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PRESS RELEASE

Cegedim launches a new BPO service for regulatory transparency

TPO (Transparency Process Outsourcing): an expert management of healthcare companies' interactions with healthcare professionals

Boulogne-Billancourt, April 4, 2017

Cegedim, an innovative technology and services company, is launching a new service offering dubbed *Transparency Process Outsourcing (TPO)*, designed for companies in the life sciences sector. Cegedim SRH will market the new outsourcing service, which will help companies to manage the administrative side of events involving healthcare professionals to ensure compliance with current regulations.

French authorities continue to tighten the country's transparency rules and "anti-gift" provisions, known as DMOS laws. The trend is forcing drug and medical equipment companies to be incredibly vigilant. The stricter regulations are creating additional administrative work, for example with the initial application of several new measures in the months ahead: the "Sunshine Regulations" decree published in the Official Journal (JO) on December 30, 2016, dealing with benefits disclosures; the new "anti-gift" rules published in the JO on January 20, 2016; expanded rules on disclosing remuneration and benefits in the Animal Health segment; and so on.

With this in mind, Cegedim has drawn upon its expertise in the fields of health and business processes to create an original administrative solution for life science companies. The *TPO - Transparency Process Outsourcing* offering gives companies a dedicated back office team to track every stage of a project and verify regulatory compliance. This new operating arrangement will make life science companies more nimble, quicker to react, and ready for regulatory changes before they happen.

Making life easier for compliance

When a pharmaceutical or medical technology company seeks to form temporary or lasting ties with healthcare, medical or allied health professionals – i.e. by inviting them to a conference, work meeting or round table – or hires them to speak or supply expertise, it must manage very important regulatory process. Any compliance failure in the way these relationships are designed or implemented can cause an event to be cancelled or even expose the company to heavy penalties.

Seeing that companies need to protect activities that are critical to the way they do business as regulations grow increasingly strict, Cegedim SRH has developed its *TPO - Transparency Process Outsourcing* offering to make life easier for compliance.

The outsourcing solution is tailored to each client, and can include:

- **Pre-event:** verifying that paperwork is complete and compliant, checking the guest list, sending pre-event disclosures to professional associations, managing invitations, and managing speakers and speaker contracts, including an electronic signature option made possible by *Cegedim Global Payments* technology;

- **Post-event:** checking attendance records and comparing them with invitation lists, sending post-event disclosures to professional associations, paying honorariums, managing expense claim forms and reimbursements.

"We designed our TPO offering to meet the needs that any company might have with respect to DMOS and transparency issues. Whether the client is a multinational group with multiple decision-making layers or a smaller firm, for which we can design pooled solutions shared with other companies, we help them optimize their interactions with healthcare professionals while strictly complying with current rules and regulations," explains *Estelle Coanet, TPO Project Director at Cegedim SRH*.

"This launch is the latest chapter in the development of Cegedim's BPO[1] offerings. It builds on the momentum that is leading more and more companies to entrust increasingly complex and time-consuming administrative tasks to a partner with the right expertise. Our healthcare and business process expertise offers companies in the life science sector a major advantage as they tackle their unique competitiveness and transparency challenges," underlines *Laurent Labrune, Deputy CEO of Cegedim*.

To learn more: www.cegedim-tpo.com

About Cegedim:

Founded in 1969. Cegedim is an innovative technology and services company 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 4.000 people in 11 countries and generated revenue of €441 million in 2016. Cegedim SA is listed in Paris (EURONEXT: CGM).

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[1] Business Process Outsourcing