



# Activities 2012

Committed to Healthcare Innovation





€911m revenue in 2011

8,200 employees

80 countries

5 continents

Listed on NYSE Euronext Paris

Founded in **1969**, **Cegedim is a global technology and services company specializing in the healthcare field** and committed to healthcare innovation.

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.

# Summary

Operations

More than 40 years of innovation

Message from the Chairman

---

Cegedim Group overview p.08

Cegedim values

Human resources

Group's activities

---

**1.** CRM & strategic data p.13  
For the life sciences industry

**2.** Healthcare professionals p.27  
For doctors, paramedics & pharmacists

**3.** Insurance & services p.39  
For major healthcare insurance players  
& clients in all business sectors

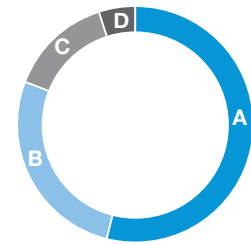
---

Finance p.51

---

Company management p.54

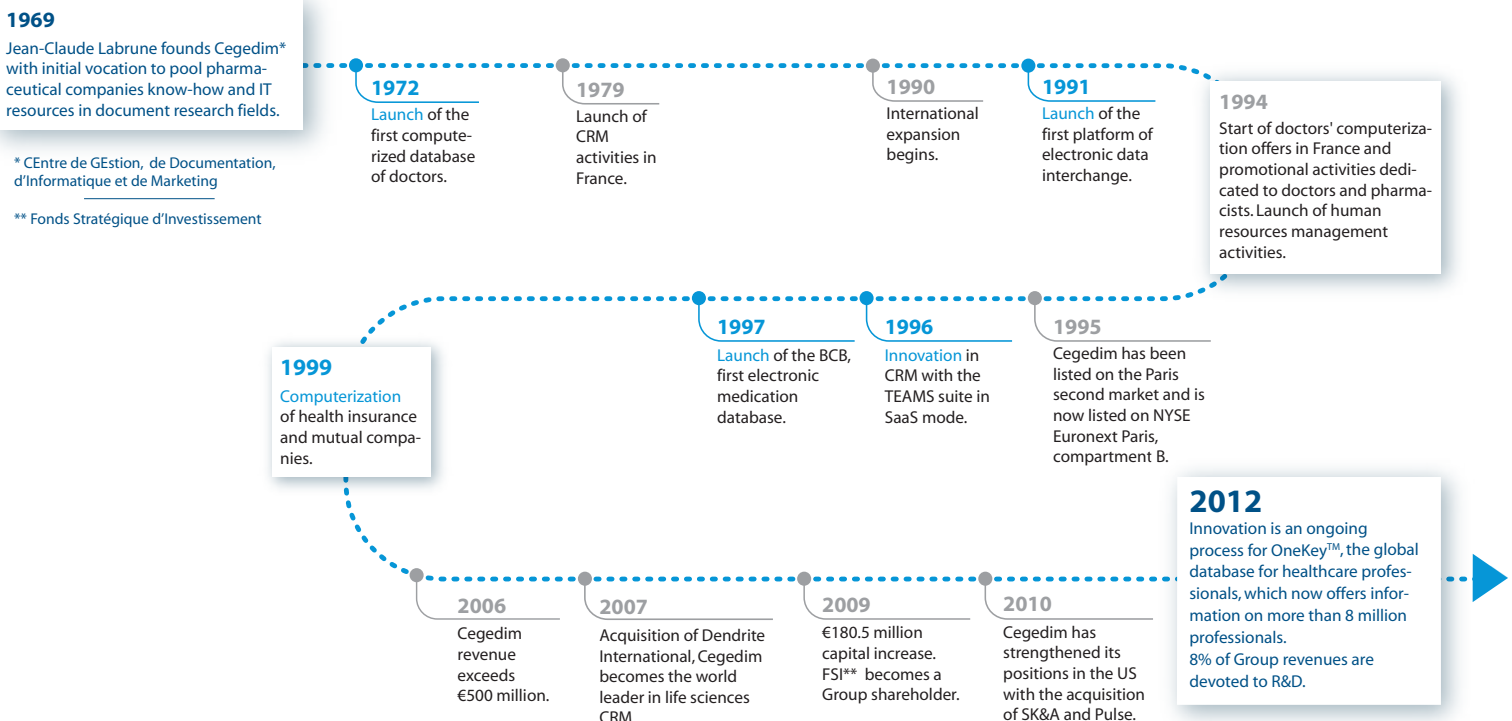
# Operations in more than 80 countries



Revenue breakdown  
by geographic sector

<b>A</b> France	54%
<b>B</b> Europe ex. France	27%
<b>C</b> North America	14%
<b>D</b> Rest of the world	5%

# More than 40 years of innovation



# Message from the Chairman



Jean-Claude LABRUNE,  
Chairman & CEO

The economic crisis is accelerating rapid change in the global health economy, as well as the consequences from the reinforcement of economic and safety constraints imposed on the pharmaceutical industry by governments and insurance systems.

For over three years, Cegedim has been transforming itself to support this fundamental change in healthcare professions with the aim of anticipating new requirements regarding product development, new standards and market conditions. Its main challenge will be to succeed in integrating this changing business model to take advantage of the positive growth that healthcare related activities will generate in the coming years. Cegedim is very well-positioned to achieve new and future success.

With the acquisition in the United States of Dendrite, SK&A, and more recently, Pulse, and the significant expansion of activities in Brazil and China, Cegedim has become one of the few international groups specializing in healthcare that has a presence in all major countries, including emerging economies. **Cegedim's portfolio is now global based on a high quality service infrastructure capable of supporting its customers' needs.**

The life sciences industry has become increasingly complex and there has been an increase in regulatory compliance requirements. As a result, the number of medical representative users in general medicine has significantly decreased in the last few years. Conversely, the number of specialized users of these services (medical reps in specialist areas, medical consultants, researchers, etc.) has grown rapidly due to the medical professionals' requirements for complex information, particularly with regard to all of the implications surrounding Market Access.

These important changes will be particularly beneficial to Cegedim, as it is the only global organization that maintains, updates and enhances of a worldwide database of healthcare professionals, through *OneKey™*.

Drawing on the substantial resources it devotes to innovation, Cegedim has revamped its Customer Relationship Management (CRM) offering with the new *MI Touch™* for iPad™. *MI Touch™* is truly revolutionary in terms of its user interface and business applications and perfectly suited for the pharmaceutical industry's new direction.

New government policies regarding transparency and compliance have also created new opportunities within Cegedim's areas of priority, which include healthcare professional databases, longitudinal patient studies, "risk-benefit" studies for all new products upon market placement, and the management of new prescribers and purchasers.

One of the new opportunities relates to the disclosure requirements for health spending, an area in which Cegedim's regulatory transparency and reporting service called *AggregateSpend360™* has experienced a significant success in the United States. This year, Cegedim plans to extend this success throughout Europe, and notably in France, with the first contracts signed in 2011.

**In brief, the healthcare sector is undergoing radical changes, which will lead to the creation of new tools designed specifically to meet the new requirements throughout the life sciences industry.**

At the same time, the adaptation of management and prescription software used by healthcare professionals, the new requirements for sharing medical records and the importance of rationalizing relationships between patients and insurers continue, and will provide Cegedim with opportunities to develop new medical and paramedical software.

---

2012 will see the launch of new offerings in prescription software, accessible solely via the Internet, as well as new portals reserved for patients.

Cegedim's Insurance business is another major growth driver, for which Cegedim has supported key order placers by meeting their needs for interconnection and computerization, as well as by offering support in the area of their changing relationships with healthcare professionals. Here too, **the Group boasts strong growth potential based on its specialized knowledge of the healthcare sector and the converging needs of organizations, pharmaceutical companies, insurers and healthcare professionals.**

The success of Cegedim's activities in IT for human resources management, electronic data exchange and the new SEPA procedures for payment and debit management is growing rapidly.

Cegedim will continue the strategy that has always made it strong: innovation and expertise.

By leveraging its key global strengths, its efficient and motivated teams, and by continuing to adapt its products to new requirements, Cegedim aims to remain a global benchmark in advanced technologies and IT services in the healthcare sector.

*Jean-Claude LABRUNE,  
Chairman & CEO*

**Cegedim's values are founded on a permanent quest for innovation and the optimization of the quality of its products and of data to support the «business» needs of its customers' markets.**

---

This requirement for innovation, quality and investment for their future is the core of the Group's strategy for growth and is based on strongly-held values:

•• An agile organization conceived to foster innovation and entrepreneurial spirit

The Cegedim Group is based on business units and on very independent companies, animated by managing entrepreneurs who are able to share and promote the technological excellence of their products in sectors with large potential for growth.

Most offerings proposed are very complete lines of customer services, involving high levels of knowledge and business specializations. The technical teams follow the products from the initial innovation to the production stage. Product development teams are fully aware of customers' needs and of the features of the solutions they offer.

•• An entrepreneurial culture resolutely focused on client satisfaction

Cegedim's goal is to deliver the added-value that customers need at a fair price. Great responsiveness and adaptability to change are possible due to human sized teams that promote communication, the transfer of skills and sharing of experiences. Cegedim bases its work on efficient, proactive and motivated teams, which benefit from short information circuits and rapid decision-making, and which are very adaptable to change.

•• Compliance

The nature of Cegedim's activities requires it to handle sensitive data, primarily in the pharmaceutical industry. Compliance is the source of Cegedim's credibility in the world of healthcare, in particular concerning confidential customer data and commitments to anonymity.

Adherence to applicable regulations and strong ethics are the core values that enable Cegedim to develop and lead its collaborators to evolve individually.

« By respecting these values, we ensure, together, our future success. »



**Particularly fond of the «Win-Win» principle, the Cegedim Group seeks to create an environment in which its employees can fully develop their skills while actively contributing to the company's performance.**

## •• Opportunities for professional advancement

The diverse nature of Cegedim's businesses and its international establishment in 80 countries mean that the Group is able to offer employees development in terms of skills and individual experiences, such as the opportunity to take on new responsibilities. The Group has been carrying out an active HR policy based on training and in-house mobility and considers professional advancement to be a lever for the motivation and success of its employees.

Joining Cegedim means seizing an opportunity to work in an advanced technological environment with rich and varied projects, while growing continuously.

In fact, Cegedim is based on infrastructures enabling the Group to meet the regional and international challenges and

requirements of its customers, with an ultra-fast international network linking its main secured IT centers in France and the USA and the largest R&D structure dedicated to pharmaceutical CRM (connecting more than 800 people).

## •• Let's grow together

In support of Cegedim's strategic plans, the company:

- hires several hundreds new employees in France every year, with an increasing willingness to act in favor of the diversity of the company's employees and to enable the handicapped to enter the working place;
- brings aboard a growing number of interns and young employees on trainee contracts;
- recruits internationally through its presence in more than 80 countries around the world.

8,200  
employees, with 60% abroad

+1,000  
new employees in 2011

Cegedim's skills  
are divided into  
3 sectors

1.

## CRM & strategic data

+ de 200,000 users

OneKey™, the world leading  
healthcare professional database

56%  
of 2011 revenue



2.

## Healthcare professionals

+ de 145,000  
healthcare professionals\*

+ de 78,000  
pharmacists\*

29%  
of 2011 revenue



\* workstations

3.

## Insurance & services

30 million  
policyholders managed  
with its solutions

250 million  
electronic payment

15%  
of 2011 revenue



## > > for the life sciences industry

### CRM

- Cegedim Relationship Management  
*Mobile Intelligence - TEAMS - AggregateSpend360*
- SK&A

### Business Intelligence

- Reportive

### Market research studies

- Cegedim Strategic Data

### Sales force optimization

- Itops Consulting

### Sales statistics for pharmaceutical products

- Gers SAS
- Cegers
- InfoSanté
- Santestat

### Medical prescription analysis

- Cegedim Customer Information  
*Icomed - Physician Connect*

### Corporate databases and associated services

- Cegedim Communication Directe

### Medical sample management

- Pharmastock  
*3S - Tracere*

### Digital promotion

- MedExact

1.

CRM  
& strategic data

## > > for general practitioners, specialists, paramedics & pharmacists

### Cegedim Healthcare Software

#### Software for pharmacists

- Alliadis
- Cegedim Rx
- Next Software
- Pharmec Healthcare Software

#### Software for doctors

- Cegedim Logiciels Médicaux
- INPS
- HDMP
- Millennium
- Stacks
- Pulse

#### Software for paramedics

- RM Ingénierie

#### Medication database

- Claude Bernard Database  
- RESIP

### Other services

#### Promotional information

- RNP

#### Medical financial leasing

- Cegelease

2.

Healthcare  
professionals

## > > for major healthcare insurance players & clients in all business sectors

### Cegedim Insurance

#### IT for healthcare insurers

- Cegedim Activ
- Midiway

#### Flows and electronic payment

- Cetip
- iSanté

#### Management services

- iGestion

### Cegedim e-business

- Cegedim EDI
- Global Information Services
- Cegedim Global Payments
- Hospitalis
- Qualitrans-Telepharma

### Other services

#### Outsourced payroll and human resources management

- Cegedim SRH

#### Hosting, services and Internet

- Cegedim Hosting
- Cegedim Outsourcing

3.

Insurance  
& services





# CRM & strategic data

For the life sciences  
industry

# CRM & strategic data

For the life sciences industry

1.

**The “CRM and strategic data” sector aims to support healthcare companies around the world in their different commercial and medical operations by providing them with databases, marketing tools and regular or customized audits.**

Cegedim enables those in the life sciences industries to optimize their investments by providing the necessary technological tools and data to identify the medical needs of prescribers who normally have to use such services.

Cegedim also provides different compliance services, allowing for customers to better understand the correct use of drugs and ensure the compliance of prescriptions with market authorizations.

Cegedim solutions combine performance and compliance with different public health codes and privacy laws.

In particular, Cegedim offers:

- tools for optimizing information and investment resources for global sales and marketing;
- report and analysis tools for city and hospital-based sales forces;
- databases and tools allowing for better knowledge of prescribers;
- tools for strategic marketing;

research, operational marketing and monitoring competition;

- tools for measuring performance and promotional investments;
- business intelligence solutions.

## CRM

### Cegedim Relationship Management

With 200,000 users of its solutions in 80 countries, Cegedim is one of the leading providers of life sciences solutions, with 37% global pharmaceutical CRM market share and 44% for healthcare professional databases.

Cegedim Relationship Management offers an industry-specific solution that meets the unique needs of users in the sales, marketing and regulatory compliance fields. Built for life sciences business models and requirements, Cegedim Relationship Management solutions help users build

The tools and databases of the Cegedim Group, notably with respect to monitoring longitudinal patient studies, place the Group among the global leaders for accurate monitoring of proper usage and pharmaceutical product quality.

*Cegedim  
Relationship  
Management*

**200,000**  
users

**70%**  
of revenue is generated  
outside of France

Presence in  
**over 80** countries

long-standing relationships with their stakeholders, and meet their present and future business objectives and requirements.

## Cegedim Relationship Management's principal strength is the ability to think globally and act locally

by providing solutions that are adapted to the structure, issues and legislation specific to each market.

### •• Mobile Intelligence™

Cegedim Relationship Management offers **Mobile Intelligence™**, a superior CRM platform combining proven and flexible functionalities.

This robust platform meets customers' local, regional and global needs through its unmatched "hierarchical" model.

This offering includes:

- a comprehensive suite of cloud-based (commonly known as Software as a Service or SaaS) or on-premise CRM solutions to improve the effectiveness and efficiency of medical representatives, home office personnel (sales & IT), key account managers, medical science liaisons, managed care representatives and medical device representatives;

- advanced configuration, administrative tools and sales territory alignment;
- implementation and support services adapted to local environment;
- advanced business intelligence and hosting services.

**Mobile Intelligence™** is one of the CRM's first iPad™ and iPhone™ solution designed for the life sciences industries, available since 2010. The solution is named, **MI Touch™** for tablets and **MI Pocket™** for smartphones.

This solution has been designed to be faster, smarter and more flexible.

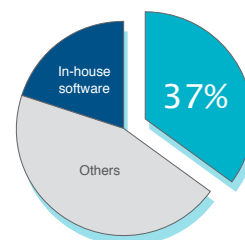
The graphical user interface was designed to meet the unique needs of life sciences users in the field and applies Apple™ ergonomic guidelines.

## Data Optimization

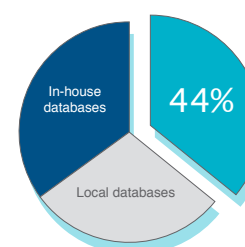
### •• OneKey™

Cegedim Relationship Management offers **OneKey™**, the most robust healthcare professional (HCP) database in the world, with more than **8 million HCPs**, enabling a global management of international data. This solution is based on an advanced data integration model and proven updated methodology maintained daily by experts

### Cegedim's Market Share



### Pharmaceutical CRM



### Databases for healthcare professionals

*Mobile Intelligence CRM platform for life sciences industry*

in the field with excellent knowledge of local healthcare issues and according to ISO 9001 certified procedures.

Used by medical reps and healthcare stakeholders, the **OneKey™** database allows users to obtain accurate medical information for each category of healthcare professional and provides various means of contacting them: practice address, telephone numbers, emails, etc.

Today, **OneKey™** is the only platform likely to respond to overall management and regulatory compliance needs.

#### •• SK&A

SK&A is the main supplier of healthcare IT solutions and databases in the US. Integrated into Cegedim's **OneKey™** solution, SK&A researches and maintains the contact information and profiles of more than 2 million healthcare professionals and 840,000 prescribers.

SK&A data facilitates canvassing and marketing efforts in many sectors, and particularly in the areas pertaining to pharmaceuticals, medical equipment,

medical management, direct marketing, publishing, education, etc. The quality and reliability of SK&A databases is ensured by its research center based in Irvine, California, which audits them thoroughly twice per year.

Every month, SK&A receives over 400 orders and provides more than 32 million items of healthcare data to its numerous customers, including the biggest healthcare institutions, press groups and pharmaceutical laboratories.

### Regulatory Compliance

In order to help the life sciences industry navigate through the complex regulatory and healthcare environment, Cegedim Relationship Management has specialized experts, support procedures and first-rate technological tools which allow them to implement cost-effective compliance solutions adapted to local, regional and international policies, processes and regulations.

**OneKey™**  
*Healthcare professional database*

**8 million**  
healthcare professionals

**SK&A**  
*Leading provider of US healthcare information solutions and databases*

**2 million**  
healthcare providers  
& **840,000**  
prescribers

**Over 400**  
orders / month

**Over 32 million**  
records / month



The global generalization of transparency regulations encourages pharmaceutical laboratories to monitor and communicate all of their expenses to healthcare professionals.

According to a 2011 IDC report, in 2006 Cegedim Relationship Management was the first to develop and commercially market a life sciences-specific aggregate spend transparency solution - and through continuous investment - is today the global market share leader with its product [AggregateSpend360™](#).

[AggregateSpend360™](#) saves invaluable time and internal resources by streamlining the tracking/reporting process with fully proactive measures based on aggregate spend transparency regulations and requirements for state, country, regional and global markets.

Available in cloud-based (SaaS) and licensed models, this comprehensive data management and reporting service collects all necessary compliance data and rationalizes that data into one customer view. It then automatically generates reports for unique compliance requirements with pre-

built templates according to each regulation or transparency requirement.

[AggregateSpend360™](#) enables companies to transform the duty of compliance into an essential business advantage.

## Business Intelligence

### Reportive

Reportive publishes a business intelligence software package. This facilitates the creation and automatic distribution of personalized reports and interactive trend charts (sales force, marketing, finance, human resources) aimed at improving the competitiveness, productivity and efficiency of organizations.

The solution's agility makes it possible to adapt to the needs of the profession and provides the necessary responsiveness to integrate changes. The ease of use combined with advanced data validation capabilities allows experts in the field to develop their own applications while guaranteeing the reliability of results.

The use of a component library and plug and play interface generates significant productivity gains thanks to low Total Cost of Ownership (TCO) and quick implementation.

### Aggregate Spend360™

transparency and disclosure compliance solution

### Reportive™ Business Intelligence suite

### 130 clients

including 16 of the world's 20 largest pharmaceutical companies

Reportive is a significant player in the intelligence software publishing market, with more than 130 customers, including 16 of the world's 20 largest pharmaceutical companies.

Several Cegedim solutions integrate with **Reportive™** to provide guidelines and trend charts for their businesses.

## Market research studies

### Cegedim Strategic Data

Cegedim Strategic Data (CSD) is one of the leading market research companies dedicated to the pharmaceutical industry. With over 40 years experience in this industry,

**CSD offers a comprehensive range of market research services by integrating its numerous data sources**

(primary market research, promotional audit, patient database, communication tracking, and clinical research).

This information is collected from general practitioners, specialists (office and hospital based), pharmacists and patients.

CSD is present worldwide and has over 50 international and 500 local pharmaceutical

companies among its clients. Its international expertise enables it to provide its clients with comparable analyses between different countries. CSD owns the **INES™** software (a tool originally developed for the management of clinical studies), **CSD Analyzer™** (Powered by Reportive – dynamic data analysis and dashboard tool) and **CSD Advance™** (Powered by Reportive – Business Intelligence tool), and it also benefits from the **Onekey™** physicians database.

CSD manages every stage of its research in-house, from the collection of raw data, processing, analyses, interpretation to the presentation of the completed studies to its clients.

#### • Promotional audit

Each year more than 200,000 healthcare professionals worldwide participate in CSD's panels. The data collected concerning the promotional investment of pharmaceutical companies makes it possible to track & benchmark the pharmaceutical industry's marketing and promotional activities by spending and contact: marketing mix analysis (detailing, advertising, samples, direct mailings, meetings, clinical trials, Internet, DTC, social media, etc.), the investment trends for different targets (general practitioners, specialists and pharmacists), the usefulness and impact of medical rep calls and sales force effectiveness.

*Cegedim  
Strategic  
Data  
Market studies*

More than  
**40 years**  
of experience

**200,000**  
healthcare professionals  
in CSD's panels

**8 databases**  
longitudinal patient  
databases



## •• Patient database

CSD has two sources for patient and prescription information:

- eight longitudinal patient databases with anonymised observational data;
- a panel of specialists (office and hospital-based) that ensures constant monitoring of a given market: PDS™ (Patient Database Survey).

The patient data collected offers a wide range of studies: market trends, product performance tracking, particularly during the launch phase, monitoring of patient cohorts, changes in prescribing behavior for a particular therapeutic class, product, etc.

## •• Communication tracking

The communication tracking range provides pharmaceutical companies with an in-depth view of market communications. It measures sales force performance, evaluates message recall and analyses the impact of their communication on prescribing behavior.

These reports are adapted to the specific needs of each client, and deal with product communication, its evolution over time, allowing for strategic adjustments and communication campaigns if necessary.

## •• Medical research

CSD's offer also includes (Contract Research Organization) activities.

With its patient management software installed in doctor's offices and its Web-based data collection tool (INES™),

it is possible for CSD to respond to any pharmaceutical company's or health authority's medical research needs:

post-marketing studies, pharmaco-epidemiology, health economics, outcomes research, regulatory affairs, clinical studies or registries.

## •• Primary market research

CSD offers a wide range of primary market research studies both qualitative and quantitative, in order to provide customised strategic recommendations to its clients. In 2011, CSD conducted over 1,500 international and local studies (recall tests, prescribing behaviour, analyses of rep calls, brand equity, advertising overview, etc.), covering all therapy areas.

With its various data sources, CSD has developed an integrated offer that provides an in-depth view of a specific market or product.

*Cegedim  
Strategic  
Data  
Market studies*

1,500

International and local studies for more than 50 international and 500 local pharmaceutical companies



## Sales Force Optimization

### Itops Consulting

Itops Consulting offers its customers support in their strategic thinking on promotional issues.

Itops Consulting expertise covers:

- promotional strategy: product portfolio analysis and estimates, strategic planning, risk management and promotional design;
- plans to organize and reorganize their promotional networks;
- performance evaluation: operational productivity or performance, financial performance, return on investment and risk assessment;
- development and implementation of compliance regulations, audit, process optimization to combine economic performance and compliance;
- managing change;
- training;
- processing and analyzing data (collection, synthesis, production of trend charts, reporting, etc.).

## Sales statistics for pharmaceutical products

### Gers SAS

Gers SAS processes and establishes sales statistics for all pharmaceutical products by geographic analysis units on behalf of the Gers<sup>1</sup>,

using data collected from wholesale distributors and pharmaceutical companies and pharmacies.

Since 1999, these statistics have been available online on a weekly basis. The most recent geographical segmentation (746 geographic units divided into 4,565 Sales Point Aggregates or APV each containing three to eight pharmacies), which is much more homogeneous in terms of business volume, allows pharmaceutical companies to develop true micro-marketing strategies.

France is one of the few countries in the world where the industry has joined forces to produce its own statistics, which have become regulatory data for conventional agreements between the LEEM<sup>2</sup> and the CEPS<sup>3</sup>.

### To learn more

<sup>1</sup>**GERS** : economic interest group made up of the pharmaceutical companies operating in France.

<sup>2</sup>**LEEM** : professional organization that federates and represents pharmaceutical companies present in France.

<sup>3</sup>**CEPS** : Economic Committee on Healthcare Products (Comité Economique des Produits de Santé), an inter-departmental organization placed under the joint authority of the Ministries in charge of health, social security and the economy, is mainly required by law to establish the price of medications and rates for medical plans for individual use paid for by mandatory health insurance.

## Cegers

Specialized in data processing, Cegers offers total outsourcing by ensuring data integration, reprocessing and distribution of trend charts via [Click-Pharma™](#). Cegers also offers internalization allowing companies' industry experts to be autonomous in their reporting and satisfy their internal customers by making the [Reportive™](#) software platform available.

## InfoSanté

With its InfoSanté subsidiaries in Romania and Gers Maghreb in Tunisia, the Cegedim Group offers pharmaceutical product sales statistics. In these two countries, Cegedim is the market leader in the sales data markets, including regional and national sales data, and offers a full range of products and services for the pharmacy and hospital segments.

## Santestat

Using sales data collected from a range of pharmacies, Santestat compiles a statistics database that is continuously enriched. Thanks to Santestat, pharmacists and their groups have the tools necessary to optimize the management of their agencies, the monitoring of their pricing policies and the vision of their

purchasing market.

These statistics provide pharmaceutical companies with the data necessary to better understand drug distribution channels.

## Medical prescription analysis

### Cegedim Customer Information

Cegedim Customer Information (CCI) is an essential nominative information assessor qualifying healthcare professionals with more than 25 years of experience.

This nominative research allows users to obtain key indicators for segmentation and targeting: prescription preferences, number of patients, therapeutic strategies, early adopters, digital profile and experts as well as their networks of influence.

Based on [OneKey™](#), CCI delivers strategic data to pharmaceutical companies in total compliance with local laws regarding personal data protection.

### • Icomed (Prescriber in Germany)

Every year, Icomed performs syndicated surveys with general and specialized practitioners on their activities and prescrip-

*Cegedim  
Customer  
Information  
nominative  
information  
qualifying  
healthcare  
professionals*

*Icomed  
prescription  
preferences*

**44** specialties in  
France

tion preferences with significant response rates - from 30% to 50% - depending on the specialty and country. This information is primarily used to carry out or optimize segmentations and the targeting of pharmaceutical laboratories and can be used as sales force indicators.

These studies exist in France (in 44 specialties) as well as in Germany, Italy, Spain, Benelux, Nordic countries, Russia, Poland, Turkey and Romania.

#### •• Physician Connect™

Physician Connect™ identifies experts and their networks of influence managing a pathology due to a unique and robust peer-to-peer nomination methodology. This study responds to different departments' needs (medical, marketing, sales and SFE) to optimize their relationships with networks of influence throughout the product's life cycle.

Physician Connect™ is the most complete nominative database in oncology networks of influence, covering seven solid tumors and five hematological cancers in ten countries (top five Europe, Benelux, United States and Canada) with over 24,000 appointed experts and 100,000 links between practitioners.

Physician Connect™ can also be used for specific requests from pharmaceutical

laboratories on a specific therapeutic field for all countries where OneKey™ is present.

### Corporate databases and associated services

#### Cegedim Communication Directe

Specializing in professional databases and marketing tools throughout the world, and backed by its expertise in these fields, Cegedim has developed a specific department for its French activities in direct marketing, Cegedim Communication Directe, which offers:

#### •• Specific Databases

- Business & Management;
- Corporate headquarters with the main executive's contact information;
- Insee establishments;
- Nominative BtoB emails (LaMeg@baseB2B™);
- Professional automotive fleets;
- Businesses: liberal and elective professions, territorial collectivities.

*Physician Connect™  
networks of influence*

10 countries covered by our oncology database with over 24,000 experts and 100,000 links between practitioners

## •• Data processing/Data Quality Management

- Database audit, normalization, restructuring, clearing;
- Merge and purge, reconciliation, data consolidation;
- Reconciliation with the Sirene database;
- Data cleaning and enrichment;
- Customer data maintenance using Cegedim CD specific updates;
- Analysis of data and client profiles, segmentation, marketing scores.

## •• Online Services

- **GlobalDataControl™**: secure exchange space coupled with automated auditing and processing to improve professional data and make it more reliable;
- **GlobalDataDistri™**: data counting and extraction Web solution for operational BtoB data;
- **SirWebAnnuaire™**: access to Insee's Sirene repository, enriched by Cegedim CD in directory mode;

- **SirWebServices™**: Web Services to plug customer solutions (CRM, ERP, Web forms, etc.) into Cegedim CD's BtoB repository, and supply them with qualifier data;

- **GlobalDataReport™**: report generating solution (from the Reportive™ software suite) to enlighten customer knowledge;

- **GlobalDataValid™**: Web solution allowing users to manually validate and reconcile duplicate data online.

To offer all of these services, Cegedim CD relies on programs and tools, a number of which are unique in France, such as the Source database logging all establishment transfers and domicile changes since 1993.

## •• Products and services dedicated to Press and Web publishers

Cegedim Communication Directe provides a set of solutions for print and digital news publishers to optimize their customers' knowledge:

- **SIGA™** meets the requirements of press publishers in the fields of subscription management, direct marketing, circulation, and business intelligence;

*Cegedim  
Communication  
Directe  
professional  
databases and  
marketing tools*

Business & Management:  
**287,435**  
companies, classified by  
revenue, with telephone and  
fax numbers

**More than  
500,000**  
qualified operational  
functions

**3,738,306**  
corporate headquarters  
with the main executive's  
contact information,  
telephone and fax

**2,900,000**  
nominative emails with  
**LaMeg@baseB2B™**

Professional automotive  
fleets:  
**755,061**  
active establishments for  
**3,789,412**  
vehicles





- **OneKey Web Authentication™** is a Web Service designed specifically for publishers of professional content sites requiring strict access validation. This service allows users to construct very precise visitor profiles by relying on the Group's business reference systems.

## Medical sample management

---

### Pharmastock

Pharmastock is a pharmaceutical dealer specializing in the management and shipment of:

- samples to doctors;
- documentation to medical representatives. To comply with traceability and sample distribution requirements facing pharmaceutical companies, Pharmastock, backed by the Cegedim Group's knowledge of healthcare professional file management, offers the following two products/services:
  - **Tracere™**, designed to respond to the sample management needs of medical representatives and doctors;
  - **3S™**, for the processing of sample requests submitted by healthcare professionals.

## Digital promotion

---

### MedExact

MedExact works in synergy with Cegedim Group companies involved in promotion, with the exception of medical reps promotion.

The **ScreenPub™** offer concerns doctors equipped with Cegedim medical software interconnected to the Cegedim server. It allows for the exchange of information and, notably, uploading campaigns and distributing them.









# Healthcare professionals

For doctors, paramedics  
& pharmacists

# Healthcare professionals

For doctors, paramedics & pharmacists

2.

**Having worked alongside healthcare professionals for many years, today Cegedim has positioned itself as one of the leading medical management software publishers across the world.**

Cegedim works on a daily basis with paramedical professionals, pharmacists, general physicians, and specialists.

Structured and communicative, Cegedim's software meets the daily practice needs of professionals and the latest technical and regulatory requirements. It is an important vector for transferring scientific and medical information between healthcare professionals at the place of practice.

## Cegedim Healthcare Software (CHS)

Created in 2009 to coordinate and consolidate all activities pertaining to software solutions for healthcare professionals, the Cegedim Healthcare Software (CHS) Business Unit has over 145,000 physician and paramedical workstations and 78,000 workstations in pharmacies, using its solutions in nine countries (Belgium, Chile, France, Italy, Romania, Spain, the United States, the United Kingdom, Tunisia).

Cegedim Healthcare Software, organized around four areas, provides major diversification for Cegedim's future:

- software for pharmacists (Alliadis, Cegedim Rx, Next Software, Pharmec);
- software for doctors (Cegedim Logiciels Médicaux, INPS, HDMP, Millennium, Stacks, Pharmec, Pulse Systems);
- software for paramedical professions (RM Ingénierie);
- medication database (Resip/Claude Bernard Database).

*Cegedim  
Healthcare  
Software  
software  
solutions for  
healthcare  
professionals*

**More than  
145,000**

workstations for doctors  
and paramedics

**More than 78,000**

workstations for  
pharmacists

**Presence:**

Belgium, Chile, France,  
Italy, Romania, Spain,  
Tunisia, United Kingdom,  
United States

## Software for pharmacists

### Alliadis

Specialized in pharmacy computerization, the Alliadis group (Alliance Software, Alliadis, PGInformatique) has been providing support to pharmacists since that sector began to be computerized over 20 years ago.

It develops and markets comprehensive, integrated software solutions, including the supply of suitable IT equipment.

Alliadis is at the forefront of advanced technological innovation, meeting clients' needs with scalable, high value added products and services.

The new regulatory challenges such as the Pharmaceutical File, the development of the SESAM-Vitale environment, substitution goals, product traceability and coding, over-the-counter drugs and new pharmacist responsibilities as part of the HPST law, are some of the issues that encourage short or medium term changes in IT tools and to which Alliadis still commits to at a very early stage.

A seasoned partner of new developments in the pharmaceutical industry, the Alliadis group has succeeded in adapting to economic challenges by offering customized solutions to different market players:

- independent pharmacists and pharmacists with a private healthcare agreement;
- pharmacies organized in SELs (independent professional companies), with different products that allow colleagues to network;
- pharmacist groups for whom, to date, the Alliadis solutions are the most popular, indeed the sole solution of some. Some partnerships allow members to use exclusive IT tools adapted to the specific operational characteristics of their group;
- pharmaceutical companies, via a dedicated solution. Since 50% of drug flows are managed through its software applications, the Alliadis group is the preferred partner of the leading pharmaceutical companies for implementing information and promotional systems designed for pharmacists.

*Alliadis  
comprehensive  
and integrated  
solutions for  
pharmacists in  
France*

9,380  
clients

41%  
of the pharmaceuticals  
IT market in France



Since the integration of PGIInformatique in 2009, the Alliadis group has had a range of business solutions that allow it to target all types of pharmacies:

- **Alliance Premium™**, the group's flagship solution, is the most widely used in pharmacies to date. It is modular and very rich and offers the pharmacist essential features for a fine-tuned management of the company and exhaustive monitoring of dispensing;

- **OPUS™** offers a specific response to large pharmacy groups through open, extremely communicative technology.

In a constantly changing market, the Alliadis group is pursuing a strategy of growth and diversification to continuously stay one step ahead of pharmacists' needs:

- with the arrival of over-the-counter drugs, selling area profitability is becoming highly strategic. The Alliadis group decided to invest in product lines designed to increase selling area value and security and, in 2008, created **NTPHarm™**, its sales network specifically for this activity;

- in order to support its customers in the establishment of business activities related to their new objectives, such as medical equipment rental and Ehpad

(nursing home) management, the group is integrating or developing specific solutions interfaced with its business software.

Committed to professional requests, Alliadis has committed to CNAM and pharmacy unions as part of the SCOR process with the goal of digitizing the transmission of supporting documents to CPAM. The success of the experimental phase led to the signing of an amendment to the agreement, which brings the digitalization of prescriptions and their transmission to CPAM into general use for the whole territory, starting in 2012.

Today, Alliadis is the only company to support its customers in implementing this new mode of communication with their CPAM.

In France, 450 employees, 30 skills centers and two hotlines deployed across the entire territory provide daily local service whose quality is unanimously recognized by customers. With 9,380 customers, the Alliadis group holds 41% of the pharmaceuticals IT market in France.

## Cegedim Rx

Cegedim Rx is the leading supplier of pharmacy software solutions and computer services in the United Kingdom, with over 50% of the pharmacy market which incorporates in excess of 12,200 pharmacies.

Its product line includes Nexphase™ and Pharmacy Manager Patient Medication Record™ systems, which process over 300 million prescriptions every year. Cegedim Rx has ISO 27001 certification and now has over 150 employees who are based in two main sites in the UK.

The majority of leading pharmacy cooperatives such as: Asda, Boots, the Co-operative Group, Sainsburys, Tesco, Morrisons and Superdrug all use one of Cegedim Rx's solutions.

Cegedim Rx is heavily involved in the development and provision of electronic prescriptions and minor ailment software in the UK.

Cegedim Rx also provides its customers with government sponsored broadband communications within pharmacies as well as providing its own Message Handling service which will eventually handle up to 60% of the English prescriptions managed by its own Network Operating Center.

Cegedim Rx also offers products for:

- hardware distribution and engineering;
- support and training for users;
- sale of consumables.

## Next Software

Next Software is a company specialized in publishing and distributing solutions for healthcare professionals in Tunisia.

A leader in pharmacy computerization with a 25% market share, Next Software is one of the most important players in the market, with a presence across the Tunisian territory.

Already heavily involved in IT support for reimbursement systems installed by the healthcare authorities,

Next Software will quickly benefit from the experience of Cegedim's other "pharmaceutical" publishers, enhancing its offering

in medication database and electronic information exchange.

*Cegedim Rx  
software for  
pharmacies  
in the United  
Kingdom*

**50%**  
of the pharmacy market  
which incorporates  
**12,200**  
of pharmacies in the  
United Kingdom

**300 million**  
prescriptions every year

*Next  
Software  
software for  
pharmacies in  
Tunisia*

**25%**  
market share  
in Tunisia



## Pharmec Healthcare Software

Specialized in publishing and distribution solutions for healthcare professionals in Romania. Pharmec Healthcare Software is the leader in the pharmaceutical software industry with over 35% market share. Pharmec is also one of the up and coming players in the physician computerization market in the country.

Pharmec Healthcare Software's offering is going to rapidly grow in the medicinal database and online medical software fields thanks to Cegedim's experience in this area.

## Software for doctors

### Cegedim Logiciels Médicaux

Cegedim Logiciels Médicaux offers solutions for office-based physicians, oncology institutions and healthcare centers, and multidisciplinary residential and longterm care centers:

- for physicians: [Crossway™](#) (and its interfaces, [Eglantine™](#), [Medigest™](#) and [Cardiolite™](#)), [Doc'Ware™](#), [Mediclick™](#), and [MegaBaze™](#) software ensure simple and efficient patient record management;
- for oncology institutions: [OncoBaze™](#),

and soon [OncoWeb™](#) software offers comprehensive management of the workflow for chemotherapy treatments and their complete traceability;

- for healthcare centers: [Crossway CDS™](#) software offers medical center management (coupled with a management solution for third party payment);
- for multidisciplinary residential and long-term care centers: [Cegedim Logiciels Médicaux](#) (partnered with RMI) offers a line of software, [Santé +4000™](#), which shares data between different healthcare professionals (physicians and paramedical professionals) within the same structure.  
This offer will change to include a full Web solution that also responds to the needs of healthcare centers.

- the [Secure Medical Mail™](#), [Resip FSE™](#) and [e-FSE™](#) software programs, used alone or integrated with medical software, allow medical information to be shared through secure e-mail and CPS authentication, and to prepare electronic care sheets in compliance with the latest regulations in effect.

- hosted in the Cegedim Certified Healthcare Data Hosting environment, [monLogicielMedical.com™](#) targets young physicians with whom these new technologies are popular, as well as specialists (over 200 specialized forms available), and multidisciplinary residential and long-term care centers and group

*Pharmec  
Healthcare  
Software  
solutions for  
healthcare  
professionals  
in Romania*

Leader in the pharmaceutical software industry with  
**35%**  
market share in Romania

*Cegedim  
Logiciels  
Médicaux  
software and  
web solutions  
for doctors in  
France*





practices for which centralized data facility management, both hardware and software, represents an ideal solution.

•• Significant developments in the business software product line.

In 2011, important developments took place for a significant number of healthcare professionals regarding interoperability in the Cegedim Logiciels Médicaux line of software, notably in their interaction with medical information sharing platforms, at the forefront of which were DMP developments.

Efforts undertaken in the field of interoperability will continue in 2012, particularly through the European epSOS\* project.

In terms of administrative simplification, the work launched in 2011 with CNAM made digitalization of the top health insurance teleservices available to Cegedim Logiciels Médicaux software line users, and will continue in 2012.

•• An offer in line with the new medical convention and performance compensation criteria.

After obtaining the HAS certification for Prescription Assistance Software in 2011 for CrossWay™, Cegedim Logiciels Médicaux developed a dash board, integrated into its software line, which allows users to monitor performance indicators associated with medical efficiency and prevention.

In this regard, 2012 will be marked by the certification of all the products of the Cegedim Logiciels Médicaux line, as well as by the deployment of software versions allowing physicians to meet the convention's requirements.

•• In accordance with the requirements of the personal healthcare data hosting order, Cegedim also provides hosting for this data.

This offering responds to the interoperability issues of healthcare professional solutions, referring to the national interoperability framework published by ASIP Santé. It deliberately places itself in a dynamic synergy through the various Cegedim Group product lines for healthcare professionals (physicians and paramedical professionals, healthcare centers, etc.).

*To learn more*

\*epSOS project:  
the epSOS project involves 12 countries and aims to provide cross-border services ensuring safe and effective medical treatment to European Union citizens when they travel abroad.

## INPS

INPS is strengthening its position as leader in the Primary Care sector in the United Kingdom with its [Vision™](#) offer. The reforms undertaken by the National Health Service require different levels of interoperability between healthcare professionals, and INPS continues to develop and adapt its software solutions in order to meet these requirements for General Practitioners.

The [Vision™](#) clinical application is used by approximately 10,000 doctors at more than 2,300 primary care centers in the United Kingdom.

## HDMP

With the [Health One™](#) solution, HDMP is the second largest player in the Electronic Healthcare Record market for general practitioners in Belgium. HDMP is also very active in sectors involving hospitals, occupational medicine, after hours services, prevention centers, healthcare centers, etc. with more than 2,200 references.

## Millennium

Based in Florence, Millennium, 49% owned by Cegedim, is Italy's leading medical software publisher, with [Millewin™](#)

installed on nearly 16,500 workstations. Millennium recently strengthened its regional presence and became a strong shareholder of two other publishers, one focused on general practitioners and the other on pediatricians (Mediatec with 2,600 Gps and Sosepe with 3,700 Gps). Millennium now directly or indirectly equips more than 22,800 physicians (GPs and Pediatricians), representing a 39% market share with Italian general practitioners and 45% with pediatricians.

## Stacks

The leader in physician software in Spain with more than 30,000 users, Stacks specializes in the analysis, design, and development of information systems dedicated to the healthcare sector. Stacks also offers consulting and technical services for identification, adaptation, and integration of solutions in order to meet the needs of healthcare professionals. The primary market for Stacks is the Spanish public sector, which represents more than 60% of its sales. The company has its own commercial network throughout the country. It is also present in South America through its establishment in Chile.

In 2012, Stacks has been working together with CHS to launch the first 100% on-line medical solution for physicians in France ([monLogicielMedical.com™](#)) and other EU countries.

*INPS  
solutions  
for doctors  
in the United  
Kingdom*

**10,000**  
users in more than  
**2,300**  
primary care centers  
in the United Kingdom

*Millennium  
first medical  
software  
publisher in  
Italy*

**16,500**  
workstations in Italy

*Stacks  
software for  
doctors in Spain*

**30,000**  
users in Spain

## Pulse Systems, Inc.

Pulse is growing its position as a leader in Electronic Health Records (EHR), Practice Management and Revenue Cycle Management in the United States. The incentive programs undertaken by the US Department of Health and Human Services encourage adoption of these healthcare technologies beginning in 2011, and Pulse Systems continues to develop and adapt its software solutions in order to remain at the forefront of these technologies. Pulse applications are utilized by over 20,000 healthcare users in locations throughout the United States.

sports medicine customers. These tools make it possible to analyze, measure, and rehabilitate movement.

RM Ingénierie also provides a new Medical Home offer that responds to the new demand to regroup medical and non-medical healthcare professionals.

*Pulse  
software for  
doctors in the  
United States*

**20,000**  
users in the United States

## Medication Database

### Claude Bernard Database – RESIP Company

Resip (Research and Studies in Professional Information Systems) provides healthcare professionals with a scientific database to assist them in prescribing and issuing medications: the [Claude Bernard Database \(BCB™\)](#).

*RM Ingénierie  
software for  
paramedical  
professions*

**32,000**  
users in France

## Software for paramedics

### RM Ingénierie

RM Ingénierie offers a full range of software, for paramedical professions: nurses, physiotherapists, speech therapists, orthopodists, chiropodists, podiatrists, midwives. Designer of France's first practice-management software for physiotherapists in 1984, RM Ingénierie has positioned itself as one of the leaders in France for management software solutions for paramedical practices with over 32,000 users. RM Ingénierie also develops innovative tools designed for physiotherapists and

The [BCB™](#) is the first drug database, accredited by the French National Health Authority (HAS), in late September 2008, as a certification of prescription assistance software.

The [BCB™](#) is integrated into the pharmacy management software marketed by the Alliadis network ([AlliancePremium™](#) and [OPUS™](#) software), representing more than 9,000 subscribing pharmacies. The [BCB™](#) is also present in software

programs for doctors: over 16,000 practices are subscribed.

The **BCB™** will be more and more present on all computerized physicians' workstations owned by the Cegedim Group in France, and is also distributed by other medical software publishers.

Leading player in the Web market, the **BCB™** is integrated into healthcare sites and portals. The technology used in the **BCB™** allows the software to be present in hospitals by offering a Web consulting solution of the database for hospitals: **BCB Dexter™**.

APIs (Application Program Interface) also make it possible to interface with the hospital management software. Over 300 hospitals have integrated the **BCB™** into their prescription or dispensation software.

In 2012, the **BCB™** will add value and its knowledge of regulations to the Group's medical and pharmaceutical software in England and Tunisia.

## Other services

### Promotional information

#### Réseau National de Promotion (RNP)

RNP is the benchmark in France for pharmacy and para-pharmacy intervention regarding:

- dynamic display;
- structural and opportunistic merchandising (linear, counter, etc.);
- sales space organization;
- point-of-sale surveys.

Equipped with Android tablets, the 123 RNP promotersmerchandisers transmit their activity with supporting digital photos in real time. The pharmaceutical companies can, at the same time, monitor the progress of their campaigns via Internet. In 2012, RNP also made auxiliary merchandising and sales teams available to its customers.

Furthermore, becoming the exclusive partner of major associations, RNP manages all of their promotional activities.

*Claude  
Bernard  
Database  
medication  
database*

9,000  
pharmacies

16,000  
doctors practices

300 hospitals

## **Medical financial leasing**

---

### **Cegelease**

Cegelease, with its **Pharmalease™** and **Medilease™** brands, is a financial leasing company that offers financing options to retail pharmacies and healthcare professionals.





## Insurance & services

For major healthcare  
insurance players  
& clients in all business  
sectors

# Insurance & services

For major healthcare insurance players & clients in all business sectors

3.

**Leveraging on its skills in professional software publishing and in processing complex information, the Cegedim Group brings together different offers in the “Insurance and services” sector for major healthcare insurance players, as well as technological expertise for its customers in all business sectors.**

## Cegedim Insurance

The Cegedim Insurance Business Unit includes all of the Group's products and services for insurers, mutual and contingency companies through its subsidiaries Cegedim Activ, Midiway, Cetip, iSanté and iGestion.

This BU regroups synergies along the entire exchange chain, ranging from the healthcare professional to supplemental health insurers.

## IT for healthcare insurers

### Cegedim Activ

With more than 30 million policyholders in France managed with its solutions, Cegedim Activ is now the leader of software and services dedicated to personal insurance (supplementary health plans, mandatory health plans, contingency plans, life insurance and retirement).

Its products are intended for all market operators: insurance companies, mutual healthcare companies, provident institutions and brokers.

With its expertise in personal insurance, Cegedim Activ works closely with its customers to create innovative offers and help them optimize the profitability of their business.

To accomplish this, Cegedim Activ has a unique combination of know-how: the expertise of its employees, the availability and implementation of its technological solutions, and offers for facilities management, SaaS, and healthcare flow management services with 250 million EDI flows per year.

The year 2011 gave rise to significant changes in Cegedim Activ's product and services offering:

- integration of new customers for ACTIV'Infinite™ concerning forecasting, therefore consolidating the positioning of this offering with a portfolio of over 3.5 million protected users;

*Cegedim Activ  
software and  
services dedicated  
to personal  
insurance*

30 million  
policyholders in France

250 million  
EDI flows per year





- migration and switch to outsourcing all of the registered entities having chosen **ACTIV'RO™**, which has now become the benchmark platform for mandatory plan management;

- mandatory health insurance for the Republic of Mali, reinforcing Cegedim Insurances' strategy to make its expertise available internationally.

## Midiway

Midiway designs and implements online services on the Internet and on mobile devices designed for the insured and for companies involved in personal health insurance. Due to its expertise in this field, Midiway has also developed digital communication strategy consulting services for customers in the Business Unit on the Internet, on mobile devices and on social networks.

## Flows and electronic payment

### Cetip

Cetip is the leader of direct payment by insurers management as the historical technical operator of SP Santé since 1991. In 2011, Cetip's flow receipt and management platform processed more than

110 million invoices for direct payment by insurers, 98% of which were transmitted electronically, with the highest rate of secure electronic claim submissions on the market, also integrating exchanges with hospitals.

2011 allowed Cetip to develop new segments of electronic payment, particularly direct payment online with the optical and with hospital sectors.

Expanding this service offer is part of SP Santé's desire to consider the needs of its subscribers, in segments considered strategic for insurers. This direct payment by insurers professionalizes relationships between insurers, opticians, and hospitals.

The offer is available in two formats:

- the "loop" circuit: the payment decision comes from the insurer's information system;
- the so-called "hosted" solution: the decision is conferred to the Cetip operator.

Thanks to direct payment online, registration with opticians and hospitals saw a steady rise in 2011.

*Cetip*  
direct payment  
by insurers

110 million  
invoices for direct  
payment by insurers  
in 2011

98%  
invoices transmitted  
electronically

112,500  
healthcare professionals

13 million  
beneficiaries



Cetip handles all regulatory and technical changes related to direct payment by insurers for its customers (scaling deployment of SESAM-Vitale 1.40 among healthcare professionals, regulatory changes, changes in inter-partner healthcare standards).

Cetip's information system is developed and maintained by the IT teams of the Cegedim Insurance Business Unit through software components provided by Cegedim Activ.

Over 200 Supplemental Health Insurance Agencies, over 112,500 healthcare professionals, and 13 million beneficiaries through SP Santé have placed their trust in Cetip for over 18 years, making it the undisputed leader of direct payment operators.

## iSanté

iSanté is a national operator that develops standard or online direct payment services allowing insurance subscribers to have better access to care, as well as providing healthcare professionals quicker and more secure payment terms.

iSanté develops innovative and personalized services for its customers, notably stakeholders in social economies and those

## involved in innovative and personalized services

related to healthcare professional network agreements, non-classified healthcare services and mandatory healthcare plan management, monitoring rights online, articulation with healthcare platforms, etc.

Beyond the strong progression of its registered healthcare professionals network (over 126,000 at December 2011), iSanté also launched new services:

- the development of direct payment with hospitals;
- access to GPS technology for its healthcare professional partners via mobile phone;
- the implementation of an optical filter, to control its customers' opticianry expenses by detecting payment requests deemed excessive compared to market rates.

Created in 2007, the company iSanté grew rapidly, ensuring the direct payment of over 6 million beneficiaries using its services in 2011.

iSanté has now become one of the most dynamic and innovative operators in the generalized direct payment market.

*iSanté*  
*direct payment*  
*services*

**6 million**  
beneficiaries in 2011

**1 million**  
online payment requests

**126,000**  
registered healthcare  
professionals  
for an amount of  
**€380M**

**360,000**  
calls per year



## Management services

### iGestion

iGestion, a completely refurbished management center, offers supplementary and contingency health insurance management services to third parties, for insurance companies, provident institutions, mutual healthcare companies, and brokers.

This offer allows supplementary health organizations to outsource all or part of their professional processes.

It is based on the Cegedim Group's know-how, technical expertise and capacity for innovation. Operations carried out on behalf of 20 insurance players thus cover over 500,000 beneficiaries.

In order to ensure that the operations entrusted to iGestion are managed appropriately, iGestion performs back-office and call center services based on Cegedim Activ's *Activ'Infinite™* solution. With this specialized back-office and customer service management platform for supplementary health insurance and providence, the Cegedim Insurance Business Unit has an adapted, scalable and largely shared industrial service offer to guarantee

customers constant service quality.

In order to continue the changes in progress, iGestion now offers a packaged service offer with Cegedim Insurance's direct payment services.

### Cegedim e-business

Specialized in electronic data exchange since 1989, Cegedim designs, develops and markets invoice digitization, probative value filing offers and EDI through its Cegedim e-business Business Unit, which groups together the activities of Cegedim EDI, GIS (*Global Information Services™*), Cegedim Global Payments, Hospitalis™ and Qualitrans-Telepharma.

### Cegedim EDI

Dedicated to Electronic Data Interchange (EDI), Cegedim EDI offers electronic management of all documents circulating between companies.

Born from a partnership with GIE *Edipharm™* formed in 1991, which enabled the creation of an EDI system between wholesale distributors and pharmaceutical companies, this operation quickly spread to all of the players in the

*iGestion  
Insurance  
management  
services*

500,000  
beneficiaries on behalf of  
20 insurance players

*Cegedim EDI  
electronic data  
interchange*

over 1,000  
digitalization projects

1<sup>st</sup> company to have  
obtained accreditation  
from the French Tax  
Authority (Direction  
Générale des Impôts)  
for invoice digitalization,  
in 1991

health sector as well as medical analysis laboratories and the animal health sector.

Backed by its experience, Cegedim EDI is now able to offer its customers an industrial solution for electronic exchanges that adapts to their specific requirements

and integrates the constraints of their particular trade, drawing on the power of the Cegedim Group's IT infrastructure. With over 1,000 digitalization projects, Cegedim EDI is also the first company to have obtained accreditation from the French Tax Authority (Direction Générale des Impôts) for invoice digitalization, in 1991.

The **Edipharm™** solution, operated by Cegedim EDI:

- meets drug traceability requirements (batch number, expiration date) by triggering a shipping notice message (DESADV);
- optimizes supply management through the development of Collaborative Managed Inventory messages;
- offers the new direct order service for pharmacies by implementing the Pharma-ML standard.

## Global Information Services™

Global Information Services™ (GIS) is a unique, multi-document digitalization service offer (simple and fiscal digitalization, EDI, filing) that groups together all of the services required to digitize a company's documents:

### •• Deskom™

The **Deskom™** service allows customers to fiscally digitize supplier and customer invoices. Electronic invoices (EDI or with an electronic signature) are electronically exchanged in accordance with each country's specific regulations. These invoices are archived in an electronic safe and are accessible via a consultation portal.

Thanks to this service, supplier invoices can be scanned and customer invoices edited in a shared industrial process.

### •• EDI Network™

Cegedim is an EDI and WebEDI solutions publisher who processes all EDI flows from the supply chain, whether they are commercial, logistic or financial.

Cegedim meets the specific needs of sectors like retail, automobile, manufacturing, transportation, health, etc.

*Global  
Information  
Services  
(GIS)*

*multi-document  
digitalization  
services*

**60,000**  
customers connected  
across the world

**250 million**  
data flow exchanges  
per year



Thanks to the **EDI Network™**, Cegedim customers can easily connect and exchange data with their business partners.

#### •• Sign & Archive™

The **Sign & Archive™** offer applies electronic signatures to documents and archives all types of documents. All of the documents are signed, time-stamped and archived in a highly secure electronic safe. Customers can file and consult their documents via a Web browser or on their own website (made available from Web Services).

#### •• The e-factory™

The **e-factory™** offers components designed for processing the paper documents of its partners.

Cegedim performs digitalization services and implements desktop publishing solutions for the industrial processing of documents. Cegedim also offers virtual printer services that allow electronic invoices to be sent with just one click.

### Cegedim Global Payments

Cegedim Global Payments offers a (**MA€A™**) software suite that facilitates and optimizes migration to SEPA\* Direct Debit (or SDD).

Available in license or SaaS mode, this offer allows customers to minimize adaptations made in the debit issuer's information system and makes the complex regulations tied to the use of the mandate and SDD transparent to users.

Cegedim Global Payments has also made its Authorization Management Service Center available; it provides all of the processes and procedures to digitize and archive digital authorizations in an electronic safe (NF Z 42013 certified) as well as the associated evidence and return management processes.

Lastly, the **CEG€Pass™** suite of solutions and services allows customers:

- to totally digitize contract management and authorizations;
- electronically pay invoices initiated by the customer;
- and implement new payment methods.

\*SEPA: Single Euro Payments Area

## Hospitalis™

Hospitalis™ is a shared portal between healthcare establishments and their suppliers, allowing customers to facilitate supply chain commercial exchanges for the pharmaceutical, medical and diagnostic fields.

The scope of the Hospitalis™ offer includes product repositories, purchase orders, orders, logistics information and invoices.

Hospitalis™ contributes to the traceability of exchanges by centralizing all information on its Web portal.

Moreover, this solution ensures interoperability between the different software programs used by order placers, their suppliers, or their service providers.

This solution is interfaced with portals from the main principals in the private hospital sector, for which it routes purchase order data flows.

Hospitalis™ also works with e-procurement solutions for Cancer Research Institutes to provide a repository of drugs, medical equipment and laboratory products, and to make the necessary infrastructure available for the electronic exchange of all procurement flows.

## Qualitrans-Telepharma

Qualitrans-Telepharma is a technical concentrator agency (Organisme Concentrateur Technique or OCT) that centralizes the claims for electronic care sheets from pharmacies and allocates them to the appropriate mandatory and supplementary healthcare insurers. This is a crucial phase when it comes to the acceptance of direct payments by healthcare professionals. On the cutting edge of technology, Qualitrans-Telepharma is fully compatible with SESAM-Vitale 1.40 standards and, with a high level of responsiveness, can integrate legislative and regulatory changes (LOI, RPPS, etc.).

It also offers value-added services such as the monitoring of claims and payments via its Web portal.

Qualitrans-Telepharma handles over 84 million electronic care sheets per year for over 3,000 pharmacists.

This makes Qualitrans-Telepharma the second largest French OTC.

*Hospitalis  
shared portal  
between  
healthcare  
establishments  
and their  
suppliers*

1.6 million  
orders in 2011

900 major healthcare  
establishments

25 of which are  
regional university  
hospital centers

*Qualitrans-  
Telepharma  
technical  
concentrator  
agency*

84 million  
electronic care sheets  
per year for over  
3,000  
pharmacists

## Other services

### Outsourced payroll and human resources management

#### Cegedim SRH

Cegedim SRH intervenes in the Human Resources (HR) outsourcing market by proposing innovative solutions and services with high added value, from payroll management to HR Management.

A benchmark player in the market, Cegedim SRH is based on **TEAMS<sup>RH</sup>**, its own human resources information systems solution to offer value added solutions, adapted to needs depending on the size of its customers. Within the context of complex economic and legislative changes, **TEAMS<sup>RH</sup>** responds to the HR function's need for agility.

•• **TEAMS<sup>RH</sup>**, an integrated HRIS solution designed for outsourcing

**TEAMS<sup>RH</sup>** is an innovative, complete and modular human resources information system solution designed for outsourcing. Its design mode allows reactivity and flexibility of use.

It is specifically adapted to manage companies with varying sizes and structures, from tens to tens of thousands of employees, with multi-companies and multi-establishments, or with multiple collective labor and regulatory agreements.

•• **TEAMS<sup>RH</sup>**, a wide functional coverage

**TEAMS<sup>RH</sup>** offers wide functional coverage and a range of customizable functionalities, modular and customizable, which offer a response to each organization:

- payroll and personnel administration;
- HR portal;
- controlling and HR decision-making;
- GPEC;
- training;
- time management;
- Global HR.

•• **TEAMS<sup>RH</sup>**, a wide range of services

Cegedim SRH distinguishes itself in the market by offering a wide range of services and support functions that can be adjusted at any time.

Furthermore, the offer differentiates itself in its approach by making a standard payment application platform integrating the maintenance of essential legal changes to, and provisions of, collective agreements.

*Cegedim SRH offers:*

#### SaaS

Software as a Service data facilities management, corrective maintenance and legal and conventional updates of the application.

#### Processing Outsourcing

Partial outsourcing Controlling Customer Service. Processing payment, business, production and editing operations.

#### Semi BPO

##### Business Process Outsourcing

Managing the production of corporate disclosures in addition to the service processing level.

#### BPO

##### Total Outsourcing

Management of all payment processing operations (SOX accreditation).



Cegedim SRH's commitment is to guarantee sustainable and reliable payment and human resources management, regardless of its customers' legislative structures and changes.

## Hosting, services and Internet

### Cegedim Hosting

Cegedim has extensive expertise in facilities management for pharmaceutical companies, insurers and healthcare mutual companies, and healthcare networks (e.g. Electronic Patient File trials), as well as in the management of financial flows and documents exchanged electronically. Due to their highly strategic and sensitive nature, these activities have led the Group's IT teams to design and implement methods and architectures with very high availability, which meet its customers' most stringent security requirements, and in particular standards governing the hosting of medical records.

Cegedim is accredited for private healthcare data hosting by the French Health Ministry.

Cegedim therefore offers its customers a complete private cloud service, based on hosting capacities and knowledge distributed around the world across its three zones: America, Europe and Asia-Pacific.

These different level Tiers III+ sites thus distributed allow, on the one hand, for services to be provided continuously and, on the other, for the implementation of Service Continuity Plans or Disaster Recovery Plans within the same region or between regions.

### Cegedim Outsourcing

Cegedim Outsourcing provides infrastructure solutions to companies, allowing them to secure, administer, and supervise information systems, electronic data exchange and data facility management services.

Cegedim Outsourcing's offer is centered on three main businesses:

- Integration

Integration involves designing and implementing all or part of the IT systems and networks requiring the integration of assorted elements: company directories, shared messaging, migrations, virtualization, storage, security and supervision.

*Cegedim Hosting  
data management,  
financial flows  
management and  
document  
outsourcing*

In 2010  
the Cegedim Group  
was one of the first  
companies to receive  
ASIP Santé agreement  
for private healthcare  
data hosting.

#### Tier III+ level sites:

- Chesapeake site in the USA
- Boulogne-Billancourt campus and Toulouse site
- Singapore site



- Electronic data exchange

Electronic data exchange looks to support customers throughout the process of managing heterogeneous content (forms, inbound documents, paper or electronic invoices): reception, digitization, recognition, extraction, verification, validation with the implementation of workflows and integration (EDM).

- Data management

Data management groups together services tied to IT infrastructure management: distribution, asset leasing, on-site technical assistance, fleet management, and outsourcing backups. The level of delegation is customizable based on customer needs.





# Finance



## *Strong & Stable Shareholder Base*

- Majority family shareholding
- Strong long-term shareholding
- Large free-float

## *Solid Financial Structure*

- Significant level of equity
- Robust liquidity position
- High recurring revenue

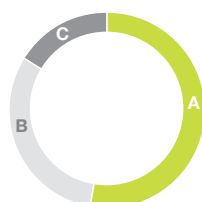
## *Strong spirit of innovation*

- 8% of revenue dedicated to innovation in 2011
- Innovation will support Cegedim growth

**2012 Q2 Revenue:**  
August 1, 2012

**Half-Year Results:**  
September 19, 2012

## Revenue Breakdown



By sector of activity

<b>A</b>	CRM & strategic data	56%
<b>B</b>	Healthcare professionals	29%
<b>C</b>	Insurance & services	15%



By geographic sector

<b>A</b>	France	54%
<b>B</b>	Europe ex. France	27%
<b>C</b>	America	14%
<b>D</b>	Rest of the world	5%



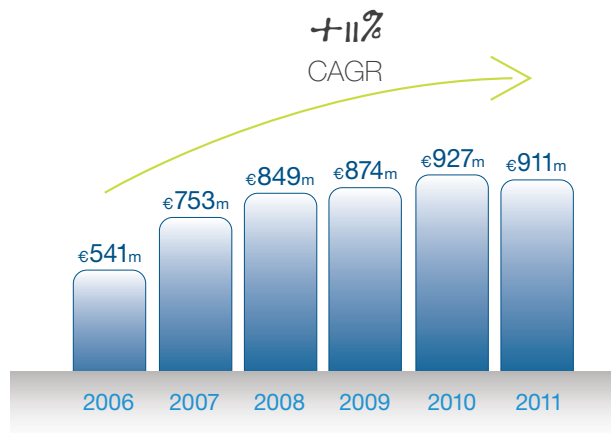
By currency

<b>A</b>	EUR	65%
<b>B</b>	USD	12%
<b>C</b>	GBP	9%
<b>D</b>	RoW	14%

*as of 12/31/2011*

## A steady revenue growth\*

*\* reported revenue*





additional information can be found on our website  
[www.cegedim.com/finance](http://www.cegedim.com/finance)



## Analyst Coverage

### Bond

- **Exane:**  
Benjamin SABAHI
- **Imperial Capital:**  
Brad BRYAN
- **Société Générale:**  
Juliano HIROSHI TORII

### Equity

- **CA Cheuvreux:**  
Michaël BEUCHER
- **CM-CIC Securities:**  
Jean-Pascal BRIVADY
- **Gilbert Dupont:**  
Guillaume CUVILLIER  
Mickael CHANE-DU
- **Natixis Securities:**  
Thomas LE QUANG
- **Oddo & Cie:**  
Xavier-Emmanuel PINGAULT
- **Société Générale:**  
Patrick JOUSSEAUME

## Investors Contact

### Jan Eryk UMIASTOWSKI

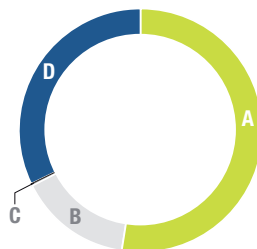
Chief Investment Officer  
 Head of Investor Relations

[janeryk.umiastowski@cegedim.com](mailto:janeryk.umiastowski@cegedim.com)

[www.cegedim.com/finance](http://www.cegedim.com/finance)

TEL: +33 (0)1 49 09 33 36

## Shareholder Structure



### Economic Interest

<b>A</b>	FCB	52.57%
<b>B</b>	FSI	15.02%
<b>C</b>	Cegedim	0.29%
<b>D</b>	Free Float including Alliance Healthcare France	32.12%

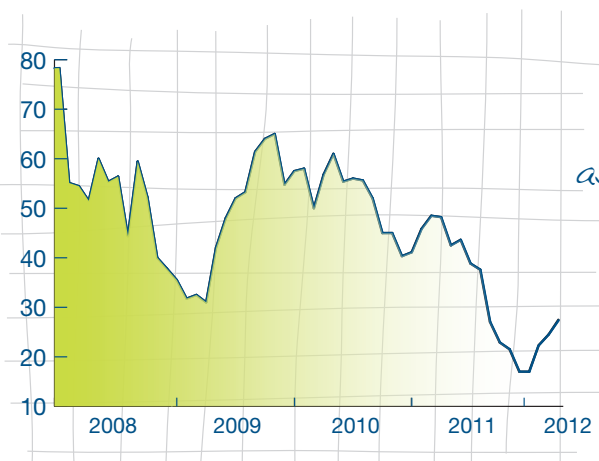


### Voting Rights

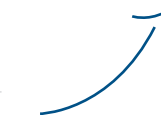
<b>A</b>	FCB	64.91%
<b>B</b>	FSI	11.17%
<b>C</b>	Cegedim	0.0%
<b>D</b>	Free Float including Alliance Healthcare France	23.92%

as of 12/31/2011

## Stock Price



as of March, 2012



## Board of Directors

.....

Jean-Claude LABRUNE, [Chairman of the Board of Directors](#)  
Laurent LABRUNE  
Aude LABRUNE  
Jean-Louis MERY  
FCB, [SAS represented by Pierre MARUCCHI](#)  
Jacques-Henri DAVID  
Fonds Stratégique d'Investissement (FSI), [SA represented by Nicolas MANARDO](#)  
GERS, [GIE represented by Philippe TCHENG](#)  
Alliance Santé Distribution, [SA represented by Anthony ROBERTS](#)  
Jean-Pierre CASSAN, [independent Director](#)

## General Management

.....

[CEO](#)  
Jean-Claude LABRUNE  
[Managing Director](#)  
Pierre MARUCCHI  
[Chief Operational Excellence Officer](#)  
Karl GUENAULT

## Operational Management

.....

[Cegedim Relationship Management](#)  
Laurent LABRUNE  
[Cegedim Strategic Data](#)  
Bruno SARFATI  
[Cegedim Customer Information](#)  
Jean-Louis LOMPRÉ  
[Cegedim Communication Directe](#)  
Daniel FLIS  
[Cegedim Healthcare Software](#)  
Alain MISSOFFE  
[Cegedim Insurance](#)  
Antoine AIZPURU  
[Cegedim e-business](#)  
Arnaud GUYON





Public company with share capital of €13,336,506.43  
Corporate head office: 127 to 137 rue d'Aguesseau 92100 Boulogne-Billancourt, France  
Trade and commercial register: Nanterre B 350 422 622 - NAF code: 6311 Z  
Phone: +33 (0)1 49 09 22 00  
Fax: +33 (0)1 46 03 45 95  
E-mail: [communication@cegedim.com](mailto:communication@cegedim.com)

<http://www.cegedim.com>