

Sales



Aiming to provide information that meets diversifying medical needs, we will further strengthen collaboration between digital channels and MR (Medical Representative) activities.

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Nippon Shinyaku has built a relationship of trust with healthcare professionals, with a particular focus on the areas of pulmonary hypertension, pediatric neurology, and hematology.

In 2024, Nippon Shinyaku launched Vyxeos for the treatment of high-risk acute myeloid leukemia, Jaypirca for mantle cell lymphoma, and an additional indication was approved for Fintepla, an anti-epileptic treatment. In all cases, these new treatments were used to help a greater number of patients than initially expected soon after their launch or the approval of their new indication. Seeing how many patients and healthcare professionals who had been eagerly awaiting new treatment options reaffirmed our sense of purpose to deliver both innovative medicines and accurate information. Under the 7th Medium-Term Management Plan, we have committed to addressing medical needs in Japan by launching or obtaining additional indications for an average of two or more new products per year, with a focus on treatments for Duchenne muscular dystrophy and hematologic malignancies. As a result, our responsibility to deliver valuable treatments to patients at an early stage continues to grow. We are committed to delivering highly valuable information to physicians and patients, striving to be a trusted company among healthcare professionals.

The key challenges for achieving the 7th Medium-Term Management Plan are further data utilization and human resources development. In order to meet diversifying

medical needs, we have been enhancing our organizational structure and leveraging data to deliver information in a way that integrates digital channels with MR (Medical Representative) activities. As a result, our website for medical professionals, which consolidates disease and product information, gained a certain level of approval from physicians in our focus areas according to external surveys. Although we have made progress in consolidating customer-related information through CRM*, the process of capitalizing on the aggregated data is still in its early stages. To provide personalized information tailored to each customer, we are working to enhance data integration and visualization across all information provision activities. By analyzing a variety of internal and external information and identifying customer needs in a timely manner, we will provide the necessary information at the optimal time.

Although digitalization continues to advance, the provision of face-to-face information by MRs remains a vital engagement channel, playing an essential role in building trust-based relationships with healthcare professionals. We encourage MRs to continually devote themselves to study in order to coordinate channels and information according to the needs of physicians, and to carry out the kind of personalized, detail-oriented engagement that only human interaction can provide. We are also striving to build a strong sales organization by providing systematic training programs to sales managers who formulate strategies for the areas under their jurisdiction and provide guidance and training to MRs.

* Customer Relationship Management: This is a system for managing and analyzing customer information in order to build and maintain strong customer relationships

With “faster, more efficient, and broader market penetration of our products” as the main theme of our 7th Medium-Term Management Plan, we are committed to delivering our unique products to as many patients as possible, as quickly as we can.

Although the medical field and market environment continue to shift, we remain committed to achieving patient centricity by providing information that supports the appropriate use of our products in line with the needs of the medical field, and by actively accumulating safety information.

An Organizational Structure That Enables Quick Access to Customer Needs

Aiming to be an indispensable partner for medical professionals, approximately 430 MRs are engaged in activities to communicate and collect information on appropriate product usage and safety.

We have introduced a team-based system centered on secondary medical regions, where multiple generalist MRs cover the same area, without being assigned specific territories. Additionally, in line with new product launches and other portfolio reshuffling, we have concentrated our activity resources in focused areas and increased the number of MRs in charge of the same facilities. By having multiple MRs carefully cover physicians, pharmacists, technicians, and nurses at key client facilities, and by facilitating close communication, we

have established a system that can respond swiftly and flexibly to urgent information needs concerning specialty diseases.

In addition, approximately 60 product marketers nationwide work collectively to meet the healthcare needs of each region. To contribute to raising and spreading a greater awareness of diseases and products by utilizing their respective expertise, we cooperate with branch and sales managers to provide and collect information on diseases and products to promote awareness and appropriate use of products. In addition to supporting MRs, we serve as a bridge to facilitate collaboration among physicians across different areas as needed, striving to expand the adoption of treatments and maximize product value.

MR Training to Create High-Value Communication

Following the COVID-19 pandemic, the ways in which healthcare professionals gather information have diversified to include both online and offline channels. Although reforms in the work style of physicians may reduce opportunities for meetings with MRs, face-to-face interactions and communication with MRs continue to play a vital role in the selection of pharmaceuticals related to life and health. For this reason, MRs are expected to make the best use of their limited interview time and provide high value interactions.

In order to gain the trust of physicians, we offer a variety of training programs. In addition to digital education such as CRM-based insight analysis, practical role-playing utilizing generative AI, output training to cultivate the ability to understand needs and make proposals precisely because we are human, and in-house certification exams to test highly

specialized knowledge and communication skills, we are focusing on human resources development that can meet diverse and individualized medical needs.

