

Cegedim Relationship Management Releases Findings from 2nd Annual Survey on Market Access in Europe

European Bio-Pharmaceutical Respondents Site the Shift from Prescriber to Payer (87%) and the Economic Environment (81%) as Key Challenges Affecting Market Access Strategies

Paris – June 20, 2011 – [Cegedim Relationship Management](#) today released a report, *Market Access in Europe 2011*, which provides an analysis of the results of its second annual survey of life sciences executives in Europe on industry trends in market access. According to the results, the greatest challenges to market access strategy success are the current economic environment and the shift in marketing focus from prescriber to payer. In terms of techniques that deliver the greatest benefit to market access strategies, there is a continued focus on Key Account Management (KAM).

Responding to Challenges with Market Access Strategy

In addition to implementing KAM strategies (76%), survey respondents identified health outcome measurements and leveraging physician peer networks (both 61%) as approaches they will use to battle market access challenges. When asked which market access strategy improvements would deliver the greatest benefits, participants said better understanding of stakeholder relationships (85%), development of KAM or specialized teams (81%) and greater information sharing (78%).

Identifying Stakeholders

The first and perhaps the most critical step in any market access strategy is identifying stakeholders. While 61% of survey respondents said that their organization can identify stakeholders, only 6% said they do it “very well.” When collecting information on stakeholders, participants identified as most important position/role/specialty (82%), level of importance or influence (76%), type of influence (66%) and role in the commissioning network (58%).

“The survey results point to the need for accurate and up-to-date customer data and software solutions that promote efficient account management and cross-team collaboration,” explained Stefan Janssens, President of Europe for Cegedim Relationship Management. “Our role is to provide technology solutions that help our clients execute their market access strategies, and we do just that with our data and customer relationship management (CRM) solutions.”

The survey was conducted in May 2011 by Cegedim Relationship Management, the leading global provider of customer relationship management (CRM), healthcare data and regulatory compliance solutions to the Life Sciences industry. [Please click here to access the full survey report.](#)

[Please visit the Cegedim Relationship Management website](#) for more information on market access technology solutions for life sciences companies.

Other Cegedim Relationship Management survey reports:

[2011 European Trends & Challenges in Customer Data Management within the Life Sciences Industry](#)

[2010 European Trends in Aggregate Spend, Transparency, and Disclosure](#)

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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
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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
