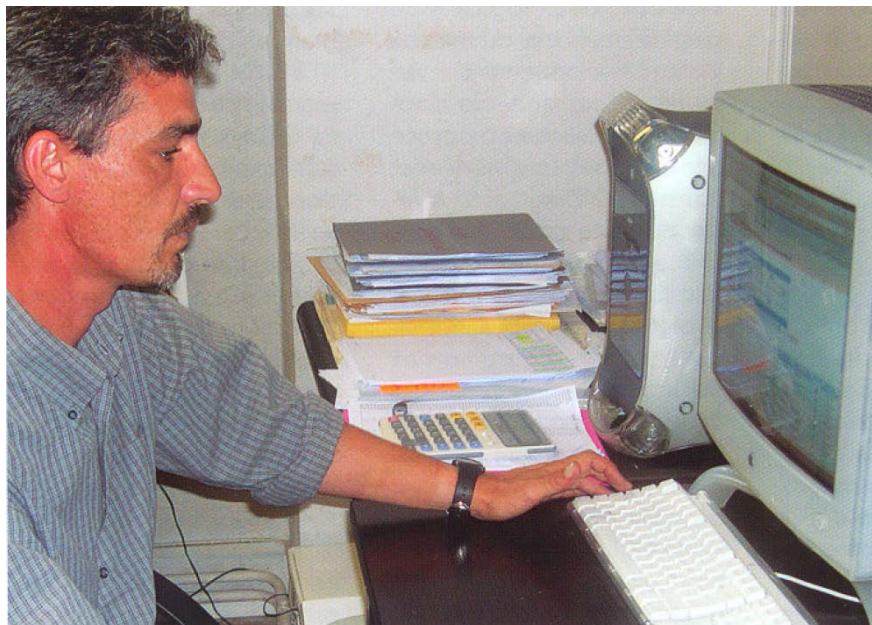


Diagdirect : the ordering portal for the diagnostics industry



After one year of Diagdirect's operation, a portal for placing orders at the disposal of LABMs, we met with one of the member suppliers and user biologists who confirmed the major benefits of this tool, with the only regret of the low number of members to date.

Questions to Denis Ragus, Head of Sales
and Business Administration France - Biomérieux, GIE member

How was Diagdirect created?

Denis Ragus: The Invitro Diagnostics Industry Syndicate (SFRL) has set up an Economic Interest Grouping (GIE), dedicated to the development and management of an ordering portal for all in vitro diagnostics professionals (private and public laboratories, the pharmaceutical industry and the food industry). This online portal on the Internet is

hosted by Cegedim, a leading company in the field of electronic data interchange (EDI). The objective was to offer biologists, according to a unique and standardized protocol, an interface with each member supplier for placing their orders. The presentation of the screens is the same, regardless of the supplier, this allows the user to find his way around easily. The LABM client is identified at the opening by a login and a password, identical for

all the suppliers, the client is the manager of it, which guarantees the confidentiality of the information. Each supplier maintains its own internal operating system within its sales administration department. To date, the GIE brings together 12 member companies (see site page). The objective is to offer more services to biologists with greater simplicity and efficiency. This is a guarantee of quality in order processing, as there is no

double entry of information. This tool is free of charge for biologists, with multiple possibilities of evolution.

Denis Ragus



