

## **Abiogen Pharma SpA Deploys Cegedim Relationship Management's OneKey® Portal to Achieve Superior Market Intelligence in Italy**

Pharmaceutical Company to Leverage 360° View of Healthcare Professionals and Healthcare System Insights for Improved Stakeholder Engagement

**Paris – January 30, 2013 – [Cegedim Relationship Management](#)** today announced that [Abiogen Pharma SpA](#) has implemented the OneKey® Portal to drastically boost its market intelligence by accessing a 360° view of Healthcare Professionals and Healthcare Systems. Abiogen Pharma is an Italian pharmaceutical enterprise that offers value-creating R&D, manufacturing, and marketing for its own best-in-class product portfolio and for other pharmaceutical & biotech firms.

### **Increasing Customer Understanding through Continuously Updated, Customized and Cloud-Based Data**

Abiogen Pharma strategically diversifies its areas of therapeutic focus, which require the company to engage with a myriad of customers and stakeholders. The economic climate in Italy prompts Abiogen to fully capitalize on each interaction through customer databases that leverage the most up-to-date information on targets that are definitively relevant to their business model.

Cegedim Relationship Management's OneKey Portal enables users to access to OneKey's 8 million plus registered Healthcare Professionals, market access benchmarks, influence networks and/or prescription data based on their subscription level. Enabling a quick implementation via cloud-based services, OneKey Portal is fully compliant with local data privacy regulations. Lastly, this indispensable data resource enables Abiogen to attain a complete overview of their specified target groups – through data aggregated by affiliations, specialties and organizations – to maximize the company's ability to perform enhanced targeting and segmentation strategies.

"OneKey Portal empowers our business strategy by providing our customers' information, networks and influencers through an intuitive and robust portal," said Guido Vicari, Commercial Director, Abiogen Pharma SpA. "Cegedim Relationship Management allows us to look beyond obstacles in the Italian market, and realize new value through an unparalleled data solution that offers impressive freshness and in-depth information about our stakeholders."

"Data freshness and accuracy are essential to the success of our customers' targeting and segmentation initiatives. OneKey Portal enables our customers to truly achieve and leverage a 360° view of Healthcare Professionals and Healthcare Systems for improved planning and execution," said Laurent Labrune, Chief Executive Officer, Cegedim Relationship Management. "We build-in our expertise to the robust data solution in order to provide companies with a clearer picture of their customers and how they interact."

---

*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).

Follow Cegedim Relationship Management on [LinkedIn](#) and [Twitter](#).

*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 8,200 people in more than 80 countries and generated revenue of €911 million in 2011. Cegedim SA is listed in Paris (EURONEXT: CGM).

To learn more, please visit: [www.cegedim.com](http://www.cegedim.com).

*Contacts:*

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

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

---