

Disclaimer: This is a free English translation of the PR issued in French, only provided for the convenience of English readers



PRESS RELEASE

MSD France chooses Cegedim SRH's TPO transparency solution

A bespoke tool for managing regulatory requirements related to events involving healthcare professionals

Boulogne-Billancourt, May 4, 2017

Cegedim SRH, an innovative technology and services company, announces that MSD France has chosen its new *Transparency Process Outsourcing (TPO)* service offering. This personalized service aims to optimize management of the administrative side of events involving healthcare professionals to ensure compliance with current regulations.

The agreement signed between MSD France and [Cegedim SRH](#) sets up an innovative partnership arrangement for managing regulatory compliance in the life sciences.

Cegedim – via its [Cegedim SRH](#) subsidiary – has drawn on its knowledge of health industry professionals and business process optimization to create an entirely new BPO offering. It is targeted at companies that want to streamline management of projects that involve doctors, pharmacists and other healthcare professionals, such as conferences, seminars, staffs, etc. These events are governed by laws that are strict and evolving, especially since the 2011 enactment of the Bertrand Law – France's version of the Sunshine Act – and the recent law modernizing the healthcare system and new "anti-gift" rules.

A win-win partnership

The *TPO - Transparency Process Outsourcing* offering enables medical companies of every size, from start-ups to large corporations, in the fields of biotech, biopharma, medtech and animal health, to entrust the back office teams of [Cegedim SRH](#) with some or all of their pre-¹ and post-²-event administrative tasks. This new operating arrangement will make companies more nimble, quicker to react, and ready for regulatory changes before they happen.

Seeing these advantages, in summer 2016 the MSD company became the first in France to decide to implement this pioneering solution along with [Cegedim SRH](#). During the preparatory phase, Cegedim SRH was able to recruit and train a 30-person team, review the processes covered by the agreement, identify opportunities for optimization, create an interface between its information system and that of MSD France, and implement electronic contract signatures.

The system became operational on January 2, 2017 (including the recovery of historical information). It initially covered the medication business based in Paris and was then expended to the vaccine business based in Lyon, and will eventually cover animal health as well.

"We chose a win-win partnership with Cegedim SRH. It has allowed us to create an organization that – as far as we know – is the first of its kind. The new system comprehensively manages our events and ensures compliance. It makes the most of our respective skills and is built on a shared vision of client relations. Some of the outside professionals we deal with have already praised the new arrangement, and it has brought peace of mind to our employees in the field and at our headquarters, while also saving precious time. We have come to trust that Cegedim will optimally and transparently manage our operations, which are essential considerations for MSD", explains [Lucie Chaminade, Operations and Transparency Director at MSD France](#).

¹ Paperwork verification, pre-event disclosures, managing speakers and their contracts, etc.

² Attendance records, post-event disclosures, paying honorariums, managing expense claim forms, etc.

"This innovative project clearly shows that our TPO offering works in a real-world setting. The offering is a unique combination of Cegedim's expertise in process management, digitalization, reporting and managing relationships with healthcare professionals. We thank MSD for trusting us and for working closely with us to form this partnership, which is adding value at every stage of the regulatory compliance chain," underlines [Stéphanie Willaert](#), *Operations Support Manager at Cegedim SRH*.

Anti-gift & Compliance Conference, June 1st at 9:00 am – Hilton Paris la Défense

Cegedim is organizing an "Anti-gift & Compliance" conference along with the law firm of [De Gaulle Fleurance & Associés](#). This will be a unique opportunity to discuss new regulatory developments and learn about Cegedim's [TPO – Transparency Process Outsourcing](#) offering tailored to medical companies in the fields of pharmaceuticals, medtech, animal health and more.

Presenters include: **Laurent Labrune** (*Deputy CEO of the Cegedim Group*), **Blandine Fauran** (*Attorney, Partner at De Gaulle Fleurance & Associés*), **Lucie Chaminade** (*Operations and Transparency Director at MSD France*) and **Stéphanie Willaert** (*Operations Support Manager at Cegedim SRH*).

For more information on the event, [please click here](#).

About Cegedim SRH:

Cegedim SRH is a prominent player in the market for HR solutions and services. The company has more than 25 years of experience in HR outsourcing. Present in France and Switzerland, Cegedim SRH has a client base that includes national and international companies in every sector of the economy, ranging from mid-market firms to large corporations.

To learn more, please visit: www.cegedim-srh.fr

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).

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

And follow Cegedim on Twitter, [@CegedimGroup](#), and [LinkedIn](#)

About MSD France:

Founded in France in 1961, MSD France is a research-based pharmaceutical company and subsidiary of the US company Merck & Co., Inc., of Kenilworth, NJ, USA.

MSD France works to provide patients and healthcare professionals a comprehensive innovative healthcare offering that includes both prescription medications – chiefly in five major therapeutic areas (cardio metabolism, vaccines, oncology, hospitalization and immunology) – and solutions and services, particularly in digital technologies. For more information, please visit www.msd-france.com or follow us at twitter.com/MSDFrance.

Aude Balleydier

Cegedim
Media Relations and
Communications Manager

Tel.: +33 (0)1 49 09 68 81
aude.balleydier@cegedim.fr

Sheima Maftouh

Cegedim SRH
Marketing & Communication

Tel.: +33 (0)1 49 09 29 56
sheima.maftouh@cegedim-srh.com

Diane-Morgane RABUAT

PRPA Agency
Media Relations

Tel.: +33 (0)1 46 99 69 63
diane-morgane.rabuat@prpa.fr

Follow Cegedim SRH:



Follow Cegedim:

