

PRESS RELEASE

Cegedim Rx announces new MD and clinical services enhancement

UK, 14.01.2025– **Community pharmacy technology specialists, Cegedim Rx, has named Tracey Robertson as its new Managing Director in the UK.**

Bringing more than three decades of experience in digital innovation, Tracey steps into the leadership role after a seven-year tenure leading Cegedim Rx's product development.

Formerly the Product and Technology Director, Tracey has played an instrumental role in shaping the Cegedim Rx vision and strategy, evolving its product offering to keep pace with the ever-changing demands and challenges community pharmacy faces.

Commenting on her appointment as **Managing Director**, Tracey said: "I'm passionate about looking for smarter ways technology can be adopted to solve the issues keeping frontline teams awake at night. Community pharmacy is the heartbeat of our communities and I'm incredibly proud of the work we do to support it."

Tracey has taken over the leadership role following Phil Galt's departure in late 2024.

Tristan de Foucher, Head of European Operations for Cegedim Group, added: "We're thrilled to have Tracey at the helm of our UK business. She's a determined, natural leader with unrivalled expertise in driving digital transformation in complex markets. Her passion for community pharmacy and unwavering commitment to customer success align perfectly with Cegedim Rx's vision."

Under Tracey's new leadership, Cegedim Rx has also announced that from today (14th January) all users of its award-winning PMR system, Pharmacy Manager, will be granted complete access to its clinical services suite, Pharmacy Services.

The PMR system enhancement aims to help better equip and support pharmacies in their delivery of clinical services, including flu vaccinations, the NHS Hypertension Case-Finding Services, as well as Pharmacy First.

Tracey said: "At the heart of every pharmacy is an unwavering commitment to care for their patients. But it's never been more challenging for pharmacies to keep serving their communities. Dispensing volumes are at a record high, yet medicine reimbursement remains at its lowest levels. For community pharmacy to survive and to be able to support the NHS in achieving its goals, it needs to move away from just dispensing and towards more profitable clinical services. But that's only possible if frontline teams have access to the right support and the right tools. That's why we've decided to enhance Pharmacy Manager with an upgrade that will provide full access to our clinical services support, automation and functionality at no extra cost to users."

The move follows Cegedim Rx being at the forefront of many NHS England initiatives which aim to better support community pharmacy to deliver clinical services, including BaRs and GP Connect Update Record.

The pharmacy software supplier is also due to imminently launch functionality which will allow patients to track the status of prescriptions digitally via the NHS App. This latest product enhancement is a direct response to the challenges pharmacy is facing, and a doubling down on Cegedim Rx commitment to the industry.

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Photo caption: Tracey Robertson, the new Managing Director of [Cegedim Rx](#).



NOTES TO EDITORS:

About Cegedim Rx UK:

Part of the Cegedim Group, Cegedim Rx offers an intelligent and powerfully simple pharmacy business solution that's tailored to tackle the biggest challenges facing modern pharmacies. By working closely with pharmacy teams, Cegedim Rx has created solutions that adapt to the evolving needs of the industry, helping frontline pharmacy teams save time, boost efficiency, and grow revenue.

To find out more about Cegedim Rx UK visit www.cegedimrx.co.uk

And follow Cegedim Rx on [LinkedIn](#).

About Cegedim:

Founded in 1969, Cegedim is an innovative technology and services group in the field of digital data flow management for healthcare ecosystems and B2B, and a business software publisher for healthcare and insurance professionals. Cegedim employs more than 6,500 people in more than 10 countries and generated revenue of €616 million in 2023.

Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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