

## **Cegedim Activ announces the launch, via its Web agency, Midiway, of a new Internet & mobile device health application dedicated to the personal insurance sector**

**Paris, March 21, 2011** – [Cegedim Activ](#), the French market leader in software and services dedicated to the Personal Insurance sector and a part of the Insurance, Electronic Payment and Health Services division of the Cegedim Group, announces that Midiway, its Web agency, has launched a new Internet & mobile device application dedicated to insurers and their policyholders. Sold as an own-label product, this solution is given a name by the insurer and adapted to fit its needs, depending upon the profile of its policyholders.

The French e-insurance market has grown consistently for a number of years now. The year 2010 was marked by a significant increase in online insurance purchases and online communication by insurers. Today, 18-20% of Internet users purchase financial and insurance products online. This growth is likely to continue with the adoption of smartphones and tablet computers. In 2011, 50% of telephones sold will be smartphones, putting 25 millions in use along with 1 million tablet computers.

### **An innovative, scalable and configurable health application**

On the strength of its 25 years of experience in the insurance field and proven expertise in personal insurance information systems and the Internet, with more than 5 million policyholders managed via extranet, Midiway has designed an innovative mobile health platform. Dedicated to the personal insurance sector, this solution will allow insurers to offer their policyholders Insurance and Health services, putting them in touch with vital information as soon as they connect: reimbursements, service simulations, contracts and guarantees, information on contributions and rights, messages from the insurer. The policyholder has now access to a functional insurance agency around the clock, seven days a week.

The application can be adapted for each client and sends a personalized marketing message depending on the profile of the policyholder. This application can also be paired with mini Health applications to optimize its usage: vaccination record, electronic medication reminder, open pharmacy finder, homeopathy guide, nutrition guide, educational games, and more.

The Internet policyholder is no longer bound by the limits of business hours or workweeks. He will need to make fewer trips to the insurance agent, whose waiting room will be less crowded. Information is now sent electronically. Paper usage is limited, and postal charges a thing of the past.

This new application will be presented when the Cegedim Group's Insurance, Electronic Payments and Health Services division attends the **Décid'Assur Conference, on 23 and 24 March 2011 at the Paris Palais des Congrès (Porte Maillot), STAND 05 / CEGEDIM PÔLE ASSURANCE.**

For more information on the Décid'Assur conference, visit: [www.decidassur.com](http://www.decidassur.com)

*About  
Cegedim Activ:*

At the heart of the Cegedim Group's Insurance, Electronic Payment and Health Services activities, Cegedim Activ employs 500 people and has an annual revenue of €63.7 million.

The company's 200 clients use its solutions to manage 30 million policyholders in France who are insured under compulsory schemes, supplementary health and contingency plans, or who hold life, savings or retirement insurance products. Cegedim Activ also manages 150 million EDI and third-party transactions per year, through its complementary range of high value-added software products and services. Cegedim Activ is part of the "Personal insurance" sector of the Cegedim group.

To learn more, please see our website: [www.cegedim-activ.com](http://www.cegedim-activ.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 €926 million in 2010. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com)

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