IMS Health acquires Cegedim's CRM business

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Singapore: IMS Health, global provider of information and technology services to the healthcare and life sciences industries, has acquired customer relationship management (CRM) and strategic data businesses of Cegedim, a solution provider company.

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The acquisition gives IMS Health powerful new tools to address growing demand for end-to-end CRM, multi-channel marketing and master data management solutions. It also establishes one of the world's most robust healthcare reference databases with insights on more than 14 million healthcare professionals, and solidifies IMS Health as the partner of choice for Real-World Evidence capabilities.

"Most importantly, through this acquisition we are thrilled to welcome more than 4,500 new IMSers, highly skilled professionals with deep technology and healthcare expertise," said Mr Ari Bousbib, chairman and CEO, IMS Health. "Our global team across 100 countries offers an unmatched combination of breadth and depth of capabilities to our 5,000+ clients worldwide."