

Strengthening Patient Support and Advocacy Activities Based on Patient Centricity

Pharmaceuticals Business: Sales

Material issues and related SDGs

Realizing a healthy future by creating innovation



Strengths

- Pursue specialization by focusing on the fields of pulmonary hypertension, pediatric neurology, and hematology and undertake a wide range of information provision activities that straddle fields
- MR's strong problem-solving skills, the result of a team system and in-house certification
- Assign product marketers with field specialization who can propose treatments and raise disease awareness in a manner appropriate for the unique aspects of the area

Nippon Shinyaku promotes investments in digital technology and human resources and efficiently provides information through MR activities

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Managing Director, Sales and Marketing

As work style reforms for doctors have moved forward, there have been dramatic changes in how sales staff provide information. Because of the COVID-19 pandemic, MR activities at workplaces were limited, and an omnichannel approach, which integrates digital and face-to-face methods, became the norm. At Nippon Shinyaku, we have introduced Veeva CRM* for the life science industry. Considering the high open rate of 50%–70% for Approved Email through Veeva, we think it is possible to conduct high-quality MR activities that leverage digital technology.

One of Nippon Shinyaku's strengths is our human resources. In order to make greater use of this strength, MRs continually receive training so that they can provide the best information, and this includes monthly training and role playing that incorporates AI for such scenarios as meetings with doctors. Furthermore, there is a team system for MRs, which makes it possible for the product marketing personnel with specialized knowledge, the Chairman and President at times, and even me to exchange information with doctors and promote strategic activities using our unified capabilities.

Unfortunately, it was not possible to achieve our revenue target included in the 6th Medium-Term Management Plan. Despite steady progress in introducing new products, problems related to managing multiple products, such as provision of information being skewed toward only certain products, have come to light. It is necessary, therefore, not only to strengthen investment in digital technology and human resource development but also construct an efficient information provision system.

In the 7th Medium-Term Management Plan, we are focusing on quickly expanding sales and maximizing the value of new products. We will work closely with the R&D Division in each phase of a product's life cycle, starting before product approval and continuing after launch, and implement initiatives to get product value to take root. Furthermore, we aim to become number one in our fields of specialization, and strengthen relationships with partner companies toward the acquisition of in-licencing products partnerships.

Having learned about patient support programs in the U.S., I launched the support program "Sherpa" for patients with pulmonary arterial hypertension. As physicians have limited time, nurses working only on the program listen to patients' worries regarding treatment and life and provide that information to physicians as feedback. Through these initiatives, the percentage of patients who stop taking Uptravi has fallen to 6% from 30%. Patient centricity-based activities are initiatives tied to solutions to social issues through engagement with patients, doctors, and similar parties and should be valued.

Overview of and Remaining Issues Related to the 6th Five-Year Medium-Term Management Plan

Channels for exchanging information with medical professionals, which is indispensable for spreading pharmaceuticals in a market, are rapidly growing more diverse. Even at Nippon Shinyaku, there has been a certain level of support for strengthening the provision of information and solutions to issues through digital technology by establishing a new department within the Sales and Marketing Division. On the other hand, diseases that our products target require specialized knowledge, and many physicians want more direct dialogue for treatment proposals tailored to each patient. As for remaining issues, we are working to coordinate and integrate digital technology into MR activities and provide healthcare workplaces with the best information.

Initiatives Focused on Strategy to Implement the 7th Five-Year Medium-Term Management Plan

Promoting the provision of information through digital technology

At a time of dramatic changes in the healthcare environment, it is important to make proper use of each information provision channel, which are geared toward a particular work style and preference of medical professionals, in order to continue to

quickly meet healthcare workplace needs. In addition to creating and distributing quality digital content, we will tie this to the timely and prompt provision of information, and one such measure is to assign a digital MR for each product. We will also create a system that ensures the accurate delivery of information that doctors truly want through the timely analysis of satisfaction with our contact with medical professionals and content of our communications. Furthermore, we will raise the quality of our information provision activities via both face-to-face and digital channels even higher by introducing role playing that incorporates generative AI into human resource education, raising the level of specialized knowledge of Sales and Marketing Division members, including MRs, and similar activities.

Initiatives for disease awareness: providing information through customer journey map

We will move forward with building a system based on a patient centricity-focused approach so that each patient has equal access to information regardless of the stage of their patient journey. We not only support patients moving through the treatment process with such initiatives as creating and expanding websites and material for patients, expanding operation of the patient support program in the pulmonary hypertension field, and examining the introduction of the program into other fields but will also contribute to greater patient knowledge and understanding of their disease by continuing to issue educational material and holding events.

NIPPON SHINYAKU PEOPLE

Introducing e-only MRs who support the physician work style reforms

So that we can deliver information indispensable for treating intractable and rare diseases to medical professionals as quickly as possible, I have completed preparations to introduce e-only MRs who make use of digital technology when we obtain approval for a new AML drug. When a person is diagnosed with AML, it is important that they immediately start treatment, and there is a need to quickly deliver information on the proper use of such medicines. In addition, there is a need among medical professionals to create an environment in which desired information can be easily obtained when wanted as work style reforms for doctors were fully launched in April 2024. We are aiming to be a trusted treatment partner by accurately understanding the needs of these medical professionals and quickly delivering required information through all channels, including MRs.

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* CRM (Customer Relationship Management): This is a system for building good relations with customers by collecting and using customer information.