

Cegedim Relationship Management Announces US Launch of Healthcare Professional Network *Docnet*

Docnet to Enable Secure, Value-Based Digital Engagements between Life Sciences Manufacturers and Healthcare Providers (HCPs)

Bedminster – November 7, 2013 – [Cegedim Relationship Management](#), a technology information services company delivering innovation to help transform commercial and compliance operations in U.S. healthcare, today announced at its annual customer collaboration and charity event that its Docnet™ portal will be launched in the U.S. in the first quarter of 2014. Docnet, already available in four European markets, is a new and innovative online healthcare provider (HCP) community that offers a wide variety of high value services and peer to peer networking through a secure application portal.

The U.S. launch of Docnet will adhere to the standard defined by Cegedim's new partner, [SAFE-BioPharma®](#), enabling NIST Level 2 authentication. This standard provides a secure, enforceable, and regulatory-compliant way to verify digital identities, and to apply digital signatures in electronic transactions. The SAFE Bio-Pharma standard was developed by a group of global biopharmaceutical companies with participation by the FDA and the European Medicines Agency (EMA). The US Drug Enforcement Agency (DEA) accepts ePrescriptions for controlled substances signed with SAFE-BioPharma digital signatures.

HCPs Welcome a New Next Generation Secure and Dedicated Portal

The changing healthcare environment, the pervasiveness of mobile devices and internet technologies, and the evolution of consumer behaviors, have impacted both HCPs and Life Sciences manufacturers. HCPs strive to balance professional advancement with increased demands of highly educated patients. Life Sciences companies strive for new opportunities to engage meaningfully with their increasingly "hard to see" customers.

The results of a 2013 Cegedim survey of approximately 500 HCPs in the U.S. suggest that on-line communities play a pivotal role both for HCPs and Life Sciences companies, as 89% of respondents stated being members of online communities, with 64% accessing them at least once a week. The survey also revealed the majority of HCPs favor utilizing a professional social network, which will allow them to consult on the latest medical, clinical and drug information; to network and participate in discussions with their colleagues; to serve their patients; and to consume value-added information and services sponsored by Life Sciences manufactures -- all in a "one stop shop" manner.

Docnet Enables Customer Engagement in Today's Unique Environment

Docnet delivers on all of the needs of an HCP. Opportunities for Life Sciences manufacturers to target and engage HCPs will include pre-disclosure spend reporting, samples and co-pay assistance, surveys, private discussion forums and digital marketing programs.

"I am very excited for the launch of Docnet in the U.S. The community will offer a unique, value-based intersection of services and engagement for both HCPs and Life Sciences manufacturers," said Angela Miccoli, President of North America for Cegedim Relationship Management. "We are very proud of our new partnership with SAFE-BioPharma, an innovator committed to improving industry operations through a global technology standard."

"This partnership with Cegedim represents an excellent opportunity to extend the application of the standard for trust in digital identities that was developed by life sciences companies with the participation of the FDA and EMA," said Mollie Shields Uehling, President and CEO, SAFE-BioPharma Association. "We are proud to be working with an industry leader dedicated to providing

quality solutions for the 21st century digital environment, protected by the SAFE-BioPharma standard for digital identity trust.”

Cegedim will be recruiting HCPs to become members of Docnet from its U.S. OneKey® database, which includes 7 million validated profiles of HCPs and HCOs, one million verified and compliant emails, NPI and state licensure data, and approximately 100 profiling and practice dimensions. OneKey serves as the initial adoption driver, pre-populating HCP profiles, establishing important HCP relationships, and instantly seeding Docnet with value on day-one for HCPs and for our Life Sciences customers.

*About
Cegedim
Relationship
Management:*

Cegedim Relationship Management 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 Relationship Management 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 Relationship Management also provides marketing, data optimization and regulatory compliance solutions in more than 80 countries. Cegedim Relationship Management is part of the France-based Cegedim S.A. Group.

To learn more, please visit: www.CegedimRM.com.
Follow Cegedim Relationship Management on [LinkedIn](#) and [Twitter](#).

*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 8,100 people in more than 80 countries and generated revenue of €922 million in 2012. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com.
And follow Cegedim on Twitter: [@CegedimGroup](#).

*About SAFE-
BioPharma*

The SAFE-BioPharma Association was established by the biopharmaceutical industry to speed the transformation of healthcare and life sciences to a fully electronic environment. The association manages the SAFE-BioPharma digital identity and signature standard and related services. Every SAFE-BioPharma digital identity is uniquely linked to the subscriber’s proven identity. SAFE-BioPharma® is a trademark of SAFE-BioPharma Association. Any use of this trademark requires approval from SAFE-BioPharma Association.

To learn more, please visit: <http://www.safe-biopharma.org>.

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