



PRESS RELEASE



CEGEDIM STRATEGIC DATA LAUNCHES CSD*Suite*

Paris, July 8, 2009 – Cegedim Strategic Data (CSD), leading provider of healthcare research, announces the launch of **CSD*Suite***.

CSD continues to expand its global market research offer with the launch of **CSD*Suite***. This suite combines CSD's Patient, Promotion and Communication tracking analyses for a specific therapeutic market. Data is collected through CSD's panels of office and hospital based specialists and general practitioners.

The **CSD*Suite*** allows CSD clients to measure their market share in patients and analyse dynamic segments, track competitors' marketing mix strategies, measure share of voice, understand how doctors perceive their communication and its impact on prescription intent. This gives CSD clients a clear vision of where they stand compared to competitors and gives them the opportunity to adjust their strategies accordingly.

According to Bruno Sarfati CEO of Cegedim Strategic Data, "With the strength of CSD integrated services **CSD*Suite*** provides in-depth, actionable tracking analysis for a specific market allowing clients to optimise sales growth and return on investment".

About Cegedim Strategic Data:

CSD is a leading Market Research company dedicated to the healthcare industry and operating in more than 58 countries.

With over 35 years experience in the Pharmaceutical industry, CSD offers a comprehensive range of market research services and solutions to its customers, which include more than 50 global and 500 local Pharmaceutical companies. CSD integrates primary and secondary analyses with its medical expertise to meet its customer's research needs.

To learn more, please visit our website: www.cegedimstrategicdata.com

About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, pharmaceutical companies, healthcare professionals and insurance companies.

The world leader in pharmaceutical CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,200 people in more than 80 countries and generated revenue of €849 million in 2008.

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

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