

Cegedim Strategic Data (CSD) releases Sales Force Excellence results

Recent audit of sales force levels and quality shows clear differences between emerging and more mature markets

Paris, June 14, 2011 – [Cegedim Strategic Data](#) (CSD), leading provider of integrated healthcare research, tracks sales force activities with the CSD Sales Force Excellence Service. This service provides insight into how the Pharmaceutical industry is currently leveraging years of sales force and marketing experience in mature western markets to capitalize on growth opportunities in emerging markets.

Achieving the right sales force structure and size are more important than ever in this highly competitive and dynamic environment. Christopher Wooden, VP for the CSD Global Promotion Audit observes: *"Effective sales force strategy and sizing are essential to achieving brand penetration and competitive share of voice. In mature markets, we see the challenge of "right sizing" and it requires on demand data driven assessment to help optimize constrained resources. Meanwhile, in emerging markets there is another immediate challenge - building scalable sales force structure with the flexibility to expand and drive growth while simultaneously monitoring and improving call quality and effectiveness. We believe our Sales Force Excellence service is offering the right data resources to help meet these challenges."*

Some recent highlights from CSD Sales Force Excellence:

CSD's Sales Force Reference, a quarterly audit of sales force size reveals the following notable trends:

- **China:** Total industry sales force has doubled since 2006 to over 60,000 reps at the start of 2011. Sales force levels in China are now second worldwide behind the USA.
- **USA:** five years ago, over 100,000 reps sought the attention of US physicians compared to less than 80,000 today.
- **Brazil:** Over 18,000 reps at the end of 2010 - up 25% over 2006.
- **Top 5 Europe:** Total reps down to 90,000 - a 10% decline since 2006
- **Japan:** Rep levels have remained flat over several years and stood at roughly 56,000 at the start of 2011
- **Russia:** Despite heightened regulation, total sales force increased 10% between 2009 and 2010 to stand at around 15,000 reps

Overall these trends show increases in sales force levels in emerging markets while more mature markets remain stable or are decreasing.

CSD's International Rep Quality Survey, an annual study of physician assessment of sales rep quality highlights Q1, 2011 standings:

- **China:** Three US Companies, one European and one domestic company were among the top 5 ranked companies for overall rep quality.
- **USA:** Warner Chilcott and Daiichi Sankyo were notable in ranking among the top 5 companies. Only three European companies ranked among the top 10.
- **Brazil:** Six of the leading 10 companies are European.
- **Top 5 Europe** (The highest rated company by country): France (Janssen), Germany (Bayer), Italy (Roche), Spain (CINFA), UK (Lundbeck).
- **Japan:** The top three ranked companies were Japanese. Only two of the leading 10 companies were US multinationals.
- **Russia:** Daiichi-Sankyo and Astellas rank among the top 5 companies while only three US companies rank among the leading 20.

The CSD Sales Force Excellence service brings together the full breadth and depth of the CSD Promotion Audit in over 30 countries. In addition to the Sales Force Reference and Rep Quality Survey, CSD Sales Force Excellence offers:

- **CSD Promotion Detailing Audit:** Delivers performance metrics on sales force efficiency.
- **CSD Know Your Target (KYT):** Offers analysis of your prescribers and physician segments – allowing you to optimize sales and marketing strategy on your priority targets.
- **CSD Sales Force Analysis (SFA):** Provides competitive benchmarking of sales force size, structure, coverage and frequency.
- **CSD Verbatim:** Delivers continuous feedback of physician recall of key messages and in depth analysis of call quality and effectiveness.
- **CSD “MPI” Dashboard:** Identifies strengths and weaknesses at the brand level using a consolidated view of marketing and sales force metrics.

About Cegedim Strategic Data:

CSD is a leading Market Research company dedicated to the healthcare industry and operating worldwide. With over 36 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs. To learn more, please visit our website: www.cegedimstrategicdata.com

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 8,500 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

Contacts:

Pauline FAHEY
Cegedim Strategic Data
Marketing and Communications
Tel.: +33 (0)1 49 09 83 87
pauline.fahey@cegedim.com

Aude BALLEYDIER
Cegedim
Media Relations
Tel.: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr

Guillaume DE CHAMISSO
Presse-Papiers Agency
Press Relations
Tel.: +33 (0)1 77 35 60 99
guillaume.dechamisso@pressepapiers.fr
