Award for “Best hospital medical reps performance”

Award process: Trophée given based on a joint analysis of indicators from *CSD Promotion* and *Benchmark data*.

Winner: - AVASTIN from ROCHE

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

Award for “Best return on promotional spending”

Award process: The ratio is calculated using figures for revenue (source: GERS of pharmaceutical industry preliminary revenue data) and promotional spending (source: *CSD Promotion*). The product with the lowest ratio is the winner.

Winners: - ENBREL from PFIZER

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

Award for « Best performance-general practitioners »

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

Winner: - WYSTAMM from BOUCHARA RECORDATI

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 “Best hospital performance”

Award process: Analysis of 30,000 hospital specialists responding to specific hospital ICOMED surveys.

Winners: - ATRIPLA for BRISTOL-MYERS SQUIBB and GILEAD (co-promotion)

Presenter: Mrs Marianne Ferrand (ICOMED, CEGEDIM subsidiary)

CRM AWARDS

“CRM Award”

Award process: awards given to pharmaceutical companies receiving the most online votes between April 1st and April 24, 2011, 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: - PIERRE-FABRE
- CHIESI
- ROCHE

Presenter: Mr. Jerome Guermonprez (CEGEDIM RELATIONSHIP MANAGEMENT, CEGEDIM subsidiary)

CEGEDIM RELATIONSHIP MANAGEMENT, with 200,000 users in more than 80 countries, is the world leader in CRM for the life sciences industry, with high added value solutions such as *Mobile Intelligence* or the *OneKey* database, the world reference file for health professionals.

TOP MANAGER AWARDS

Award for « Pharmaceutical Manager of the year »

Award process: This award is given to the pharmaceutical manager receiving the largest number of online votes from March 8 to 29, 2011, from pharmaceutical industry employees.

Winner: Mrs Marie-Laure Pochon, Chairperson of Lundbeck France and Vice-Chairperson of Lundbeck for Western Europe and Turkey

Presenters: Mr. Christian Lajoux, President of the LEEM
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 around 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

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