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Pharmaceutical Research and Manufacturers of America

Pharmaceutical Research and Manufacturers of America (PhRMA) Puts Japanese Patients at the Center of the Industry's Vision

New Report Outlines How the Innovative Biopharmaceutical Industry Can Contribute to Making Japan the Best Place to Live and Age

Today, the Pharmaceutical Research and Manufacturers of America (PhRMA) unveiled an industry vision in Japan that puts patients first. The country's rapidly aging population and recent changes to the policy environment have made reforms to the health care system an urgent issue. Against this backdrop, the new vision report outlines the constructive role innovative biopharmaceutical companies can play to ensure new and innovative medicines continue to be developed and delivered to Japanese patients in a timely manner.

The industry's aim is **to contribute to a goal of Japan as the best place to live and age**. The innovative biopharmaceutical industry is committed to working as a true partner of the Japanese people in order to promote pro-growth and pro-innovation policies for the benefit of Japanese patients and the economy. The industry works to solve unmet medical needs of patients and families endeavoring to develop new medicines quickly and safely. PhRMA Japan member companies seek to uphold the highest ethical standards and comply with all applicable domestic and foreign laws and regulations, consistent with the trust placed in our industry by patients and the broader society.

Patient centricity is at the heart of what innovative pharmaceutical companies do and therefore is the foundation of the industry vision. We want to work together with the Japanese government to achieve the best possible health for citizens while maintaining the sustainability of the Universal Health Care system.

Three key pillars underpin this vision: 1) Advancing innovation, 2) Securing patient access to new innovation in a sustainable universal healthcare system, and 3) Ensuring policy decisions are evidence based.

- **ADVANCING INNOVATION WITH A WORLD LEADING REGULATORY ENVIRONMENT TO DELIVER DRUGS TO PATIENTS IN A SAFE AND TIMELY MANNER.**
 - Promoting innovative pharmaceutical discovery and translation into medical innovation in Japan.
 - Improving the competitiveness of Japan as a regional and global leader through regulatory excellence.

- **SECURING TIMELY AND AFFORDABLE PATIENT ACCESS TO NEW INNOVATION IN A SUSTAINABLE UNIVERSAL HEALTHCARE SYSTEM.**
 - Delivering innovative medicines and vaccines that contribute to an extension of healthy lifespans under a rebalanced NHI that secures timely and affordable patient access to innovation.
 - Optimizing expenditure through an increase in efficiency of the off-patent sector and investment in primary and secondary prevention.

- **ENSURING POLICY DECISIONS ARE EVIDENCE-BASED AND INCORPORATE A BROAD STAKEHOLDER VOICE.**
 - Prioritizing establishment of data infrastructure as a key driver for further optimization of the healthcare system and resources.
 - Building a world-leading value assessment framework to ensure predictability and provide a sound process to assess the value of innovation.

In order to realize this mid-to-long term vision, PhRMA will strengthen its activities in Japan. Our industry will contribute to these goals through sustainably advancing innovation underpinned by the best possible evidence to inform decision-making. At the same time, through the vision, we have identified barriers and challenges to achieve this goal and proposed recommendations as to how the government could address these issues so together we can deliver better patient outcomes and economic gain.

* Please refer to the attached document for details of the Vision Report.

About PhRMA

The Pharmaceutical Research and Manufacturers of America (PhRMA) represents the country's leading innovative biopharmaceutical research companies, which are devoted to discovering and developing medicines that enable patients to live longer, healthier, and more productive lives. Since 2000, PhRMA member companies have invested more than \$600 billion in the search for new treatments and cures, including an estimated \$65.5 billion in 2016 alone.

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