

SK&A and Cegedim Customer Information Announce Expansion of Physician Connect Market Research Capability for the U.S. Market

Custom market study service offers enhanced access to more than two million healthcare providers

Irvine – August 25, 2011 – SK&A, A Cegedim Company and Cegedim Customer Information today announced the enhancement of Physician Connect custom market study capabilities for the U.S. healthcare market. Physician Connect is now fully integrated with the OneKey, Powered by SK&A database and supported by the SK&A operation, allowing customers to more efficiently reach targeted healthcare providers and execute more cost-effective and comprehensive customized market studies.

Physician Connect is a proven methodology that connects customers with their targets to achieve market research objectives on a wide variety of healthcare topics, including the identification of key influencers and their networks. Over 500 studies in more than 30 countries have been delivered to help pharmaceutical clinical, brand, research, and business intelligence teams identify unique insights and intelligence to drive their business.

The newly integrated Physician Connect with OneKey, Powered by SK&A (OneKey SK&A) provides key insights and intelligence prior to developing and deploying the survey, allowing clients to ask more questions and obtain more insights versus other competitor solutions. The combination of Physician Connect with OneKey SK&A delivers a number of immediate benefits to clients, including:

- **Increased, High Quality Coverage:** OneKey SK&A has more than two million 100-percent telephone-verified healthcare contacts working in medical offices, clinics, hospitals, pharmacies, nursing homes, home healthcare facilities, HMO / PPOs, and IDN / HMCs.
- **Improved Breadth of Coverage:** OneKey SK&A has 100-percent telephone-verified site and health system demographics including site specialty, patient volume, and ownership and group practice affiliations.
- **Enhanced Targeting:** OneKey SK&A facilitates pinpoint targeting of healthcare providers through the use of over one hundred telephone-verified fields, including specialty, role, geography, size of practice, affiliation, and much more.
- **Unique Physician Channel Preference Insights:** OneKey SK&A has physician channel preference variables in areas such as sales rep visits, email utilization and topic preference, fax utilization, and sample drug preference.
- **Efficient Access:** OneKey SK&A provides 100-percent telephone-verified channel information for your targets including address, phone, fax, and email, ensuring surveys are delivered to the right target through the right channel.
- **Efficient Execution:** OneKey SK&A emails enable efficient, direct access to healthcare practitioners for instant survey completions. OneKey SK&A offers over 830,000 telephone-verified business email addresses.

“In the U.S. market SK&A is a recognized leader in profiling healthcare sites and contacts through ongoing, syndicated telephone surveys. Now with the integration of Physician Connect, we are extending our capability to offer customized online surveys delivered through email invitations to doctors and other targets,” said Dave Escalante, Vice President & General Manager, SK&A and OneKey.

“As managing key influencers and their networks is now an extremely valuable and necessary component of any pharmaceutical company’s success, Physician Connect, the SK&A and CCI nominative solution, gives our clients the powers of identifying and profiling physicians and their networks,” said Jean-Louis Lompre, Executive Vice President, Cegedim Customer Information. “Physician Connect can enhance medical, marketing and sales knowledge on key target groups, which is useful at each stage of brand lifecycle. In Europe, clients successfully include Physician Connect results in their strategies for accelerating drug adoption at local or regional levels.”

Physician Connect customized surveys are recommended for obtaining competitive intelligence, understanding attitudes, behaviors and preferences, identifying market opportunities, and determining channel productivity and efficiency.

About the Physician Connect Methodology: Adopting a consultative approach, the process begins with the target list selection from the OneKey, Powered by SK&A master reference database of over 2 million healthcare targets, many with business email addresses at medical offices, hospitals, pharmacies, nursing homes and health-system locations.

After survey objectives and an honorarium are determined, a web-based survey is designed, coded and deployed. Survey responses are received and vetted through SK&A’s quality assurance process before they are sent to a solutions team for in-depth analysis and interpretation. The final results are presented within a reporting tool along with recommended marketing solutions from SK&A. The process is entirely compliant with data privacy laws.

*About SK&A,
A Cegedim
Company:*

SK&A is a leading provider of healthcare information solutions and research. SK&A, as part of Cegedim’s global OneKey® offering, researches and maintains contact and profiling information for over two million healthcare practitioners, including 800,000-plus U.S. prescribers. SK&A also offers the only 100-percent telephone-verified database of email addresses of prescribers and professionals working at active healthcare sites. SK&A’s customers include many of America’s most recognized healthcare, life sciences and pharmaceutical companies. Please visit www.skainfo.com for more information or www.skalivecounts.com for counts and ordering. SK&A is part of the France-based Cegedim S.A. Group.

*About Cegedim
Customer
Information:*

Cegedim Customer Information (CCI) is the CRM and strategic data sector of Cegedim. With over 25 years of experience, CCI is the expert for nominative information on healthcare. CCI’s nominative research provides key indicators for targeting and segmentation such as prescription preferences, therapeutic attitude, patient case load, early adopters, digital profile, and KOLs and their influence networks. Relying on OneKey, the continuously updated worldwide database reference for healthcare professionals, CCI provides decision-relevant data in full compliance with local data privacy laws in Europe and the U.S. Cegedim is also Safe Harbor certified. To learn more, please visit: www.cegedim.com/solutions/life-sciences/ci

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