

# JAPAN MEDICAL AFFAIRS SUMMIT



Tokyo | June 15-16



20

23

*2023 Theme:*

***“Disrupting Healthcare in Japan - Embracing Innovation in Digital, Technology and Education to Improve Patient Outcomes”***

Tokyo | Japan

[medicalaffairs.org/japan2023](https://medicalaffairs.org/japan2023)



# Welcome Letter

Dear Esteemed Colleagues & Guests,

It is our great pleasure to welcome you to the inaugural **Japan Medical Affairs Summit 2023**, a groundbreaking event co-organized by **JAPhMed, PhRMA and MAPS**. This year's theme, "**Disrupting Healthcare in Japan - Embracing Innovation in Digital, Technology and Education to Improve Patient Outcomes**," is reflective of the key topics our Distinguished Advisory Board have identified as essential for Medical Affairs professionals to be updated on to succeed in Japan.

Our distinguished lineup of speakers, representing industry leaders and HCP's from academia and hospitals, will share their expertise and perspectives on a wide range of topics, including Real World Data/Evidence, Medical Education, Patient Engagement, Field-Based Medical 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,



**Shinichi Nishiuma**  
Vice Chairperson,  
Head of Medical  
Affairs Committee  
**JAPhMed**



**Yasuyuki Katayama**  
Medical Affairs  
Committee Chair  
**PhRMA**



**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.

# Distinguished Advisory Board



**Yasuyuki Katayama**  
Head of Medical Affairs  
& Medical Affairs  
Committee Chair  
**MSD K.K. / PhRMA**



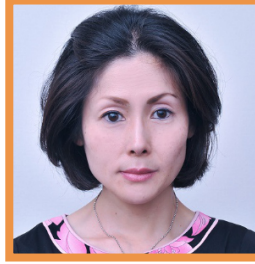
**Shinichi Nishiuma**  
Chief Medical Officer & Vice  
Chairperson, Head of Medical  
Affairs Committee  
**Aculys / JAPhMed**



**Victoria Elegant**  
Vice President & Region Head  
Medical, JAPAC & President,  
APAC  
**Amgen / MAPS**



**Kyoko Imamura**  
President  
**JI4PE**



**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**



**Hirokazu Murakami**  
MSL, Oncology Medical Affairs  
**Merck BioPharma Co., Ltd.**



**Yoko Murata**  
Director, Immunology and Infectious  
Diseases Department, MA Division &  
Medical Affairs Committee Working  
Group 2, Leader  
**Janssen Pharmaceutical K.K. /  
PhRMA**



**Kosuke Yoshida**  
Senior Director  
**Linical Co., Ltd.**



**Daisuke Yasumizu**  
Director, Head of Policy Department,  
IMAT & Medical Affairs Committee  
Working Group 1, Leader  
**Janssen Pharmaceutical K.K. /  
PhRMA**



**Ken Takakuwa**  
Director, Medical Science Liaison  
Dept. / Medical Affairs Division &  
Medical Affairs Committee  
Working Group 3  
**Janssen Pharmaceutical K.K. /  
PhRMA**



**Hiroaki Ohata**  
Director / Medical Affairs Lead  
Autoimmune Diseases  
Products, Bio-Medicines Japan  
Drug Development and Medical  
Affairs & Medical Affairs  
Committee Working Group 3  
**Eli Lilly Japan K.K. / PhRMA**



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

# Agenda & Schedule of Events

## Thursday, June 15 - General Session

*\*Simultaneous Translation in Japanese/English will be provided for the entire General Session on June 15.*

9:00 - 9:30 Registration & Exhibition Hall Open

### MORNING SESSION

#### 9:30 - 10:30 The Future of Medical Affairs: How Does Japan Medical Affairs Align with the MAPS 2030 Report?

##### *Town Hall Session*

In 2022, MAPS released a landmark report on “The Future of Medical Affairs 2030,” which synthesized the views of senior global Medical Affairs leaders for the first-ever consensus position by Medical Affairs executives on our evolving roles. This report and a short survey will be sent electronically to all participants prior to the event. Participants are encouraged to complete the survey anonymously, providing their thoughts on where Japan’s Medical Affairs industry is heading and how it aligns (or not) with the MAPS 2030 report. Our panel of experts will discuss the survey results in a relaxed, informal session.

##### *Discussion Leaders:*

###### **Victoria Elegant**

APAC President

###### **MAPS**

Vice President & Region Head

Medical, JAPAC

**Amgen**

###### **Heidi Anthoni**

Senior Director, Medical Affairs,

ASCA Business Division

**Daiichi Sankyo Co., Ltd.**

###### **Hahn-Ey Lee**

Country Medical Director

**Pfizer Japan**

###### **Jan van Overbeeke**

Partner

**McKinsey & Company**

###### **Helen Lin**

Corporate Officer, Medical Affairs

Executive Medical Director

**Amgen K.K.**

# Agenda & Schedule of Events

## Thursday, June 15 - General Session

*\*Simultaneous Translation in Japanese/English will be provided for the entire General Session on June 15.*

### 10:30 - 10:45 Welcome Remarks

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

**Yasuyuki Katayama**  
Medical Affairs Committee Chair  
**PhRMA**  
Head of Medical Affairs  
**MSD K.K.**

**Victoria Elegant**  
APAC President  
**MAPS**  
Vice President & Region Head  
Medical, JAPAC  
**Amgen**

### 10:45 - 11:45 Measuring the Impact of Medical Affairs on Patient Outcomes

#### *Keynote Panel*

*Moderator:*  
**Victoria Elegant**  
APAC President  
**MAPS**  
Vice President & Region Head Medical, JAPAC  
**Amgen**

*Panelists:*  
**Yasuyuki Katayama**  
Medical Affairs Committee Chair  
**PhRMA**  
Head of Medical Affairs  
**MSD K.K.**

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

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

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

**Hahn-Ey Lee**  
Country Medical Director  
**Pfizer Japan**



# Agenda & Schedule of Events

## Thursday, June 15 - General Session

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### REAL WORLD DATA / EVIDENCE SESSION

#### 11:45 - 13:45 Current Issues and Future Horizons of Industry-Academia Collaboration for Utilization of RWD

Real world data (RWD) is playing an ever-increasing role in health care in Japan, including drug development and health technology assessment. As the Next Generation Medical Infrastructure Act will be revised this year, it is expected that RWD will be used even more in pharmaceutical medicines.

On the other hand, there are few opportunities for industry and academia to understand each other's strengths and weaknesses and expectations in conducting research using RWD.

In this session, we will give an overview of the databases currently available in Japan and the regulations of the Next Generation Medical Infrastructure Act. After that, the panel will discuss current challenges related to the use of RWD, potential measures to resolve these issues and a broader vision of the use of RWD.

#### *Session Moderators:*

##### **Daisuke Yasumizu**

Director, Head of Policy Department, IMAT &  
Medical Affairs Committee Working Group 1, Leader  
**Janssen Pharmaceutical K.K. / PhRMA**

##### **Kotone Matsuyama**

Professor, Department of Health Policy Management  
**Nippon Medical School**

#### *Speakers:*

##### **Yi Piao**

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

##### **Akihiro Kondo**

Director, Asia Pacific Digital Health Janssen  
Business Technology  
**Janssen Pharmaceutical K.K.**

##### **Yasuhiro Himeno**

Councilor  
**Cabinet Office, National Healthcare Policy Secretariat**

##### **Hideo Yasunaga**

Professor, Department of Clinical Epidemiology and  
Health Economics, School of Public Health, Graduate  
School of Medicine  
**The University of Tokyo**

##### **Kotone Matsuyama**

Professor, Department of Health Policy Management  
**Nippon Medical School**

# Agenda & Schedule of Events

## Thursday, June 15 - General Session

*\*Simultaneous Translation in Japanese/English will be provided for the entire General Session on June 15.*

13:45 - 14:15 Lunch Seminar Sponsored by  **Ubie** with Complimentary Boxed Lunch

### MEDICAL EDUCATION SESSION

#### 14:15 - 16:15 **How Can Medical Education Programs Bring More Value to the Medical Environment? Challenges & Future Ideal State**

In the pharmaceutical industry, there are increasing opportunities for medical affairs departments to provide various medical education programs to healthcare professionals. However, some issues remain, such as lack of common understanding of the concept of the programs and insufficient development of regulations.

In this session, we will outline the environment surrounding medical education programs and discuss issues and countermeasures for further development of the education program.

##### *Session Moderators:*

**Hirokazu Murakami**

MSL, Oncology Medical Affairs, Medical Department, Japan

**Merck Biopharma Co., Ltd.**

**Yoko Murata**

Director, Immunology & Infectious Diseases Department, MA Division & Medical Affairs Working Committee Working Group 2, Leader

**Janssen Pharmaceutical K.K. / PhRMA**

##### *Speakers/Panelists:*

**Tetsuya Yuzuriha**

Associate Director, Medical Education Group Lead & Medical Affairs Committee Working Group 2

**MSD K.K. / PhRMA**

**Yuji Miura**

Department Head, Department of Medical Oncology

**Toranomon Hospital**

##### *Panelist:*

**Takeshi (George) Imaoka**

Associate Vice President-Medical Diabetes Products & Clinical Pharmacology Medical Japan Drug Development & Medical Affairs & Medical Affairs Committee Vice-Chair

**Eli Lilly Japan K.K. / PhRMA**



# Agenda & Schedule of Events

## Thursday, June 15 - General Session

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### PATIENT ENGAGEMENT SESSION

#### 16:15 - 18:15 **Current Status and Challenges of Patient Engagement in Japan**

Patient Centricity has been advocated worldwide, with considerable progress being made, particularly in the EU. In GCP renovations, it is also advocated to incorporate the opinions of patients and stakeholders into development strategies and study plans.

On the other hand, in Japan, the regulatory authorities have been promoting Patient Centricity, but there are few concrete examples of such initiatives and not much progress has been made in the area of engagement between pharmaceutical companies and patients. In this session, we will discuss the current status of pharmaceutical companies and academia in Japan, and discuss issues and future strategies for patient engagement activities.

#### *Session Moderators:*

**Kyoko Imamura**  
President  
**JI4PE**

**Kosuke Yoshida**  
Senior Director  
**Linical Co., Ltd**

#### *Speakers:*

**Kyoko Imamura**  
President  
**JI4PE**

**Atsushi Kitamura**  
Director, Clinical Development Quality  
**Pfizer R&D Japan**

**Mari Miyakawa**  
Director, Patient Advocacy Japan  
**Alexion Pharma GK**

**Noriko Iwaya**  
Representative  
**Intractable Diseases Society Peer Support Familia**

#### 18:15 - 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

## Friday, June 16 - MSL Workshop

*\*The MSL Workshop on June 16 will be held in Japanese and translation to English WILL NOT be provided.*

**8:30 - 9:00**      **MSL Workshop Registration & Exhibit Hall Open**

### **9:00-13:00**      **Unleash the Potential of Medical Science Liaison (MSL) to Maximize the Value of MSL to Patients**

*Workshop Session*

Since the establishment of Medical Affairs functions in Japan around 2010, there has been a growing interest in Medical Science Liaison (MSL) functions that are responsible for peer-to-peer exchange of medical and scientific information and opinions between healthcare professionals (HCPs) and pharmaceutical companies and also between investigators and pharmaceutical companies. However, the significance and value of MSL activities are not fully recognized by internal and external stakeholders. In addition, MSL activities are restricted to some extent due to the Guidelines for Provision of Marketing Information on Prescription Drugs and the Prescription Drug Promotion Code. Although a wide range of scientific expertise, skill and mindset are needed to implement Field-Medical activities for deliverables, there is no standardized program or framework to guarantee the quality of Field-Medical activities across the pharmaceutical industry. Thus, this session will be held to focus on value demonstration, appropriate metrics, capability, training, career development on MSL and hopefully provide ideas on how to improve the use of MSLs in Japan, taking into account a variety of perspectives.

#### *Session Moderators:*

##### **Ken Takakuwa**

Director, Medical Science Liaison Department  
Medical Affairs Division & Medical Affairs  
Committee Working Group 3

**Janssen Pharmaceutical K.K. / PhRMA**

##### **Hiroaki Ohata**

Director, Medical Affairs Lead Autoimmune Diseases Products,  
Bio-Medicines Japan Drug Development and Medical Affairs  
& Medical Affairs Committee Working Group 3

**Eli Lilly Japan K.K. / PhRMA**

#### *Speakers:*

##### **Motohiko Chachin**

Senior Manager, Customer Facing Excellence,  
Medical Excellence & Innovation, Medical Japan  
& Medical Affairs Committee Working Group 3

**Pfizer Japan / PhRMA**

##### **Kazuhiro Nakajima**

Medical Science Liaison Director (MSLD), Hepatocellular Carcinoma,  
Biliary Tract Cancer, Pancreatic Cancer, Prostate Cancer, Urothelial  
Cancer, Breast Cancer, Ovarian Cancer, Oncology Medical

**AstraZeneca K.K.**

##### **Michiko Tomiyasu**

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

**Alexion Pharma / JAPhMed**

##### **Hiroyuki Tanaka**

Vice President, Business Unit Lead, Medical Affairs BU

**CMIC-Ashfield Co. Ltd.**

**13:00**      **Japan Medical Affairs Summit Ends**

# Speaking Faculty



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



**Yasuyuki Katayama**  
Head of Medical Affairs & Medical  
Affairs Committee Chair  
**MSD K.K. / PhRMA**



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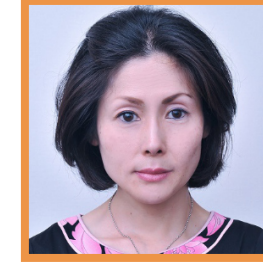
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**Helen Lin**  
Corporate Officer, Medical Affairs,  
Executive Medical Director  
**Amgen K.K.**



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



**Mari Miyakawa**  
Director, Patient Advocacy Japan  
**Alexion Pharma GK**



**Kazuhiro Nakajima**  
Medical Science Liaison Director  
(MSLD), Hepatocellular Carcinoma,  
Biliary Tract Cancer, Pancreatic  
Cancer, Prostate Cancer, Urothelial  
Cancer, Breast Cancer Ovarian  
Cancer, Oncology Medical  
**AstraZeneca K.K.**



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**Toranomon Hospital**



**Noriko Iwaya**  
Representative  
**Intractable Disease Society Peer  
Support Familia**



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Associate Director, Medical  
Education Group Lead  
**MSD K.K.**



**Motohiko Chachin**  
Senior Manager, Customer Facing  
Medical Excellence, Medical  
Excellence & Innovation Japan  
**Pfizer Japan**



# Speaking Faculty



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Director, Clinical Development Quality  
Pfizer R&D Japan



**Heidi Anthoni**  
Senior Director, Medical Affairs  
ASCA Business Division  
Daiichi-Sankyo Co., Ltd.



**Hiroyuki Tanaka**  
Vice President, Business Unit Lead,  
Medical Affairs Business Unit  
CMIC-Ashfield Co., Ltd.



**Jan van Overbeeke**  
Partner  
McKinsey & Company



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



**Akihiro Kondo**  
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Janssen Business Technology  
Janssen Pharmaceutical K.K.



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



**Hideo Yasunaga**  
Professor, Department of  
Clinical Epidemiology and  
Health Economics, School of  
Public Health, Graduate  
School of Medicine  
The University of Tokyo



**Yasuhiro Himeno**  
Councilor  
Cabinet Office, National  
Healthcare Policy Secretariat

# Registration



	Early Bird (Ends May 19, 2023)	Regular (Begins May 20, 2023)
<b>Main Session Only (June 15)</b> *Translation for English/Japanese Provided		
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

## **MSL Workshop Only (June 16)** \*Workshop in Japanese; English/Japanese NOT Provided

Single Rate	\$90	\$100
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## **Main Session + MSL Workshop (June 15 & 16)**

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/japan2023](https://medicalaffairs.org/japan2023)

# Venue & Information



## Meeting Venue Information

### Station Conference Tokyo

**Address:** Sapia Tower 5F, 1-7-12 Marunouchi, Chiyoda-ku, Tokyo 100-0005 Japan

**Phone:** +81 3-6888-8080

### Access by JR Line + Tokyo Metro

**JR Tokyo Station** (Directly connected to Nihonbashi Exit / 2 minutes on foot from Yaesu North Exit)

**Tokyo Metro** (Directly connected to Exit B7 of Otemachi Station on the Tozai Line)

***If you have any questions about Sponsorship, Exhibition or Attendance, please contact: [jon.liong@lycheegroup.com](mailto:jon.liong@lycheegroup.com)***