

FOR IMMEDIATE RELEASE

77% OF EUROPEAN BIO-PHARMACEUTICAL COMPANIES SEE THE ECONOMIC SITUATION AS ONE OF THE KEY CHALLENGES AFFECTING MARKET ACCESS STRATEGIES

THE RESULTS OF THE NEW CEGEDIM DENDRITE MARKET ACCESS INDUSTRY REPORT SHOW A HIGH PROPORTION OF BIO-PHARMACEUTICAL COMPANIES ACROSS EUROPE FAVOUR THE NEED FOR REGIONALISED MARKET ACCESS STRATEGIES IN THE WAKE OF CHALLENGES FACED DUE TO THE ECONOMIC SITUATION.

BIO-PHARMACEUTICAL COMPANIES SEE STRONGER FOCUS ON KEY ACCOUNT MANAGEMENT TO DELIVERING THE GREATEST BENEFIT TO MARKET ACCESS STRATEGIES.

Paris, France, June 8, 2010 – Cegedim Dendrite, the leading provider of CRM software and healthcare data to the bio-pharmaceutical industry, today announces the results of *The Cegedim Dendrite Market Access Industry Report 2010*; a market research survey conducted in May this year across nearly 200 European executives from marketing, market access, market research and sales departments within bio-pharmaceutical organisations.

This study shows that bio-pharma companies across Europe are feeling the strain of the economic situation (77%). However, despite 88% of respondents declaring that it is important to adapt their strategies in light of this and other contributing factors, and despite three quarters having the resources available to do so, there is a lack of faith in the ability to share information across the organisation (42%).

Laurent Labrune, Chief Executive Officer, Cegedim Dendrite commented: “There is a buzz across the industry about which is the appropriate market access strategy in light of the current economic situation affecting Europe. It is clear from this research that the ability to regionalise the strategy and still maintain consistency in decision-making across the board is of paramount importance.”

83% highlighted the challenges faced by the shift from prescriber to payer as the main issue affecting the progression of market access strategies. Of particular interest, the research also showed that only 38% of European bio-pharmaceutical companies feel that they have the ability to influence market access stakeholders.

83% of bio-pharmaceutical companies have responded to market access challenges by introducing Key Account Management, believing that specialised teams focused on the key stakeholders will positively influence market access strategies.

Labrune continues, “These results are very telling and are a clear indication that the bio-pharmaceutical industry is still working to build closer relationships with market access

stakeholders. It is positive that KAM teams are being put in place, but there are various improvement opportunities to better share information across the organisation.”

It is critical for companies not capturing the right information about market access stakeholders, with only 35% of those surveyed sourcing information on stakeholder drivers (such as cost containment and addressing inequalities in health).

Finally, it would appear that in today’s payer-led health economy, 70% of companies are adapting their messaging to demonstrate their product’s tangible Return on Investment to these stakeholders, with 64% introducing initiatives to address the delivery of care and 25% adopting pay for performance strategies to gain approval of new medicines.

Labrune concludes, “Delivery of successful market access will be optimal as companies fully adapt their strategies and organisational structures to reflect a payer-led health economy. However, this cannot be done in silos. All parts of the market access team – from research and development to key account managers – must have the facilities available to share, track and measure the success of interactions across the health service network in order to achieve coherent or consistent market access. This can only be achieved through company-wide 360-degree visibility of the components that contribute to the whole market access strategy.”

For a copy of the full white paper, please visit www.cegedimdendrite.com/ma-report

About Cegedim Dendrite

Cegedim Dendrite (Paris:CGM) is the Life Sciences industry's leading provider of Customer Relationship Management (CRM) solutions. Designed specifically for Life Sciences, the company's innovative business solutions incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's most innovative companies to stay ahead of market challenges. In addition to CRM, Cegedim Dendrite also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries.

Cegedim Dendrite is part of the France-based Cegedim S.A. Group.

To learn more, please visit 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, 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 8,600 people in more than 80 countries and generated revenue of €874 million in 2009.

Cegedim SA is listed in Paris (EURONEXT: CGM).

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

Media Inquiries

Cegedim Dendrite

Drew Bustos

Global Communications

Tel: +1 908.443.2451

drew.bustos@cegedimdendrite.com

Cegedim Dendrite

Karine Renaud

EMEA Communications

Tel: + 33 1 49 09 23 74

karine.renaud@cegedimdendrite.com

ITPR

Krista Le Beau

Client Service Director

Tel: +44 (0) 1932 578800

kristal@itpr.co.uk

CEGEDIM Group

Aude Balleydier

Media Relations

Tel: + 33 (0)1 49 09 68 81

aude.balleydier@cegedim.fr