

## **CEGEDIM ACTIV ANNOUNCES THE LAUNCH OF ACTIV'RO**

### **A NEW MULTI-SCHEME SOLUTION FOR COMPULSORY SCHEME HEALTH MANAGEMENT ENTITIES**

**Paris, March 12 2009** – Cegedim Activ, the French market's leading supplier of software and services to the Personal Insurance market and a Cegedim Group subsidiary, announces the launch of its new "ACTIV'RO" solution dedicated to the entities that manage the French general health insurance scheme, AMPI (health insurance for sole proprietors), SL (local sections), and RSAM (special health insurance scheme). ACTIV'RO is designed to provide multi-scheme coverage. It benefits from the expertise and vision that Cegedim Activ's "business segment" specialists have acquired through years of working on major projects and the waves of changes brought about by successive healthcare reforms.

#### **ACTIV'RO, the result of a stated ambition**

In 2008 Cegedim Activ confirmed its strategy regarding the *Régime Obligatoire (RO)*, or Compulsory Scheme, and its determination to remain the leader in this important segment of the healthcare sector. This is why Cegedim Activ has launched a new "active" approach to this market, based on a new range of tools and its facilities management offering.

*"We set ourselves the goal of developing in a short period of time a new offering that would be modern, able to handle multiple schemes and available on a managed platform in our new 'Tier IV' production center so that we could keep pace with the trend of consolidation among the entities delegated management of the RO,"* explained Philippe Simon, Deputy CEO of Cegedim Activ.

To this end, in late 2008 Cegedim Activ acquired the MIRIAM software developed by the Sirocco EIG. This modern software is already used by 12 entities affiliated with the national health system that together cover 350,000 individuals. According to the agreement signed by the parties, all of the entities using the MIRIAM software will join Cegedim Activ's platform via a contract covering facilities management, data flow management, Vitale card management and desktop publishing.

#### **ACTIV'RO, a new, incredibly powerful offering**

As of 2009, the new ACTIV'RO solution will incorporate the "flagship" functionalities that made MIRIAM and Cegedim Activ's Esquif such a success.

Developed in Java and already operating on AS400 and MVS, the MIRIAM software is being developed for Unix/Oracle, with some substantial functional modifications planned as early as this year.

ACTIV'RO will be the foundation for migrating affiliated entities, clients of Cegedim Group, that are ready to converge this year, as well as the prospects who plan to join the platform under certain attractive conditions, already offered as a priority to clients.

*"In the years ahead, we will build a permanent path that will allow us, in the same fashion, to migrate our clients in other schemes to ACTIV'RO. The pace will depend on the pressure brought to bear by authorities and on the will of clients who see a benefit in moving quickly. We are now in a position to definitively reassure our clients, to partner with them in creating a unique information system, and to break the mark of 4 million individuals covered in France in this segment,"* underscored Mr. Simon.

In addition to the Compulsory Scheme, Cegedim Activ is the leading supplier of management tools for the Complementary Scheme, as shown by the September launch of the ACTIV'Insurance Suite range of products, which are tailored to the needs of Personal Insurance entities, regardless of their size or business.

#### **About Cegedim Activ:**

At the heart of the Cegedim Group's Insurance, Electronic Banking Services and Healthcare activities, Cegedim Activ employs 500 people and has an annual revenue of €62 million.

The company's 200 clients use its solutions to manage 30 million policyholders in France who are insured under compulsory schemes, supplementary health and contingency plans, or who hold life, savings or retirement insurance products. Cegedim Activ also manages 150 million EDI and third-party transactions per year, through its complementary range of high value-added software products and services.

Cegedim Activ is part of the "Personal insurance" sector of the Cegedim group.

To learn more, please see our website: [www.cegedim-activ.com](http://www.cegedim-activ.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 more than 8,400 people in 80 countries and generated revenue of €849 million in 2008.

To learn more, please visit our website: [www.cegedim.com](http://www.cegedim.com)

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