

Cegedim Relationship Management Cited as Aggregate Spend Market Share Leader in Industry Analyst Report

Report Discusses Industry's State of Readiness for Aggregate Spend & Disclosure Reporting and Highlights Best Practices for Compliance

Paris – May 18, 2011 – [Cegedim Relationship Management](#) is cited as the global market share leader for Life Sciences aggregate spend solutions in a recent IDC Health Insights report entitled "Business Strategy: Aggregate Spend Compliance — The Next Frontier of Pharmaceutical Sales and Marketing," by Eric Newmark, Program Director, Business Systems Strategies. The report, which provides a snapshot of the industry's current state of readiness for aggregate spend compliance, as well as recommendations for best practices, also identifies Cegedim Relationship Management as a pioneer in the space, having launched its solution, [AggregateSpend360™](#) in 2006.

The IDC Health Insights report illustrates the challenges of completely and accurately tracking healthcare provider (HCP) spend data across divisions, and regularly reporting spend data to multiple regulatory bodies. The report gives specific mention to the increasing difficulty of compliance due to the looming requirements of the federal Patient Protection and Affordable Care Act, which will add a new minimum reporting standard to the existing mix of state-level requirements. Many states will continue to build onto this foundation of requirements, resulting in a growing body of regulation that will become increasingly difficult to track, interpret and obey.

New Compliance Creates New Distinctions Between Solution Providers

The report reveals that by the industry's state of readiness standards, 30% of companies are still in the preliminary planning stages concerning new compliance. IDC Health Insights emphasizes that the second step of the process, integration, is the most time-consuming, and therefore it is essential for companies to align with third-party solution providers early in the process. The report discusses the benefits of identifying viable vendors as early as possible so they become involved and provide guidance and expertise from the very beginning.

"We are proud to be the guiding force in this changing and complex arena of compliance," said Bill Buzzeo, Vice President and General Manager of Global Compliance for Cegedim Relationship Management. "The combination we provide of an out-of-the-box solution which can be quickly and simply deployed – plus a staff of the most highly qualified and experienced personnel available -- is what has made us the global market share leader."

To read an excerpt of the report, [please click here](#).

AggregateSpend360, is an out-of-the-box, web-based solution that saves time and streamlines complex tracking and reporting for all aggregate spend and sample disclosures per state, federal and global requirements. It is available in both Software as a Service (SaaS) and licensed models. To further enhance the offering, Cegedim Relationship Management integrates Nucleus 360™ for Master Data Management (MDM) and OneKey® renowned data services to create its market leading Compliance as a Service solution.

*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.

*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

Contacts:

Drew BUSTOS
Cegedim Relationship Management
Global Communications
Tel.: +1 (908) 443.2451
drew.bustos@cegedim.com

Aude BALLEYDIER
Cegedim
Media Relations
Tel.: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr
