

Nippon Shinyaku's Vision for Interaction with Patients and Patient Organizations

Background:

Nippon Shinyaku is committed to “Helping People Lead Healthier, Happier Lives”. This corporate philosophy simply describes our mission to provide novel and meaningful treatment options for patients, their families, and their caregivers. Fulfilling this commitment will lead to the co-creation of values with patients and patient organizations.

We understand the value of working with patients and patient organizations in effort to incorporate their insights into early stages of clinical development and throughout the product lifecycle. To meet the unmet medical needs of patients, their families, and their caregivers - and commit to them, Nippon Shinyaku will utilize the below vision statement to help guide our interactions with patients and patient organizations.

Vision:

Nippon Shinyaku co-creates a brighter future for people living with and affected by diseases by building and maintaining collaborative relationships with them to meet their needs and expectations.

1. Patient Centricity activities: We are dedicated to listening to the voices of patients during our various interactions with them. At Nippon Shinyaku, the promotion of Patient Centricity is mission critical. Patient Centricity goes beyond putting the patient first to actively developing a mindset of how we can work for the holistic benefit of patients, their families, and their caregivers.

2. Patient and Public Involvement (PPI) activities: PPI is an essential concept of the co-creation, which reflects the insights of those living with and being affected by diseases in pharmaceutical business such as expectations, requests, and for drug discovery, clinical development, and lifecycle management based on their experiences.

Nippon Shinyaku recognizes the importance of PPI and value the thought process of what co-creation really matters to us. Together with patients and patient organizations, we strive to fulfill the company vision, which is not only for developing truly needed medications, but also to help people lead healthier, happier lives by developing the method for patient and public involvement.