



Smart Rx

Smart Rx is the new name for Cegedim's Pharmacy activities in France

Helping pharmacies meet operational challenges and get connected

Paris, February 8, 2016 – The Cegedim Group business units devoted to pharmacies in France (Alliadis, PG Informatique, ASPline and NtPharm) have joined forces to become **Smart Rx**, “the pharmacy performance catalyst”. Under a single banner, **Smart Rx** will offer pharmacies a full range of branded, innovative solutions to manage their activities whether their business model is independent, part of a group, or within a multidisciplinary health clinic.

“This move will make our offering easier for pharmacists to understand and fully unlock the internal synergies among the Group entities. It will enable us to deliver services in step with a changing industry, including services that improve performance and develop collaboration between pharmacies and other healthcare professionals,” said **Emmanuel Fretti, CEO of Smart Rx**.

A partner for boosting performance in the mobile age

Smart Rx is also the name of the comprehensive pharmacy management solution to be launched in the coming months. The solution will fit easily into users' existing work habits and is seamlessly compatible with pharmacy operations, but also opens up new possibilities for profitability, patient relationships and professional collaboration. What sets the solution apart is its:

- **Advanced management functionalities** (pricing, purchasing, inventories, etc.), which can be accessed locally or in the cloud via a personalized user-friendly interface.
- **Accessibility:** **Smart Rx** lets pharmacists check inventory and sales trends, communicate with employees, and more, via tablet, smartphone or PC.
- **Options for communicating** easily and securely:
 - With other pharmacists (even if they use a different management software) to exchange information, launch a project, consolidate orders, coordinate pricing policies, compare data, etc.
 - With other healthcare professionals, doctors or paramedics, whether to coordinate a better path of care for patients or within a multidisciplinary health clinic.

“Smart Rx's solid and scalable technology will make it an invaluable partner to pharmacists as they overcome the challenges facing the profession - especially economic ones - and work to promote public health. Traditional management software solutions on their own can no longer keep pace with the industry's rapidly changing practices. Management solutions need to be part of a package that offers full mobile access, networks, and data sharing, all while strictly complying with the security constraints governing patient information. This is what we want Smart Rx to be,” summed up **Emmanuel Fretti**.

About Smart Rx:

Drawing on 30 years of expertise in the business, Smart Rx works with independent and group pharmacies to implement comprehensive, innovative solutions that optimize their economic performance and client relationships. Smart Rx has 500 employees, 23 centers of expertise and 2 hotlines nationwide, ensuring that its 7,700 clients receive personalized service. Smart Rx is a part of Cegedim Healthcare Software, the Cegedim Group division devoted to healthcare professionals. To learn more, visit www.smart-rx.com

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 3,600 people in 11 countries and generated revenue of €510 million in 2015. Cegedim SA is listed in Paris (EURONEXT: CGM). To learn more, please visit: www.cegedim.com
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