

Boiron Spain is Deploying Cegedim Relationship Management's Award Winning* Mobile Intelligence for iPad™ via Software as a Service (SaaS)

Homeopathic Pharmaceutical Leader Optimizes Targeting and Segmentation Strategies with a 360-Degree View of Customers Powered by OneKey® Healthcare Professional (HCP) Database

Paris – March 12, 2012 – [Cegedim Relationship Management](#) today announced that Boiron Spain is fully deploying Mobile Intelligence™ for iPad™ via SaaS as their next generation CRM solution for their Specialty commercial teams. Boiron leads the international pharmaceutical market of homeopathy by providing breakthrough, human-centered solutions that continue to naturally enhance the quality of global health. Cegedim Relationship Management is the world's leading provider of pharmaceutical-specific customer relationship management (CRM) solutions with a 37 percent global market share.

Life Sciences Specific Cloud-Based CRM Solution to Innovate Beyond Economic and Healthcare Challenges

Europe faces increasing healthcare costs that pose new challenges in an already difficult economic climate. As a result, countries are employing cost curbing initiatives such as requiring doctors to prescribe generic drugs and emphasize self-care alternatives to their patients. Boiron Spain is leveraging this market shift to increase its leadership of the homeopathic market by investing in game-changing CRM solutions that optimize commercial productivity, and enable better targeting and segmentation strategies.

Mobile Intelligence empowers Boiron Spain with the ability to better connect with their distinct stakeholders market via a 360-degree view of customer databases. Additionally, Boiron commercial teams now benefit from transparent knowledge of stakeholders, coupled with the iPad's unmatched functionality of vivid multimedia presentations, in order to ensure high-impact interactions. Boiron's agreement also includes access to OneKey, the world's most robust reference database of over 8 million registered healthcare professionals. The cloud-based, integrated CRM solution suite of Mobile Intelligence powered by OneKey enables companies to enhance their marketing strategies while maximizing overall commercial effectiveness.

"We designed Mobile Intelligence for iPad with an exceptionally flexible architecture that allows unique companies such as Boiron to mold the solution to the exact needs of their business model," said Stefan Janssens, President Europe, Middle East and Africa for Cegedim Relationship Management. "Our newest version of Mobile Intelligence features increased offline functionalities and improved flexibility that delivers added value to very diverse companies within the spectrum of the Life Sciences industry."

* Frost & Sullivan 2011 North American Competitive Strategy Innovation Award in Mobile Sales Force Automation (SFA)

About Boiron

Boiron, world leader in homeopathic medicines, is a \$730 million public company with 4,000 employees and distribution in more than 80 countries. It is best known for its top-selling flu medicine, Oscillocochinum®, and its Arnicare® line of pain relievers. For nearly 80 years, Boiron has been committed to funding scientific research and educating the public and healthcare professionals on homeopathic medicines.

*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 8,200 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.

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