

CEGEDIM STRATEGIC DATA (CSD)
INTRODUCES “MARKETING PERFORMANCE INDICATORS”
FOR ACTIONABLE PHARMACEUTICAL BRAND ANALYSIS

Paris, October 26, 2009 – Cegedim Strategic Data, leading provider of healthcare research is pleased to announce the availability of a unique Marketing Performance Indicators (MPI) dashboard and analysis tool.

Marketing Performance Indicators from CSD Promotion

Available in all 39 countries where CSD tracks pharmaceutical industry promotion, the new “MPI Dashboard” consolidates and ranks key promotional and marketing metrics. Measuring promotional “inputs” and related impact on healthcare professionals, the dashboard allows for quick identification of strengths and weaknesses among competing pharmaceutical brands.

With regular delivery, brand managers can quickly assess if marketing campaigns are having the desired impact and identify where adjustments are needed.

“This efficient approach to measuring sales and marketing effectiveness is already helping our partner clients get practical value from an enormous volume of available data”, observes Christopher Wooden, CSD Director, Global Sales & Marketing.

The MPI Dashboard analysis provides top line competitive benchmarking and can be customised to include patient, prescription and sales data for a truly integrated analysis.

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

Media inquiries

CEGEDIM STRATEGIC DATA

Pauline Fahey
Global Marketing and Communications
Tel: + 33 (0)1 49 09 83 87
pauline.fahey@cegedim.com

CEGEDIM

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