

Pharma Japan VIRTUAL 2020

September 1 - 4, 2020 | Online | #REpharmaJP

SMART, INNOVATIVE, DIGITAL

Where intelligent pharma companies achieve ambitious new objectives

45+
SPEAKERS

89%
TOP 50 PHARMA

80%
SENIOR LEADERS

4
SPECIALIZED THEMES

4 Essential Topics

Digital transformation

Build a new model to ensure customer insights are addressed. Learn how to master digital solutions and build partnerships to devise holistic, impactful approaches within a limited timeframe

Evidence-led leadership

Generate data to provide strong external evidence and facilitate internal decision-making or portfolio design. Enable a more genuine approach through medically-driven content, customer innovation and holistic patient solutions

Driven by Data

Use data insights to maximize the value of medicine and care provision. Realize faster and more effective outcomes by developing with help from patients and quickly pivoting according to their feedback

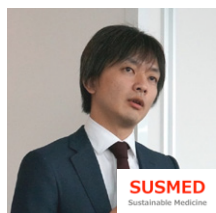
Innovation in Clinical

Understand your potential for innovation. Increase patient engagement in trials. Use data insights to maximize the value of medicine and care provision

RETURNING FOR A 13th YEAR... NOW VIRTUALLY!

Japan's largest, most comprehensive event for pharma executives

World-class speaker faculty includes:



Taro Ueno
Chief Executive Officer
Susmed Inc.



Simone Thomsen
President and
Representative Director
Eli Lilly Japan K.K.



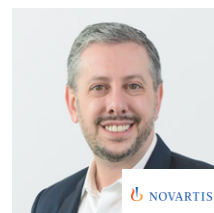
Stefan Sakurai
President
Japan Representative
Director
LEO Pharma



Masatsune Okajima
President and COO
StemRIM



Hiroyuki Yoshihara
Representative Director,
Life Data Initiative,
Japan Emeritus Professor,
Kyoto University and
University of Miyazaki,
Japan



Brian Gladsden
President, Novartis
Oncology Japan
Novartis Pharma K.K.

Register now at: eyeforpharma.com/japan

A new pharma landscape is coming

Before we take another step, we must first ask a fundamental question:

“What business are we in?”

Are we here to make medicines? Or are we here to provide patient outcomes? Are we primarily competing with other pharma companies, or are we really competing with poor health?

And there are so many ‘transformation’ initiatives in pharma today, but are we clear what we are transforming into?

By considering which business we are in, we quickly conclude that success is not just about digitization or data. It’s about the holistic, long-term treatment of patients, and to ensure that, we must deliver trusted services in partnership with others that innovate the standard of care.

Once, our industry was a straightforward relationship between pharma and physician. Now we have evolved into a colourful ecosystem, where our industry must know its role and be open to working with others to fulfil other services and maintain harmony. Meanwhile, new, more advanced species are sprouting and spreading their wings.

It is an exciting and rewarding time to be working in pharma, as long as we are open-minded and have patient care as our core objective. This is the purpose for Pharma Japan Virtual and we look forward to building a new world with you in 2020.



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Chairman



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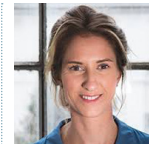
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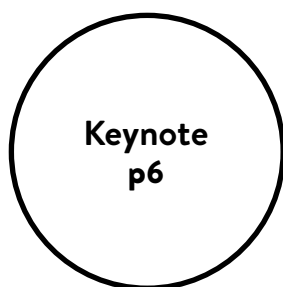


Kana Chia
Head of Japan



Blair Gottscho
Head of Operations
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Click below to jump straight to the best theme for you:



83%
of attendees describe our
sessions as ‘**essential**
to future success’

94%
of our attendees
say they will likely
return next year

97%
of our attendees
said they **enjoyed the**
experience

Why attend?

So. Many. Reasons.

We have lost count of the stories of new opportunities, partnerships, ideas, funding, take-home tactics, jobs, standards and friendships that began at Reuters Events: Pharma Japan Conference.

The conference is how pioneering initiatives develop into game changing strategies. The ambition to redefine the pharmaceutical industry, the proximity of like-minded people, and the abundance of industry leading case-studies are the main reasons so many executives come back to Pharma Japan Conference every year.

Highlights for 2020



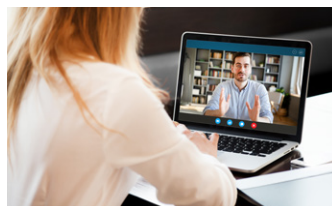
40+ case-studies: Benchmark against the best

With an agenda packed with real-life case studies, showing you the successes and challenges from a range of new projects – you'll leave with a clear idea of where you're at compared to competitors.



Live Q&A and panel discussions: Get under the skin of the issue

Sometimes, issues need to be discussed and debated. To facilitate this, live Q&A session and panel discussions run across all audience and topic areas. Get your sleeves rolled up.



4 themes: Focus on what matters

Pharma Japan Virtual Conference will cover all key topics in the pharmaceutical industry; marketing, commercial, sales, market access, medical affairs, patient engagement, RWE, digital transformation, IT, clinical and more. Which means you'll gain insights which will help drive your business.



On demand: Catch-up anytime

You can access our world-class content, which includes cutting-edged presentations from pharmaceutical leaders, live Q&A and interactive panel sessions, anytime via the on demand function.

Everything you can expect from a physical event... and more



Watch Live

Watch presentations, fireside chats and panel discussions from top industry thought-leaders all day, every day!



Discuss

Comment and question in real time. Spark conversations with your fellow attendees. Follow up with interesting ideas in the virtual networking suite!



Question

Get in-depth answers in real-time in our live Q&A sessions with every presentation and panel speaker!



On Demand

Missed a session? Catch-up in your own time through our on-demand service. Imagine Netflix but the best of pharma thought leadership.

Agenda at a Glance

DAY 1

KEYNOTE +
RWE & Medical

DAY 2

KEYNOTE +
Commercial Excellence

DAY 3

KEYNOTE +
Digital Clinical
Innovation

DAY 4

INTERACTIVE
WORKSHOPS*

*Pharma & Biotech attendees only

Speakers



Simone Thomsen
President and Representative Director
Eli Lilly Japan K. K.



Jovelle L. Fernandez
Head Japan Medical Office
Takeda Pharmaceutical
Company Limited



Eiji Aramaki
Associate Professor, PI, Information Science
NAIST Graduate School of Science
and Technology



Taro Ueno
Chief Executive Officer
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Masatsune Okajima
President and COO
StemRIM



Stefan Sakurai
President
Japan Representative Director
LEO Pharma



Satoru Noguchi
Ex-executive Pharma and Principal
GlobalMindset



Reuben Li
Head of Digital Transformation
Bayer Yakuhin Ltd



Masaru Otsuka
Digital Accelerator Japan Head
Digital Unit
Takeda Pharmaceutical
Company Limited



Shinichiro Akaho
Head of Commercial Excellence and Chief of
Staff to Managing Director
Biogen Japan Ltd.



Haider Alleg
Global Head of Digital Excellence / GMO
Ferring Pharmaceuticals



Kyoichi Nishimoto
Head of Multi-Channel Marketing
Amgen K.K.



Naohiro Yonemoto
Director, Patient Impact Analysis, Outcome &
Evidence,
Corporate affairs, Health & Value
Pfizer



Hiroyuki Idone
Digital Health Program Lead, Diabetes &
Obesity Business Unit, Commercial Innovation
Department
Novo Nordisk Pharma Ltd.



Mei Haruya
Director & Head, Government Affairs
& Market Access
GSK Japan



Dr. Susie Barnes
Vice President and Country Medical Director
GSK Japan



Masayuki Katsumata
Department Manager, Value Evidence
Outcomes Department, Japan Development
Division
GSK Japan



Sayaka Tomihara
Director, Medical and Assistive Device
Industries Office, Healthcare Industries Division
Ministry of Economy, Trade and
Industry (METI)



Hiroyuki Taruno
Senior director, Medical Affairs Planning
Department, Medical Affairs Division
Daiichi Sankyo Co., Ltd.



Hiroyuki Yoshihara
Representative Director, Life Data Initiative
Japan Emeritus Professor, Kyoto University
and University of Miyazaki, Japan



Ludwig Kanzler
Representative
Hanegi LLC



Kotonari Aoki
Department Manager, Real World Data
Science Dept.
Chugai Pharmaceutical Co.,Ltd.



Daniel Junichiro Ruzicka
Executive Director, Medical Affairs
MSD K.K.



Yu Ichige
Executive Officer, Head of Clinical
Operation Japan, Korea and Taiwan
Bristol-Myers Squibb K.K.



Yosuke Nishida
Manufacturing IT innovation Sector
Deputy Manager
NTT DATA



David Hernandez
Head of Clinical Operations Japan, Global
Clinical Operations
Merck Biopharma Co., Ltd.



Speakers



Yasuyuki Katayama
Corporate Officer, Country Medical Director
and Head of Medical Japan
Pfizer Japan Inc.



Takashi Moriya
Director, Data Science
Research & Development division
Janssen Pharmaceutical K.K.



Yujiro Tsutsumi
Managing Executive Officer Partner, Strategy
Consulting
PwC Consulting LLC



Joeri De Haes
Director Japan & Asia Pacific
Market Strategies
Trilations



Kazuyoshi Hatanaka
President
NPO Japan Partners for Patient-Centric Care



Chizuko Sakashita
Project Assistant Professor
Tokyo Medical and Dental University



Miho Fujita
Graduate School of Nursing Science, doctoral course
St. Luke's International University
Clinical Trial Support Office
Showa University Nothern Yokohama Hospital



Toshihiro Maeda
Head of Commercial Operations /
Customer Experience, Commercial
Operations & Customer Experience Unit
Bristol-Myers Squibb K.K.



Hiroshi Sugii
Manager Director/Member of the Board of
Directors, Corporate Vice President, CMR
Development Division
Novo Nordisk Pharma Ltd



Keisuke Yoshimura, MD. MPH, PhD
Specially Appointed Professor and Director
**Center for Next Generation
of Community Health Chiba
University Hospital**



千葉大学医学部附属病院



Taro Goto, M.D., Ph.D
Executive officer, Head of Medical and
Head of R&D (interim)
Bristol-Myers-Squibb KK



Susumu Kitamura
Director, Head of Regulatory Affairs Japan
AbbVie GK



Yuta Watanabe
Rx+ Business Accelerator
Astellas Pharma Inc.



Jim Crompton
Director Regional Market Access Policy Market
Access, Asia Pacific
Janssen Pharmaceutical K.K.



Toshinori Kawaguchi
Director for Policy Planning, Commerce and
Service Industry Policy Group, Healthcare
Industries Division
**Ministry of Economy, Trade
and Industry (METI)**



Brian Gladsden
President, Novartis Oncology Japan
Novartis Pharma K.K.



Ryoichi Kusama
SVP of Business / Co-founder
MICIN, Inc.



Daisuke Kojo
Director, Government Affairs
Eli Lilly Japan K.K.



Kota Ohashi
Director
TOTUS Home Care Clinic



Smart, innovative, digital: the new language of sustainable pharma

How data and technology can revitalize care provision

The pharma industry plays a vital role in society, but it cannot do everything. Now is the time to trust in your core capabilities, but also partner with others and adopt digital tools/products to achieve more holistic solutions for patients. Only then can we guarantee long-term growth and explore the new frontiers of medicine.

See more detailed information!

KEY TOPICS:

Harness the potential of technology: find new digital business models to maximize the value of medicine and care provision

Find a path to long-term growth: Learn how major IT and financial companies have transformed customer relations for sustainable performance

Make Japan the most attractive partner for international pharma: Cultivate an open, progressive environment for true innovation

Accelerate the journey from bench to bedside: Find agile ways to innovate according to patient insights while deploying digital-first processes, supported by automation and AI

SPEAKERS INCLUDE:



Jovelle L. Fernandez
Head Japan Medical Office
Takeda Pharmaceutical Company Limited



Taro Ueno
Chief Executive Officer
Susmed Inc.



Stefan Sakurai
President
Japan Representative Director
LEO Pharma



Hiroshi Sugii
Manager Director/Member of the Board of Directors, Corporate Vice President, CMR Development Division
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Director for Policy Planning, Commerce and Service Industry Policy Group, Healthcare Industries Division
Ministry of Economy, Trade and Industry (METI)



Simone Thomsen
President and Representative Director
Eli Lilly Japan K. K.



SESSION HIGHLIGHTS:

- Breakthroughs in precision healthcare: how the future of healthcare will be defined by simulation technology
- Advanced use cases of AI in a world where data can be produced online for/by patients outside of hospital
- Create a culture of innovation to harness the potential of technology
- The digital reimagination of healthcare: key trends and policy updates
- Cutting edge regenerative medicine: Pioneer the future of transplant medicine with regenerative induction medicine
- Accelerating Technology Evolution: Understand the full picture of technology in the healthcare industry and open the way for sustainable pharmaceutical companies
- Fight smart - why modern healthcare leadership must be driven by scientific understanding
- Strategic implementation, promotion, and application of innovations to develop new medicine, global development, and digital health technology
- Cancer Crystal Ball: A Look into the Future
- How LEO pharma is pioneering innovation in dermatology

Embrace a more futuristic commercial model

Enable digital innovation to overhaul your customer engagement model

How can you own your trajectory despite external pressure, and use objective metrics to determine next steps? A new commercial model is needed to create a more holistic offering by embedding medicine into a bigger ecosystem fuelled by digital channels, real-world evidence, AI, and automation. Deliver digital transformation effectively to provide deeper value to physicians and even patients.

See more detailed information!

KEY TOPICS:

Digital transformation: Use new technology to maximize the value of medicine and care provision

Smarter decision-making: Use metrics and analytics rather than experience to determine how to create long-term, valued customer relationships

Seamless commercial excellence: Integrate brand and multichannel roles around the customer to articulate your dream story

Tackle adherence: Achieve a win-win (for pharma, physician and patient) through a focus on the psychology and tools required to improve patient adherence

SPEAKERS INCLUDE:



Reuben Li
Head of Digital Transformation
Bayer Yakuhin Ltd



Kyoichi Nishimoto
Head of Multi-Channel Marketing
Amgen K.K.



Hiroyuki Idone
Digital Health Program Lead, Diabetic & Obesity Business Unit, Commercial Innovation Department
Novo Nordisk Pharma Ltd.



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Yuta Watanabe
Rx+ Business Accelerator
Astellas Pharma Inc.



Toshihiro Maeda
Head of Commercial Operations / Customer Experience, Commercial Operations & Customer Experience Unit
Bristol-Myers Squibb K.K.



SESSION HIGHLIGHTS:

- Deliver an exceptional customer experience using a multichannel design that tells a story
- The 3Ps of commercial digital transformation: people, portfolio and purpose
- How Novo Nordisk used digital to maximise the value of medicine and care provision
- Become a neuroscience trailblazer
- Your new data-led marketing function - how to balance cultural differences and build a cross-functional internal operating ecosystem
- How to avoid the most common pitfalls in product launch
- From short-term interaction to long-term patient partnerships and real patient insights
- Know your goals: The reasons tech giants want to develop business in healthcare, and your company's plan to survive
- Pursue a new kind of commercial excellence in the precision medicine era

Be an authentic, data-driven leader

Empower the entire value chain by scaling data collection, analysis and smarter decision-making

Medical Affairs is becoming the most vital part of the pharma organization, the brain that provides analysis and knowledge for all other parts of the company. Key skills now include communicating insights with authenticity, using RWE, improving KOL engagement, orchestrate cross-company evidence generation and championing patient insights.

See more detailed information!

KEY TOPICS:

Prove the authenticity of your medicine and care provision:

Ensure all communication from medical affairs is supported by real-world evidence

Strategic communication:

Help the organization to understand and make decisions based on high-quality, evidence-based, contextual information

Be the patient champion:

Recognize and communicate insights both internally and externally from consistent, genuine patient engagement

Digitize medical affairs:

Build an agile, flexible organization to deliver for the right customer with the right product at the right time

SPEAKERS INCLUDE:



Dr. Susie Barnes
Vice President and Country Medical Director
GSK Japan



Eiji Aramaki
Associate Professor, PI, Information Science
NAIST Graduate School of Science and Technology



Hiroyuki Yoshihara
Representative Director,
Life Data Initiative, Japan
Emeritus Professor, **Kyoto University** and
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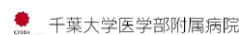
Keisuke Yoshimura, MD, MPH, PhD
Specially Appointed Professor and Director
**Center for Next Generation
of Community Health Chiba
University Hospital**



Chizuko Sakashita
Project Assistant Professor
Tokyo Medical and Dental University



Yasuyuki Katayama
Corporate Officer, Country Medical Director
and Head of Medical Japan
Pfizer Japan Inc.



SESSION HIGHLIGHTS:

- Understand the true value and essence of data: expand the scale of data collection, analysis, and utilization while improving accuracy
- Hear from the first company certified by the Next Generation Medical Infrastructure Act: Full-scale operation to create evidence
- Promotion of regional healthcare schemes modelled on the Center for Next Generation of Community Health, Chiba University Hospital
- Demonstrate the real-world value of your medicines: new science based approaches backed by evidence
- The role of real world data in a data driven company and the challenges for pharma companies
- Learn how GSK realized patient-focused drug development and incorporated new insights at every stage
- Striving to create new value for patients: Hear case studies of GSK's initiatives and GSK's expectations for market access
- The Many Faces of Digital in Medical Affairs – How Digital is becoming an inherent part for Medical
- Designing a sustainable process and methodology for value assessment in Japan's healthcare system
- Towards the development of patient-centric support programs -The lean application development process engaging patients and physicians, and the path to regulatory approval as SaMD

Make major improvements to time, cost and patient experience through clinical innovation

Don't get killed by bureaucracy - ensure your processes are streamlined, find digital agility and focus on new scientific horizons

The prosperity of our companies depend on our ability to accomplish collaborative research in a cost-effective, time-sensitive manner. We are in a race with the rest of the world to have the best processes and ensure Japan is the most attractive place to develop medicines. Deploy new technology whilst enabling a more patient-centric approach which improves recruitment and retention.

See more detailed information!

KEY TOPICS:

Embrace change: clinical trials have been conservative and traditional. But now they are proven to be more effective through technology, if you are able to adopt a new internal mindset

From Japan to the world: How you can gain a higher quality of data, earlier, and provide insights to other countries

Boost patient engagement: Understand the potential impact of additional patient insight in the design and implementation of your trials

Collaborative research as the key to pharma's sustainability: Why the 'One Japan' model in clinical trials makes sense and how you can find the best path to implementation

SPEAKERS INCLUDE:



Yu Ichige
Executive Officer, Head of Clinical Operation Japan, Korea and Taiwan
Bristol-Myers Squibb K.K.



Takashi Moriya
Director, Data Science Research & Development division
Janssen Pharmaceutical K.K.



Miho Fujita
Graduate School of Nursing Science, doctoral course Clinical Trial Support Office
St. Luke's International University Showa University Northern Yokohama Hospital



Taro Goto, M.D., Ph.D
Executive officer, Head of Medical and Head of R&D (interim)
Bristol-Myers-Squibb KK



David Hernandez
Head of Clinical Operations Japan, Global Clinical Operations
Merck Biopharma Co., Ltd.



Taro Ueno
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Susumu Kitamura
Director, Head of Regulatory Affairs Japan
AbbVie GK



Hiroyuki Taruno
Senior director, Medical Affairs Planning Department, Medical Affairs Division
Daiichi Sankyo Co., Ltd.



SESSION HIGHLIGHTS:

- Improving the efficiency of clinical development by using mobile devices and blockchain technology
- Open Innovation from a global company's perspective: Implementing new medicine and technology in a meaningful way
- Use new technology to drive both efficiency and a more patient-centric approach in clinical trials
- Delivering innovative medicine to patients ASAP: How to evolve your Japan team in a global business context
- The importance of Decision Aid for clinical trials in light of challenges and the current status of briefing materials
- The expectations and challenges of implementing virtual clinical trials
- Patient centricity and bringing the voice of the patient into clinical trials
- Establish a foundation for post-marketing evidence generation and a better environment that facilitates smarter clinical trials

The Best Pharma Online Networking Event in Japan



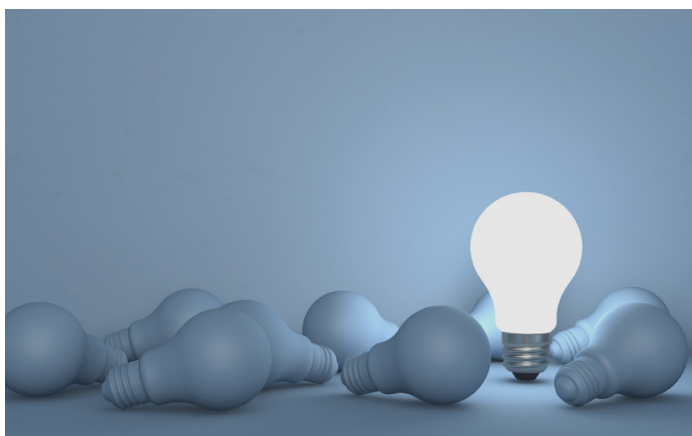
All stakeholders. All functions. 1 Place.

The most cross-functional pharma event in Japan – decision-makers from marketing, commercial, sales, market access, medical affairs, patient engagement, RWE, digital transformation, IT, clinical and more.



Discussions that build business

As much as opportunity, challenges need to be discussed. Reuters Events: Pharma Japan Virtual fosters real discussion between the pharma industry and solution providers through interactive live Q&A, panel discussion and virtual workshop sessions – together we can then get under the skin of the problem and find a solution.



Showcase your solution

All the pharma executives who attend Pharma Japan Virtual Conference are looking for one thing – solutions! Use our virtual sponsorship and exhibition solutions to present your products and services to them – at a time when they most need it.



Seniority

You won't find a better place to connect with pharma decision-makers since over 80% of the pharma attendees are director-level or above.

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Solution Providers and Consultants:

Do business with pharma decision makers

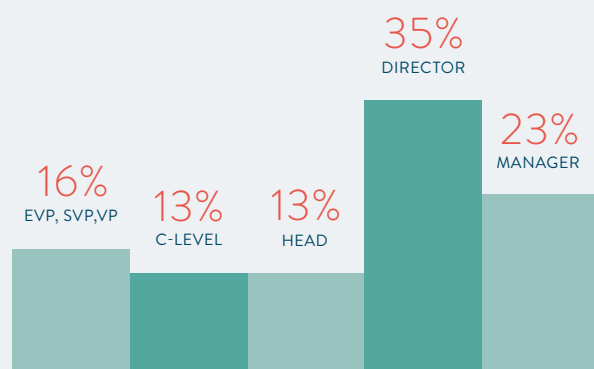
80%
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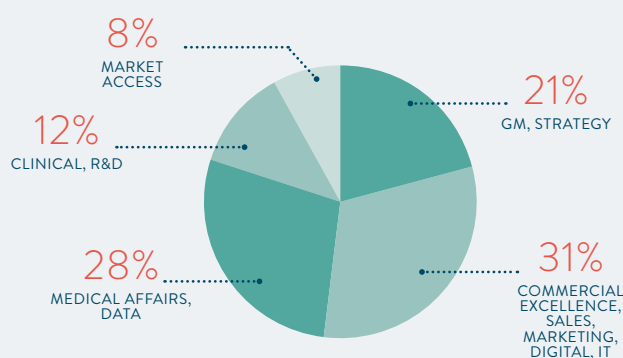
MILLIONS
IN ROI
DEMONSTRATED

Meet key targets and achieve strong ROI

Reach the industry's decision makers



Do business with this cross-section of pharma



Reuters Events: Pharma Japan Virtual is where pharma leaders meet to learn, network and find ideas to their greatest challenges. You'll meet decision-makers from:

- Marketing / Digital
- Commercial Excellence
- Data and Analytics
- Medical Affairs
- RWE
- Clinical
- Brand & Product Strategy
- Patient Engagement & Advocacy

Whether they're existing clients or new faces, we will facilitate virtual interaction with events and sessions across the 4 days of the online conference.

OPPORTUNITIES ARE LIMITED!

Find out more today, contact Hiromasa on haraki@eyeforpharma.com

2 Ways to attend

Attend as a team



A team learning experience. Now more than ever we need to be working together for our customers and patients. Participate as a team to build company-wide insights and transform culture as one.

Your pass includes:

- Team learning experience
- Opportunity to have a free Virtual Boardroom for your team at the event (for large groups only)
- Access to full live event
- Access to interactive workshops (pharma only)
- Access to On Demand for 3 weeks
- Access to virtual networking events
- Access to interactive Q&A

[CLICK HERE TO FIND OUT MORE](#)

Attend on your own



Your pass includes:

- Access to full live event
- Access to interactive workshops (pharma only)
- Access to On Demand for 3 weeks
- Access to virtual networking events
- Access to interactive Q&A

[CLICK HERE TO FIND OUT MORE](#)

REGISTRATION OPENS SOON!

How to register will be sent to your inbox soon.