



CEGEDIM DENDRITE TARGETS LATEST CHALLENGE OF PROMOTING PHARMACEUTICAL BRANDS

Mobile Intelligence CRM tool now addresses Key Account Management

BEDMINSTER, NJ – October 16, 2008 – CegeDim Dendrite announced today a more efficient, automated approach for pharmaceutical companies to market their brands to managed care organizations, hospitals and government institutions.

Promoting drug brands to these key accounts is crucial because more than 90 percent of all prescription drugs pass through the nation's managed care organizations. Today, most of these interactions are managed manually, with key account teams taking a "paper and pencil" approach with little or no coordination. This lack of visibility is especially harmful when an account manager leaves a company, often resulting in little or no account information being passed on.

The latest version of CegeDim Dendrite's flagship Customer Relationship Management (CRM) tool, Mobile Intelligence, features a Key Account Management module that allows account teams to collaborate and interact with other parts of the sales organization, which yields a deeper understanding of their customers.

"Our latest version of Mobile Intelligence squarely addresses the pharmaceutical industry's need to have a 360-degree view of their interactions with key accounts," says Subhash Vaid, CegeDim Dendrite's Vice President for CRM and Analytics. "This circular view is crucial both inside and outside the company for fostering collaboration and communications."

The Key Account Management module also allows pharmaceutical companies to centralize crucial information and communicate it to account managers in the field.

"Pharmaceutical companies must know a key account's patient demographics and be prepared to explain what their brand offers in terms of efficacy and pricing," Vaid says. "They must convince the chief of pharmacy -- or in some cases, the CEO -- that their brand should be the top choice among possible treatments on the group's formulary."

The new tool also provides account teams with the option to share information with pharmaceutical sales reps who visit the private offices of doctors, some of whom may be affiliated with a pharmaceutical company's key account.

This approach – known as “pull through” within the pharmaceutical industry -- is especially important after an account team obtains a favorable formulary placement because sales reps then can promote the brand among prescribers.

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 75 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

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