

JAPAN MEDICAL AFFAIRS SUMMIT 2025

APRIL 16-17 | TOKYO



2025 Theme:

“New Paradigm in Patient Engagement Led by Medical Affairs”

Tokyo | Japan

medicalaffairs.org/japan2025

Welcome Letter from Summit Co-Chairs

Dear Esteemed Colleagues & Guests,

On behalf of the organizing committee, it is with great pleasure that we extend a warm welcome to attendees of the **3rd Annual Japan Medical Affairs Summit** in Tokyo. This exciting event, co-organized by **JAPhMed, PhRMA and MAPS**, will explore transformative approaches to patient engagement with this year's theme, **"New Paradigm for Patient Engagement Led By Medical Affairs."**

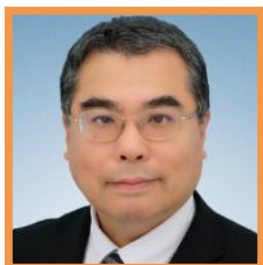
We are thrilled to host this prestigious event, bringing together industry leaders, medical professionals, and experts from around the globe. They will share their expertise and perspectives on a wide range of topics, including innovative strategies for engaging patients, the evolving role of Medical Affairs in patient-centric healthcare, and advancing professional development within the field. The program is designed to feature dynamic presentations, engaging panel discussions, and interactive workshops, fostering open dialogue, networking, and knowledge-sharing.

We are confident that you will find this conference to be an invaluable opportunity to learn about the latest trends, insights, and best practices in Medical Affairs for you to help improve patient outcomes in Japan.

We look forward to welcoming you in Tokyo!

Best regards,

JMA Summit 2025 Co-Chairs



Masahisa Jinushi
Medical Affairs
Committee Chair
PhRMA



Shinichi Nishiuma
Vice Chairperson,
Head of Medical
Affairs Committee
JAPhMed



Victoria Elegant
President, APAC
MAPS

Co-Organized By



PhRMA

Since the opening in 1987, PhRMA's Japan office has actively developed various activities on behalf of its member companies in Japan. We promote activities focused on direct dialogue with all concerned parties such as government officials, doctors and other medical staff, media parties and patient organizations. PhRMA cooperates with the Japan Pharmaceutical Federation, the Japan Pharmaceutical Industry Association and the European Pharmaceutical Federation to develop activities.



JAPhMed

JAPhMed has more than 50 years of history in developing "pharmaceutical medicine" in Japan which is defined as a medical specialty concerned with the discovery, development, evaluation, licensing and monitoring of medicines and the medical aspects of their marketing. Based on our mission: "To promote Pharmaceutical Medicine by enhancing the knowledge, expertise and skills of pharmaceutical professionals and physicians, thus leading to the availability and appropriate use of medicines for the benefit of patients and the society." JAPhMed operates as the Japanese affiliate of the International Federation of Associations of Pharmaceutical Physicians & Pharmaceutical Medicine (IFAPP).



MAPS

The Medical Affairs Professional Society (MAPS) is the premier non-profit global Medical Affairs organization FOR Medical Affairs professionals BY Medical Affairs professionals across all different levels of experience/specialty. Together with over 10,500 Medical Affairs members from 300+ companies globally, MAPS is transforming the Medical Affairs profession to increase its value to patients, HCPs, industry and society. MAPS transforms Medical Affairs organizations and Medical Affairs professionals globally by: speaking as the single voice of the Medical Affairs profession; defining the current and future practice of Medical Affairs; being the global community for Medical Affairs professionals; and leveraging collective thought leadership to train the next generation of Medical Affairs leaders.

Secretary Generals



Michiko Tomiyasu
Senior Manager, MSL Excellence,
MO, Medical Affairs Division / MSL
Training Curriculum Lead
Alexion Pharma / JAPhMed



Yi Piao
Director, Scientific Innovation /
Working Group 1 Leader, Medical
Affairs Committee
Gilead Sciences K.K. / PhRMA

Session Coordinators



Keisuke Harada
Associate Director, Medical Affairs /
Working Group 3, Medical Affairs
Committee
Gilead Sciences K.K. / PhRMA



Takayuki Kimura
Associate Director, Oncology, Medical
Affairs Japan
Gilead Sciences K.K.



Yukiko Tsukitani
Medical Affairs Strategy &
Excellence Manager
Gilead Sciences K.K.



Kosuke Yoshida
Contract Medical Affairs Senior
Consultant
Linical Co. Ltd.



Kayoko Tokudome
Director, Medical Affairs Lead
Immunology, Japan Drug
Development and Medical Affairs
Eli Lilly Japan K.K.

Agenda & Schedule of Events

Wednesday, April 16 - Career Development Workshop

**The Career Development Workshop on April 16 will be held in Japanese and translation to English WILL NOT be provided.*

13:00 - 13:30 **Career Development Workshop Registration**

13:30-17:30 **Navigating Your Medical Affairs Career: Strategies for Success**

Workshop

Chart your path to a successful career in Medical Affairs through this interactive workshop designed for professionals at all levels. Explore diverse career trajectories within the industry, gain insights into the essential skills required to excel, and learn strategic career planning techniques.

Key topics covered:

- **Career Paths in the Industry** – Explore diverse opportunities and trajectories.
- **Skill Development: What It Takes to Succeed** – Identify essential skills for advancement.
- **Career Planning** – Strategize your next steps for long-term success.
- **Fireside Chat with Senior Leaders** – Learn from top executives' career journeys and insights.

Speakers:

Michiko Tomiyasu
Senior Manager, MSLO Excellence, MO,
Medical Affairs Division / MSL Training Curriculum Lead
Alexion Pharma / JAPhMed

Ryuichi Ogawa
Medical Capabilities Director
Amgen K.K.

Yuki Hori
Medical Strategy & Excellence Director
Gilead Sciences K.K.

Heidi Anthoni
Senior Medical Affairs Director

17:30

Workshop Concludes

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

8:30 - 9:00

Registration

9:00 - 9:05

Welcome Remarks

9:05 - 9:20

Maximize Medical Affairs' Impact in the Healthcare Innovation Ecosystem

Masahisa Jinushi

Medical Affairs Committee Chair

PhRMA

Head of Medical Affairs

Gilead Sciences K.K.

9:20 - 10:10

New Paradigm for Patient Engagement Led by Medical Affairs

Keynote Panel

Moderator:

Setsuko Yamashita

Executive Officer, Communications / Chair, Communications Committee Japan

MSD K.K. / PhRMA

Panelists:

Masahisa Jinushi

Medical Affairs Committee Chair

PhRMA

Head of Medical Affairs

Gilead Sciences K.K.

Shinichi Nishiuma

Vice Chairperson, Head of Medical Affairs Committee

JAPhMed

Victoria Elegant

President, APAC

MAPS

Pauline Ng

Vice President, Head of Medical Affairs Japan

J&J Innovative Medicine

Michio Tanaka

Executive Officer, Vice President, Medical

AstraZeneca K.K.

Lyo Inuyama

Executive Vice President, Medical Affairs

Otsuka Pharmaceutical

10:10 - 10:40

Keynote Presentation: Leadership

Minoru Noda

Dean, Professor, MBA (Global Business)

Meiji University

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

10:40 - 11:00 Networking Break & Exhibits

Industry Best Practices Sharing

Session Moderator:

Koichi Fujii

VP, Country Medical Director, Medical Japan
Pfizer Japan

11:00 - 11:07 Building Impactful Patient Engagement Activities: Transforming Employee Mindsets

Mizue Sugi

Group Manager, Patient Engagement Strategy, Medical Affairs
J&J Innovative Medicine

11:07 - 11:14 Best Practice Sharing of Global Study-Japan subset analysis

Kentaro Ishii

Medical Lead
Novartis Pharma K.K.

11:14 - 11:21 Beyond Medicine: How Medical Affairs Is Leveraging Big Data and Partnership to Address HIV Stigma

Keisuke Harada

Associate Director, Medical Affairs
Gilead Sciences K.K.

11:21 - 11:28 Best Practice Sharing of Disease Awareness

Kojiro Itai

Medical Affairs, Scientific Communication
Amgen K.K.

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

11:28 - 12:00 Q&A and Panel Discussion

Moderator:

Koichi Fujii

VP, Country Medical Director, Medical Japan
Pfizer Japan

Panelists:

Mizue Sugi

Group Manager, Patient Engagement
Strategy, Medical Affairs
J&J Innovative Medicine

Kentaro Ishii

Medical Lead
Novartis Pharma K.K.

Keisuke Harada

Associate Director, Medical Affairs
Gilead Sciences K.K.

Kojiro Itai

Medical Affairs, Scientific Communication
Amgen K.K.

12:00 - 12:45 Bento Box Lunch

12:45 - 13:15 Lunch Seminar

13:15 - 13:45 Fireside Chat: AstraZeneca Japan Medical Head & President

Moderator:

Shinichi Nishiuma

Vice Chairperson, Head of Medical Affairs Committee
JAPhMed

Panelists:

Takafumi Horii

Representative Director & President
AstraZeneca K.K.

Michio Tanaka

Executive Officer, Vice President, Medical
AstraZeneca K.K.

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

Compliance Session

Session Moderator:

Shinichi Nishiuma

Vice Chairperson, Head of Medical Affairs Committee
JAPhMed

13:45 - 14:00 **JAPhMed: Guidance of Patient Engagement**

Kosuke Yoshida

Contract Medical Affairs / Senior Consultant
Linical Co., Ltd.

13:45 - 14:00 **JAPhMed: Challenge of Patient Engagement**

Gakuji Kawahira

Medical Operation
Kyowa Kirin

14:00 - 14:15 **JPMA: Patient Engagement Committee**

Takeshi Shiraiwa

Task Force 7 Leader, Medical Affairs Expert
Committee, Drug Evaluation Committee / Operational
Excellence, Medical Affairs Japan
JPMA / Astellas Pharma

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

14:15 - 14:45 Q&A and Panel Discussion

Moderator:

Shinichi Nishiuma

Vice Chairperson, Head of Medical Affairs Committee
JAPhMed

Panelists:

Gakuji Kawahira

Medical Operation
Kyowa Kirin

Kosuke Yoshida

Contract Medical Affairs / Senior Consultant
Linical Co., Ltd.

Takeshi Shiraiwa

Task Force 7 Leader, Medical Affairs Expert
Committee, Drug Evaluation Committee / Operational
Excellence, Medical Affairs Japan
JPMA / Astellas Pharma

Patient Perspective Session

Session Moderator:

Kyoko Imamura

President

Ji4pe (Japanese Institute for Public Engagement)

15:15 - 15:30 Attempt to Incorporate PPI in Clinical Trial Planning; Perspective of JCOG Breast Cancer Study Group

Tomomi Fujisawa

Breast Oncology

Gunma Prefectural Cancer Center

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

15:30 - 15:45 Patient Involvement in Healthcare Policy Making

Takeshi Shukunobe
CEO / Social Welfare & Support Coordinator
PPECC

15:45 - 16:15 Q&A and Panel Discussion

Moderator:

Kyoko Imamura
President
Ji4pe (Japanese Institute for Public Engagement)

Panelists:

Tomomi Fujisawa
Breast Oncology
Gunma Prefectural Cancer Center

Takeshi Shukunobe
CEO / Social Welfare & Support Coordinator
PPECC

Atsushi Kitamura
Director, GCP Quality Japan
Pfizer R&D Japan K.K.

14:45 - 15:15 Networking Break & Exhibits

Future Direction Session

Session Moderator:

Reiko Akizuki
Executive Medical Director, Medical Affairs
Amgen K.K.

Agenda & Schedule of Events

Thursday, April 17 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 17.*

16:15 - 16:35 Future Direction and Expectations of Patient Engagement

Masaru Iwasaki
Vice President
University of Yamanashi

16:35 - 17:15 Panel Discussion

Moderator:

Reiko Akizuki
Executive Medical Director, Medical Affairs
Amgen K.K.

Panelists:

Masahisa Jinushi
Medical Affairs Committee Chair
PhRMA
Head of Medical Affairs
Gilead Sciences K.K.

Masaru Iwasaki
Vice President
University of Yamanashi

Keiko Katsui
Deputy Director
Japan Agency for Medical Research
and Development (AMED)

Yukiko Nishimura
President
NPO ASrid

17:15 - 17:30 Summit Closing Remarks

17:30 - 19:30 Evening Cocktail Reception

We would be honored to have you join us at our Evening Cocktail Reception, which will take place directly at the meeting venue. After a long day of productive discussions, we look forward to opportunities to make valuable business connections. Over wine, beers, soft drinks and finger foods, you'll have the chance to meet with industry peers, chat with thought leaders, and expand your network. We can't wait to see you there!

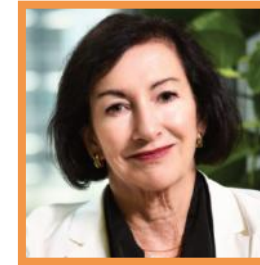
Speaking Faculty & Moderators



Shinichi Nishiuma
Vice Chairperson, Head of
Medical Affairs Committee
JAPhMed



Masahisa Jinushi
Head of Medical Affairs & Medical
Affairs Committee Chair
Gilead Sciences K.K. / PhRMA



Victoria Elegant
APAC President
MAPS



Michio Tanaka
Executive Officer, Vice President,
Medical
AstraZeneca K.K.



Lyo Inuyama
Executive Vice President, Medical
Affairs
Otsuka Pharmaceutical



Keisuke Harada
Associate Director, Medical Affairs
Gilead Sciences K.K.



Pauline Ng
Vice President, Head of Medical
Affairs Japan
J&J Innovative Medicine



Takafumi Horii
Representative Director &
President
AstraZeneca K.K.



Tomomi Fuijsawa
Breast Surgery
**Gunma Prefectural Cancer
Center**



Kyoko Imamura
President
**Ji4pe (Japanese Institute for Public
Engagement)**



Takeshi Shukunobe
CEO / Social Welfare & Support
Coordinator
PPECC



Kosuke Yoshida
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Linical Co. Ltd.



Atsushi Kitamura
Director, GCP Quality Japan
Pfizer R&D Japan K.K.



Kojiro Itai
Medical Affairs, Scientific
Communication
Amgen



Kentaro Ishii
Medical Lead
Novartis Pharma K.K.

Speaking Faculty



Yukiko Nishimura
President
NPO ASrid



Masaru Iwasaki
Vice President
University of Yamanashi



Reiko Akizuki
Executive Medical Director,
Medical Affairs
Amgen K.K.



Minoru Noda
Dean, Professor, MBA
(Global Business)
Meiji University



Koichi Fujii
VP, Country Medical Director,
Medical Japan
Pfizer Japan



Keiko Katsui
Deputy Director
Japan Agency for Medical
Research and Development
(AMED)



Takeshi Shiraiwa
Task Force 7 Leader, Medical Affairs
Expert Committee, Drug Evaluation
Committee / Operational Excellence,
Medical Affairs Japan
JPMA / Astellas Pharma



Heidi Anthoni
Senior Medical Affairs
Director



Setsuko Yamashita
Executive Officer,
Communications / Chair,
Communications Committee
MSD K.K. / PhRMA



Ryuichi Ogawa
Medical Capabilities Director
Amgen K.K.



Yuki Hori
Medical Strategy &
Excellence Director
Gilead Sciences K.K.

Gakuji Kawahira
Medical Operation
Kyowa Kirin

Mizue Sugi
Group Manager, Patient Engagement
Strategy, Medical Affairs
J&J Innovative Medicine

Registration



Main Session Only (April 17) *Translation for English/Japanese Provided	Early Bird	Regular
	(Ends March 7, 2025)	(Begins March 8 2025)
JAPhMed, MAPS or PhRMA Member BioPharma Company Rate	\$125	\$175
Non-Member BioPharma Company Rate	\$200	\$250
Non-Member BioPharma Company Group Rate*	\$175	\$200
<i>*3 or more attendees from the same company</i>		
Non-BioPharma Company Rate	\$500	\$600
Academic / Hospital Rate	\$100	\$125

Career Development Workshop Only (April 16) *Workshop in Japanese; English/Japanese translation NOT Provided

Single Rate	\$90	\$100
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Main Session + Career Development Workshop (April 16 & 17)

JAPhMed, MAPS or PhRMA Member BioPharma Company Rate	\$200	\$250
Non-Member BioPharma Company Rate	\$275	\$325
Non-Member BioPharma Company Group Rate*	\$250	\$275
<i>*3 or more attendees from the same company</i>		
Non-BioPharma Company Rate	\$575	\$675
Academic / Hospital Rate	\$150	\$200

[Register at medicalaffairs.org/japan2025](https://medicalaffairs.org/japan2025)

Meeting Venue & Access



Nihonbashi Life Science HUB

Address: 1-5-5, Nihonbashi-muromachi, Chuo-ku, Tokyo 103-0022

Muromachi Chibagin Mitsui Building 8F [Click Here for Google Maps](#)

Phone: +81 3-6888-8080

Access by JR Line + Tokyo Metro

[Tokyo Metro Ginza Line / Hanzomon Line](#)

Directly connected to "Mitsukoshimae" Station

[JR Sobu Line Rapid](#)

Directly connected to "Shin-nihonbashi" Station

[JR Yamanote Line / Keihin-Tohoku Line / Chuo Line Rapid](#)

9-minute walk from South Exit of "Kanda" Station

9-minute walk from Nihonbashi Exit of "Tokyo" Station



From the 1st basement get into **the COREDO Muromachi 3**. Be careful: there are buildings of "the COREDO Muromachi 1" and "the COREDO Muromachi 2" that are located next to the COREDO Muromachi 3.



Pass through the automatic door of the "Muromachi Chibagin Mitsui Building" office entrance.



Take the elevator to the 8th floor.

Agenda-at-a-Glance



Wednesday, April 16 - Career Development Workshop

*Held in Japanese language only

13:00 – 13:30	Registration & Networking
13:30 – 13:45	Welcome Remarks
13:45 – 15:30	Career Development Workshop
15:30 – 15:45	Networking Break & Exhibits
15:45 – 17:30	Career Development Workshop
17:30	Workshop Concludes

Wednesday, April 16 - Medical Heads' Roundtable

13:00 – 13:30	Registration & Networking
13:30 – 15:00	Measuring the Impact of Medical Affairs
15:00 – 15:30	Networking Break & Coffee
15:30 – 17:30	Talent Development
17:30 – 18:30	Networking Reception & Wrap-Up

**The Medical Heads' Roundtable is an invitation-only session for Medical Heads from BioPharma companies from Japan and global. If you are interested in attending, please send an email to jon.liong@lycheegroup.com.*

Thursday, April 17 - General Session

*English/Japanese Translation available

08:30 – 09:00	Registration & Networking
09:00 – 09:05	Welcome Remarks
09:05 – 09:20	Maximize Medical Affairs' Impact in the Healthcare Innovation Ecosystem
09:20 – 10:10	Keynote Panel: New Paradigm for Patient Engagement Led By Medical Affairs
10:10 – 10:40	Keynote Presentation: Leadership
10:40 – 11:00	Networking Break & Exhibits
11:00 – 12:00	Industry Best Practices Sharing
12:00 – 13:15	Networking Lunch & Lunch Seminars
13:15 – 13:45	Fireside Chat: AstraZeneca Medical Head & President
13:45 – 14:45	Compliance Session
14:45 – 15:15	Networking Break & Exhibits
15:15 – 16:15	Patient Perspective Session
16:15 – 17:15	Future Directions Session
17:15 – 17:30	Summit Closing Remarks
17:30 – 19:30	Networking Cocktail Reception

If you have any questions about Sponsorship, Exhibition or Attendance, please contact: jon.liong@lycheegroup.com