

14th annual Trophées Cegedim awards: the pharmaceutical industry's leading lights in 2008



14 DRUGS AND PHARMACEUTICAL COMPANIES
AND 1 INDIVIDUAL RECOGNIZED THIS YEAR

Paris, 18 April 2008 – Cegedim, the world leader in pharmaceutical CRM and one of the leading suppliers of strategic healthcare data, has announced the recipients of its 2008 Trophée awards. The company handed out 15 awards recognizing the individuals, drugs and pharmaceutical companies that exhibited exceptional élan and innovation in the past year.

Since 1995, Cegedim's Trophée awards have been rewarding pharmaceutical companies' excellence in the fields of Marketing, Market Research and Sales. The winners are selected based on surveys conducted by the subsidiaries of Cegedim, the pharmaceutical industry standard for CRM tools and tools medical sales rep management, audit and competition monitoring, sales statistics, prescription analysis and performance management. There is also a special award for the "Pharmaceutical Manager of the Year", based on peer voting.

A can't-miss event for pharmaceutical industry players, this year's Trophées Cegedim ceremony was emceed by Dr. Philippe Leduc, CEO of the Press and Publishing division of CMPMedica France, a medical and professional specialist press.

WINNERS OF THE 14TH ANNUAL TROPHEES CEGEDIM PHARMACEUTICAL INDUSTRY AWARDS:

Marketing Awards

■ **"BEST PHARMACEUTICAL VISUALS" AWARD**

Voting process: Survey of 200 pharmacists.

Winner: - **ACTIFED** from **MC NEIL SANTE GRAND PUBLIC**
- **DOLIRHUMEPRO** from **SANOFI-AVENTIS**

Presenters: Mr. Hugues LECAT (Head of Traditional Healthcare and Pharmacy Operations of **SANOFI-AVENTIS France**)
Mrs. Marie-Hélène BONNAUD (**RNP**, CEGEDIM subsidiary)

■ **“BEST SCREENPUB SCREEN” AWARD**

Voting process: Telephone survey of 200 doctors who use ScreenPub information screens.

Winner: - **TIGREAT** from **MENARINI**
- **ATARAX** from **UCB PHARMA**
- **PYOSTACINE** from **SANOFI-AVENTIS**

Presenters: Mr. Hugues LECAT (Head of Traditional Healthcare and Pharmacy Operations of **SANOFI-AVENTIS France**)
Ms. Alexandra RIMAUD (**MEDEXACT**, CEGEDIM subsidiary)

Market Research Awards

■ **AWARD FOR “BEST PRESCRIBER PERSUASION RATE”**

Voting process: Retrospective analysis of CAM data for general practitioners in 2007.

Winner: - **EXFORGE** from **NOVARTIS PHARMA** et **PFIZER**

Presenters: Mr. Christophe HUBERT (CEO of **THERAMEX** and Head of the Gynecology, Fertility and Endocrinology Division of **MERCK SERONO France**)
Mr. Bruno SARFATI (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

■ **AWARD FOR “BEST PRODUCT LAUNCH TARGETING GENERAL PRACTITIONERS AND SPECIALISTS”**

Voting process: Retrospective analysis of THALES data on 1,200 general practitioners and 750 independent specialists in 2007.

Winner: - **BONVIVA** from **ROCHE** and **GLAXOSMITHKLINE**

Presenters: Mr. Christophe HUBERT (CEO of **THERAMEX** and Head of the Gynecology, Fertility and Endocrinology Division of **MERCK SERONO France**)
Mr. Bruno SARFATI (**CEGEDIM STRATEGIC DATA**, CEGEDIM subsidiary)

■ **AWARD FOR “BEST INCREASE IN PRESCRIBERS AMONG GENERAL PRACTITIONERS”**

Voting process: Answers of 30,000 general practitioners to **ICOMED** surveys in 2007.

Winner: - **LYRICA** from **PFIZER**

Presenters: Mr. Christophe HUBERT (CEO of **THERAMEX** and Head of the Gynecology, Fertility and Endocrinology Division of **MERCK SERONO France**)
Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

■ **AWARD FOR “BEST INCREASE IN PRESCRIBERS AMONG SPECIALISTS”**

Voting process: Answers of 50,000 specialists to **ICOMED** surveys in 2007.

Winner: - **RISPERDALCONSTA LP** from **JANSSEN-CILAG**

Presenters: Mr. Christophe HUBERT (CEO of **THERAMEX** and Head of the Gynecology, Fertility and Endocrinology Division of **MERCK SERONO France**)

Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

■ **AWARD FOR “BEST PRODUCT LAUNCH TARGETING GENERAL PRACTITIONERS”**

Voting process: Answers of 25,000 hospital specialists to **ICOMED** surveys in 2007.

Winner: - **AVASTIN** from **ROCHE**

Presenters: Mr. Christophe HUBERT (CEO of **THERAMEX** and Head of the Gynecology, Fertility and Endocrinology Division of **MERCK SERONO France**)

Mrs. Marianne FERRAND (**ICOMED**, CEGEDIM subsidiary)

Sales Force Awards

■ **AWARD FOR “MOST PRODUCTIVE SALES FORCE, HOSPITALS”**

Voting process: Survey of 20 million contracts reported by medical sales reps managed by Cegedim Dendrite in 2007 (comparison of total number of contacts by network and number of days in the field with the number of reps by network).

Winner: - **ASTRAZENECA**

Presenters: Mrs. Maryse GONNORD (Head of Sales Operations of **ASTRAZENECA France**)

Mr. Philippe HAMON (**CEGEDIM DENDRITE**, CEGEDIM subsidiary)

■ **AWARD FOR “MOST PRODUCTIVE SALES FORCE, CITY PHARMACIES”**

Voting process: Survey of 20 million contracts reported by medical sales reps managed by Cegedim Dendrite in 2007 (comparison of total number of contacts by network and number of days in the field with the number of reps by network).

Winner: - **PIERRE FABRE SANTE**

Presenters: Mrs. Maryse GONNORD (Head of Sales Operations of **ASTRAZENECA France**)

Mr. Philippe HAMON (**CEGEDIM DENDRITE**, CEGEDIM subsidiary)

Top Manager Award

■ AWARD FOR “*PHARMACEUTICAL MANAGER OF THE YEAR*”

Voting process: This prize is awarded to the pharmaceutical manager with the most votes from the ballots sent out to the 300 pharmaceutical industry managers invited to the Trophées Cegedim awards ceremony.

Winner: **M. Didier HOCH** (Chairman of **SANOFI PASTEUR MSD**)

Presenters: Mr. Henry-Vincent CHARBONNÉ (Head of Global Strategic Marketing **ROCHE**)

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, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs more than 8,000 people in 80 countries and generated revenue of €753 million in 2007. To learn more, please visit our website: www.cegedim.com

Listed on NYSE Euronext Paris, compartement B – ISIN FR0000053506 – Reuters CGDM.PA – Bloomberg CGM

Media inquiries

CEGEDIM	VP COMMUNICATION
Aude Balleydier	Coralie Voigt
Media Relations	Press Officer
Tel: + 33 (0)1 49 09 68 81	Tel: + 33 (0)1 40 22 04 01
aude.balleydier@cegedim.fr	cvoigt@vp-communication.com