

JAPAN MEDICAL AFFAIRS SUMMIT



Tokyo | April 22-23



20

24

2024 Theme:

“Digital Innovations in Medical Affairs: Transforming Patient Outcomes”

Tokyo | Japan

medicalaffairs.org/japan2024

Welcome Letter

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 **2nd Annual Japan Medical Affairs Summit** in Tokyo. This exciting event, co-organized by **JAPhMed, PhRMA and MAPS**, will focus on the major impact digital is having across Medical Affairs disciplines with this year's theme, **"Digital Innovations in Medical Affairs: Transforming Patient Outcomes."**

We are thrilled to host this prestigious event, bringing together industry leaders, medical professionals, and experts from around the globe who will share their expertise and perspectives on a wide range of topics, including Digital Transformation and the Role of Medical Affairs, Patient Centricity & Continuing Medical Education, How to Establish the MSL in Japan, Career Development and more. We have designed the program to feature informal and formal presentations, panels and a workshop to encourage 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 shape the future of healthcare in Japan.

We look forward to welcoming you in Tokyo!

Best regards,



Yasuyuki Katayama
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.



This Summit is Endorsed by [DIA Japan](#)

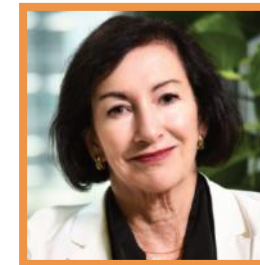
Distinguished Advisory Board



Yasuyuki Katayama
Associate Vice President Scientific
Advisor & Medical Affairs Committee
Chair
MSD K.K. / PhRMA



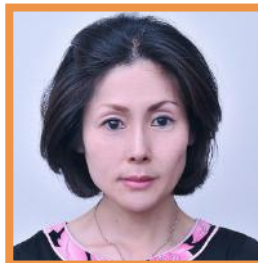
Shinichi Nishiuma
Chief Medical Officer & Vice
Chairperson, Head of Medical
Affairs Committee
Aculyx / JAPhMed



Victoria Elegant
President, APAC
MAPS



Takeshi (George) Imaoka
Associate Vice President-Medical,
Diabetes Products, Japan Drug
Development & Medical
Affairs & Medical Affairs Committee
Eli Lilly Japan K.K. / PhRMA



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



Toshifumi Suzuki
MSL / Medical Affairs
Committee Working Group 3,
Leader
MSD K.K. / PhRMA



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



Takashi Kanemitsu
Scientific Communications /
Working Group 3, Medical Affairs
Committee
Amgen K.K. / PhRMA



Yoichi Inoue
Senior Medical Director,
Immunology/PH/Neuroscience,
Medical Affairs Japan
Janssen Pharmaceutical K.K.

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

8:30 - 8:55 **Registration, Networking & Exhibition Hall Open**

8:55 - 9:00 **Welcome Remarks**

Shinichi Nishiuma
Vice Chairperson, Head of
Medical Affairs Committee
JAPhMed
Chief Medical Officer
Aculys

Yasuyuki Katayama
Medical Affairs Committee Chair
PhRMA
Associate Vice President
Scientific Advisor
MSD K.K.

Victoria Elegant
APAC President
MAPS

9:00 - 9:30 **The Critical Impact in Medical Affairs of Cross Functional Alignment to Impact Patient Outcomes**

Fireside Chat

Matthew Robson
Corporate Officer,
Chief Medical Officer
Novartis Pharma K.K.

Leo Lee
President and Representative Director
Novartis Pharma K.K.

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

9:30 - 10:30 The Impact of Digital on Medical Affairs

Keynote Panel

Moderator:

Victoria Elegant
President, APAC
MAPS

Panelists:

Yasuyuki Katayama
Medical Affairs Committee Chair
PhRMA
Associate Vice President
Scientific Advisor
MSD K.K.

Pauline Ng
Vice President, Head of Medical
Affairs Japan
Janssen Pharma K.K.

Shinichi Nishiuma
Vice Chairperson, Head of Medical
Affairs Committee
JAPhMed
Chief Medical Officer
Aculys

Shuhei Fujita
Senior Vice President, Head of
Medical Affairs
Astellas Pharma

Helen Lin
Corporate Officer, Medical Affairs
Executive Medical Director
Amgen K.K.

10:30 - 11:00 Networking Break & Exhibits

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

Digital Transformation and the Role of Medical Affairs

Session Moderators:

Takeshi (George) Imaoka

Associate Vice President-Medical, Diabetes Products
Japan Drug Development & Medical Affairs / Vice-Chair, Medical
Affairs Committee

Eli Lilly Japan K.K. / PhRMA

Bora Erdemli

Principal

ZS Associates

11:00 - 11:15

What's the Impact of Digital and AI on Medical Affairs? Best Practices from Digital Initiatives

Tadashi Umeda

Executive Director, Japan Medical Affairs Capabilities

MSD K.K.

11:15 - 11:30

What's the Impact of Digital and AI on Medical Affairs? Best Practices from Company Perspective

Akihiro Konishi

Associate Director of Medical Digital Solution, Medical Affairs Capabilities,
Japan Drug Development & Medical Affairs

Eli Lilly Japan K.K.

11:30 - 12:00

Voices from Around the World: Insights from US/EU/APAC Regions

Tamas Koncz

Chief Medical Officer International
Developed Markets, ACCORD/GCAP

Pfizer

Daniel Ruzicka

Medical Affairs Lead, Asia Pacific & Japan

Organon

12:00 - 12:20

How Digital Thinking Enables Medical Strategy

Bora Erdemli

Principal

ZS Associates

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

12:20 - 13:00 Q&A and Panel Discussion

Moderator:

Bora Erdemli
Principal
ZS Associates

Panelists:

Tadashi Umeda
Executive Director, Japan Medical
Affairs Capabilities
MSD K.K.

Tamas Koncz
Chief Medical Officer International
Developed Markets, ACCORD/GCAP
Pfizer

Daniel Ruzicka
Medical Affairs Lead, Asia Pacific & Japan
Organon

Akihiro Konishi
Associate Director of Medical Digital Solution
Eli Lilly Japan K.K.

Takeshi Imaoka
Associate Vice President-Medical, Diabetes Products
Japan Drug Development & Medical Affairs /
Vice-Chair, Medical Affairs Committee
Eli Lilly Japan K.K. / PhRMA

13:00 - 13:40 Bento Box Lunch

13:40 - 14:00 Lunch Seminar Sponsored by Syneos Health

"Considering the Abilities of Individuals and Organizations Required for Medical Affairs"

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

Patient Centricity & Continuing Medical Education (CME)

Session Moderators:

Yasuyuki Katayama
Associate Vice President Scientific Advisor &
Medical Affairs Committee Chair
MSD K.K. / PhRMA

Toshifumi Suzuki
MSL / Medical Affairs Committee Working Group 3, Leader
MSD K.K. / PhRMA

14:00 - 14:30 **Change From the Perspective of the Patient**

Hiromi Todoroki
Chairperson
NPO Kibou-no-kai

14:30 - 15:00 **Challenges of Continuing Medical Education (CME) in Japan**

Tamio Teramoto
Director of Teikyo Academic Research Center (TARC) & Regent
Teikyo University

15:00 - 15:30 **Q&A and Panel Discussion**

Moderator:
Yasuyuki Katayama
Associate Vice President Scientific Advisor &
Medical Affairs Committee Chair
MSD K.K. / PhRMA

Panelists:

Hiromi Todoroki
Chairperson
NPO Kibou-no-kai

Tamio Teramoto
Director of Teikyo Academic
Research Center (TARC) & Regent
Teikyo University

15:30 - 16:00 **Networking Break & Exhibits**

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

How to Establish the MSL in Japan

Session Moderators:

Yasuyuki Katayama

Associate Vice President Scientific Advisor &
Medical Affairs Committee Chair
MSD K.K. / PhRMA

Toshifumi Suzuki

MSL / Medical Affairs Committee Working Group 3, Leader
MSD K.K. / PhRMA

16:00 - 16:20

Challenges From the Perspective of Pharmaceutical Industry

Akira Noguchi

Director of MSL, Medical Affairs Dept. Integrated Disease Care Division /
Vice Chairperson of Medical Affairs Expert Committee

Shionogi & Co. Ltd. / Japan Pharmaceutical Manufacturer's Association (JPMA)

16:20 - 16:40

Challenges and Suggestions From the Perspective of a Former MHLW Officer

Takamasa Horio

Partner

Mori Hamada & Matsumoto

16:40 - 17:10

Challenges and Suggestions From the Perspective of Academia

Katsunori Yamaura

Professor, Center for Social Pharmacy and Pharmaceutical Care Sciences, Division of Social Pharmacy

Keio University

17:10 - 17:30

Challenges From the Perspective of Thought Leader

Tatsunori Shimoi

Head of Physician, Department of Medical Oncology,

Head of Strategic Promotion Section, Department of International Medicine and Advanced Care,

Staff Physician, Rare Cancer Center

National Cancer Center Hospital

Agenda & Schedule of Events

Monday, April 22 - General Session

**Simultaneous Translation in Japanese/English will be provided for the entire General Session on April 22.*

17:30 - 18:25

Panel Discussion

Moderator:

Yasuyuki Katayama

Associate Vice President Scientific Advisor &
Medical Affairs Committee Chair
MSD K.K. / PhRMA

Panelists:

Akira Noguchi

Director of MSL, Medical Affairs Dept. Integrated
Disease Care Division / Vice Chairperson of
Medical Affairs Expert Committee
Shionogi & Co. Ltd. / JPMA

Takamasa Horio

Partner

Mori Hamada & Matsumoto

Tatsunori Shimoi

Head of Physician, Department of Medical Oncology,
Head of Strategic Promotion Section, Department of
International Medicine and Advanced Care,
Staff Physician, Rare Cancer Center
National Cancer Center Hospital

Michiko Tomiyasu

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

Katsunori Yamaura

Professor, Center for Social Pharmacy and Pharmaceutical Care
Sciences, Division of Social Pharmacy
Keio University

18:25 - 18:30

General Session Closing Remarks

18:30 - 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!

Agenda & Schedule of Events

Tuesday, April 23 - Career Development Workshop

**The Career Development Workshop on April 23 will be held in Japanese and translation to English WILL NOT be provided.*

8:30 - 9:00 **Career Development Workshop Registration**

9:00-13:00 **Navigating Your Medical Affairs Career: A Workshop on Growth and Development**

Workshop

Are you looking to take your medical affairs career to the next level? This interactive workshop is designed to help you navigate the often complex landscape of professional development in the medical affairs field. Our expert speakers will guide you through the key stages of career growth, from understanding your strengths and opportunities to developing a personalized plan for success.

Moderators:

Yi Piao

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

Yoichi Inoue

Senior Medical Director, Immunology/PH/ Neuroscience, Medical Affairs Japan
Janssen K.K. / JAPhMed

Takashi Kanemitsu

Scientific Communication / Medical Affairs Committee Working Group 3
Amgen / PhRMA

Speakers:

Takahiro Katayama

Senior Manager, Medical Lead (Immunology), Innovative Medicine Medical, Japan Medical
Bristol-Myers Squibb K.K.

Michiko Tomiyasu

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

Tomoko Takami

Senior Director, Head of Oncology Medical Affairs
Gilead Sciences K.K.

Makio Kamida

Director, Health Care Compliance
Janssen Pharmaceutical K.K.

Kotone Matsuyama

Professor, Department of Health Policy Management
Nippon Medical Hospital

Mitsuhiro Suzuki

Oncology Medical Affairs Hematology Lead
Pfizer Japan Inc.

13:00

Japan Medical Affairs Summit Ends

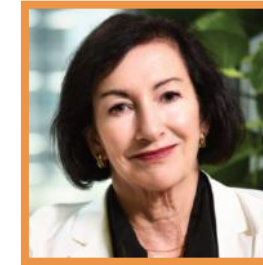
Speaking Faculty



Shinichi Nishiuma
Chief Medical Officer & Vice
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Yasuyuki Katayama
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Scientific Advisor & Medical
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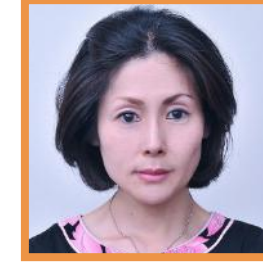
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Training Curriculum Lead
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Katsunori Yamaura
Professor, Center for Social
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Care Sciences, Division of Social
Pharmacy
Keio University



Jan van Overbeeke
Partner
McKinsey & Company



Toshifumi Suzuki
MSL / Medical Affairs Committee
Working Group 3, Leader
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Tamas Koncz
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Tomoko Takami
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Matthew Robson
Corporate Officer, Chief Medical
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Pauline Ng
Vice President, Head of Medical
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Janssen Pharma K.K.



Bora Erdemli
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Speaking Faculty



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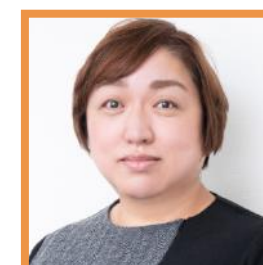
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Division / Vice Chairperson of
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Hiromi Todoroki
Chairperson
NPO Kibou-no-kai



Takamasa Horio
Partner
Mori Hamada & Matsumoto



Kotone Matsuyama
Professor, Department of
Health Policy Management
Nippon Medical Hospital



Tadashi Umeda
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Medical Affairs Capabilities
MSD K.K.



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Oncology Medical Affairs
Hematology Lead
Pfizer Japan Inc.



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(Immunology), Innovative
Medicine Medical, Japan Medical
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Director of Teikyo Academic
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Teikyo University



Tatsunori Shimoi
Head of Physician, Department of
Medical Oncology, Head of Strategic
Promotion Section, Department of
International Medicine and Advanced
Care, Staff Physician Rare Cancer
Center
National Cancer Center Hospital

Registration



Main Session Only (April 22) *Translation for English/Japanese Provided	Early Bird (Ends March 1, 2024)	Regular (Begins March 2, 2024)
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 23) *Workshop in Japanese; English/Japanese translation NOT Provided

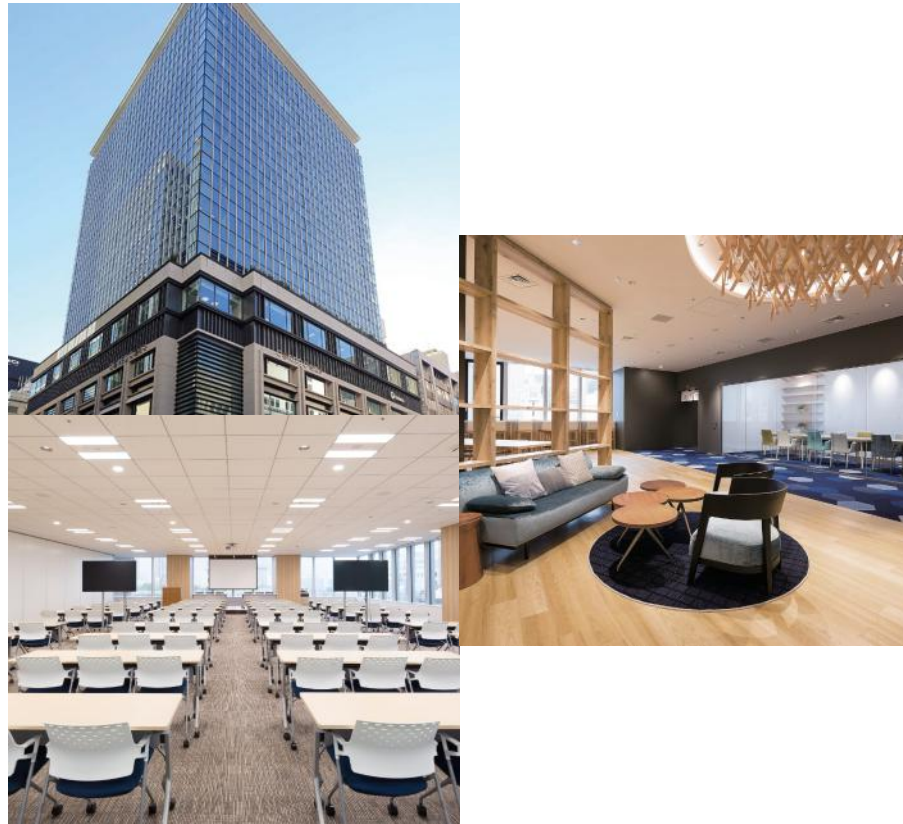
Single Rate	\$90	\$100
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Main Session + Career Development Workshop (April 22 & 23)

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/japan2024](https://medicalaffairs.org/japan2024)

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



Monday, 22 April - General Sessions

08:30 – 08:55	Registration & Networking
08:55 – 09:00	Welcome Remarks
09:00 – 09:30	Fireside Chat: The Critical Impact of Medical Affairs in Cross-Functional Alignment in Improving Patient Outcomes
09:30 – 10:30	Keynote Panel: Digital Innovations in Medical Affairs: Transforming Patient Outcomes
10:30 – 11:00	Networking Break & Exhibits
11:00 – 13:00	Digital Transformation and the Role of Medical Affairs
13:00 – 14:00	Networking Lunch
14:00 – 15:30	Patient Centricity & Continuing Medical Education
15:30 – 16:00	Networking Break & Exhibits
16:00 – 18:25	How To Establish the MSL in Japan
18:25 – 18:30	Day 1 Closing Remarks
18:30 – 19:30	Networking Cocktail Reception

Tuesday, 23 April - Career Development Workshop

08:30 – 09:00	Registration & Networking
09:00 – 09:15	Welcome Remarks
09:15 – 11:00	Career Development Workshop
11:00 – 11:30	Networking Break & Exhibits
11:30 – 13:00	Career Development Workshop
13:00	Summit Concludes

Tuesday, 23 April - Medical Heads' Roundtable

08:30 – 09:00	Registration & Networking
09:00 – 10:30	Talent Management
10:30 – 11:00	Networking Break & Coffee
11:00 – 12:00	Medical Activity & Impact Measurement
12:00 – 12:50	Networking Lunch & 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.*

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