

## CEGEDIM DENDRITE AND SKILA OFFER LIFE SCIENCES-SPECIFIC TOOL FOR EFFECTIVE OPINION LEADER MANAGEMENT

**Paris, France/Morris Plains, NJ, November 17, 2008** - Cegedim Dendrite and Skila have teamed up to create the most robust Key Opinion Leader (KOL) Relationship Management solution dedicated to the Life Sciences industry. This agreement, which leverages Cegedim Dendrite's leadership in CRM and Skila's KOL expertise, builds on the co-marketing alliance that the two companies signed last May.

KOL insight, advice and endorsement can help reduce time to market and encourage prescription uptake. As physician access decreases, pressures to enhance transparency increase, and sales force and marketing investments are reduced, strong KOL relationships become even more essential for companies.

The solution, called **Mobile Intelligence Medical & KOL Management**, combines key components of both parties' software, services and knowledge base to assist organizations in building and managing collaborative long-term thought leader relationships. This solution will allow medical directors and MSLs to more effectively perform their daily activities through a single touch point, with access to essential meeting preparation tools, easy-to-use interaction management capabilities, and real-time outcomes reporting. Life Sciences companies will benefit from cross-organization information sharing and a centralized scientific repository while complying with regulatory guidelines.

*"The goal of this partnership is to help Medical Affairs teams maximize their daily efforts and the impact of their interactions with Key Opinion Leaders by combining best-of-breed CRM and KOL management functionality and strategic know-how"* says Laurent Labrune, Chief Executive Officer, Cegedim Dendrite.

*"While other vendors offer fragmented KOL solutions, this offering combines best practices of knowledge, KOL and relationship management into the workflows of medical directors and MSLs,"* says Moish Tov, CEO of Skila. *"The value for our customers starts with impactful interactions that are based on the balance of science and collaboration and continues with long-lasting relationships that can be leveraged across the organization."*

### **About Cegedim Dendrite**

Cegedim Dendrite provides the pharmaceutical companies around the world with vital support for successful Customer Relationship Management (CRM) activities. With nearly 200,000 sales representatives using its products worldwide, Cegedim Dendrite is the world's leading CRM provider for the life sciences industry. This business unit, created in May 2007 when the France-based CEGEDIM S.A. Group acquired Dendrite International, also provides sales, marketing and regulatory compliance solutions in more than 80 countries. To learn more, please see our website: <http://www.cegedimdendrite.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, 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](http://www.cegedim.com)

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**About Skila**

Skila is a global technology and services company specializing in knowledge and effectiveness solutions for the healthcare industry. Skila's solutions address the broad needs of global medical, marketing, executive and alliance management teams. These solutions include a unique methodology, robust technology and key continuous services for effectively managing global product launches, key opinion leader relationships, business performance, competitive intelligence, and key partnerships and alliances.

Having developed strong relationships with a broad number of global Pharmaceutical companies, Skila's solutions have been deployed in 56 countries, supporting numerous global brands and over 10 million user interactions. Skila's long-standing commitment and understanding of customers' needs has resulted in the long-term growth and adoption of our methodology, technology and continuous services as the business platform of choice for many of our clients. To learn more about Skila visit our website at [www.skila.com](http://www.skila.com).

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