



PRESS RELEASE

Cegedim-MEDIA helps the French Blood Establishment (EFS) appeal to donors

When blood donation centers saw a drop in donor numbers, Cegedim-MEDIA ran an ad that reached more than 7,000 screens inside pharmacies and in storefront windows

Boulogne-Billancourt, August 27, 2018

Cegedim-Media (C-Media) is the leader in communications in pharmacies and in health & wellness store chains. C-Media is a Cegedim Group subsidiary created by the merger of RNP and FuturaMedia. The company is teaming up with the French Blood Establishment (EFS) to help raise awareness nationwide of the urgent need for blood donors.



Blood donations typically dip during the summer, but the trend grew particularly worrying this year owing to the heat wave and excitement surrounding the FIFA World Cup. In response, the EFS launched a massive appeal to donors on 17 July (see [press release](#)).

Putting visual communication to work for public health

C-Media learned of the EFS appeal and offered its vast network of screens and digital store windows covering the entire country. In August, *C-Media* ran the public service announcement – in which the EFS urges viewers to “donate now” – free of charge. The ad appeared on more than 7,000 screens, in more than 800 store windows, and inside more than 1,800 pharmacies and health & wellness shops.

“We estimate that every day, 4 million people in France visit a pharmacy¹, which makes visual communication in pharmacies a powerful media outlet. We were glad to put our network, our expertise, and our communications tools to work in support of the EFS's important mission,” said *Alexis Guffroy, CEO of C-Media*.

The appeal is still running – it takes 10,000 blood donations each day to meet patient needs, and no product can take the place of blood donations.

¹ Source: French Chamber of Pharmacists, <http://www.onatousunepharmacie.fr/>

About C-Media:

Cegedim-Media (C-Media) is the leading company for communications in pharmacies and health & wellness shops. Its 360° solutions have a visible impact from the moment the customer approaches the store until the moment they leave. C-Media offers a proven point-of-sale media system supported by a full-service 4,500 m² studio and production site. With a sales staff of more than 130 representatives, C-Media can launch a campaign targeting points of sale nationwide in under three weeks.

To learn more, please visit: www.cegedim-media.fr

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 4,200 people in more than 10 countries and generated revenue of €457 million in 2017. Cegedim SA is listed in Paris (EURONEXT: CGM).

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

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About the EFS:

Blood donations put donors and recipients at the heart of the sharing economy. The EFS's 10,000 employees, doctors, pharmacists, biologists, lab technicians, researchers, nurses, and collection teams – in partnership with thousands of volunteers – work to turn donations into lives both day to day and under extraordinary circumstances. They care for 1 million patients every year. The EFS is the lone provider of blood transfusion services in France. Its chief mission is to ensure that the country supplies all the blood products it needs. It also takes part in other activities, such as medical tests, cell and tissue therapy, and research. The EFS performs a number of tests in addition to quality assurance for blood donations, for example in the areas of biology, hematology, and immunology. These are vital tests in the context of a transfusion, but also when transplanting an organ or other tissues or cells. The EFS performs more than 500 million B annually, making it the biggest medical biology lab in France. For the convenience of donors and patients, the French Blood Establishment has 128 locations nationwide.

To learn more, please visit: <https://dondesang.efs.sante.fr> and www.efs.sante.fr

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