

## **Cegedim Relationship Management offers Life Sciences companies a comprehensive approach to their transparency needs**

The June 23 announcement by the French Health Ministry of its plan to reform the country's system for regulating healthcare products is the first sign of a new regulatory framework in France for pharmaceutical and medical equipment companies. These players will notably be called upon to speed up the adoption of internal mechanisms that allow them to report and publish all payments to healthcare entities in order to comply with the prerequisites of this French-style "Sunshine Act".

**Paris, July 04, 2011** – Following in the footsteps of the US, France is one of the first European countries preparing to adopt new regulatory measures aimed at making all compensation and agreements between companies and entities in the healthcare sector public information. Preliminary provisions call notably for the reporting of all payments to physicians. This new regulatory environment will force companies to speed up implementation of an internal mechanism for incorporating, consolidating and publishing all such spending.

[Cegedim](#), the expert in CRM and Compliance solutions, offers companies operating in France innovative solutions for complying with the regulatory requirements currently being adopted. The world leader by market share for solutions that track aggregate spending data for biotech industries, according to a recent report by IDC Health Insights (June 2011), Cegedim Relationship Management has led the way in this field. In 2006 it launched its [AggregateSpend360™](#) tracking and reporting solution in the US. Building on initiatives by certain US states, a new federal law now requires pharmaceutical and medical equipment companies to report and publish all payments and benefits provided to physicians (Sunshine Act).

The trend has now moved to Europe, where 93% of biopharmaceutical industry managers believe that regulatory compliance will present a major challenge in Europe over the next three years ([Cegedim Relationship Management report of November 2010](#)). In France, the project to reform the system governing healthcare products – including a French-style Sunshine Act – is set to be announced by early August at the latest so that Parliament can take it up in the fall.

### **Total, global visibility to guarantee compliance**

Cegedim Relationship Management offers sector companies its expertise in meeting these new transparency requirements.

*"How companies respond to external transparency requirements will depend on their ability to get a complete internal vision of their interactions with stakeholders and the amounts spent in these interactions. Our mission of working closely with our clients to deal with changes in their operating conditions and their activities has naturally led us to offer them the most comprehensive transparency solution possible; one that is flexible enough to adapt to future regulatory developments,"* explains Jérôme Guermonprez, General Manager for France of Cegedim Relationship Management.

Implementing a compliance process at a biotech company is complicated because of the numerous information sources to be tallied within organizations, which notably include compensation and agreements at the international level. The strong global presence of Cegedim Relationship Management and its global databases of healthcare experts and

professionals give our clients a critical advantage.

Lastly, implementing the compliance process calls for more cross-cutting organizations and a harmonization of all available data, notably with respect to reference systems for clients and expenditures. Cegedim Relationship Management helps usher clients through this process. Its solutions give managers in the pharmaceutical and medical equipment industries a comprehensive vision and exhaustive traceability of their ties and spending with healthcare professionals, and facilitates regular reporting of this data to regulatory bodies.

### A complete range of transparency solutions and services

Cegedim Relationship Management thus proposes solutions and services designed to handle every aspect of transparency projects:

- Unique expertise in managing and integrating client and spending data ([AggregateSpend360™](#) paired with [Nucleus360™](#));
- A global database of professionals and organizations updated daily ([OneKey®](#));
- A ready-to-use platform for aggregating operating expenditures ([AggregateSpend360™](#) web solution);
- Proven experience in executing transparency projects;
- Daily assistance with technical and business-specific issues.

Cegedim Relationship Management's experience in the field and its expertise have won the trust of 25 biotech clients in the US, including 15 since the start of the year, giving French companies a renowned partner.

#### 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.cegedim.com/rm](http://www.cegedim.com/rm).

#### 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 €927 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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