

Conference Invitation

Using observational data for safety, effectiveness and value of pharmaceuticals

EFPIA Japan (Chairman: Philippe Fauchet) is delighted to organise the scientific conference on the topic above and to extend its invitation.

One of the missions of EFPIA Japan is to share its experience and that of its member companies with all stakeholders, in this case, in the field of observational studies and patient outcomes. In Japan, there is also a growing interest for an appropriate infrastructure and data access to measure the outcomes of therapies beyond efficacy and safety, to include economic evaluation and patients' quality of life. This conference will showcase experiences in Europe and the USA and how they relate to the situation and challenges in Japan. We hope that, by looking at this topic from various angles, EFPIA can contribute to the improvement of the healthcare environment in Japan.

Our keynote speaker will be Nancy A. Dreyer, MPH, PhD, who brings to Japan her experience in pharmacoepidemiology and, specifically, will share examples of observational and outcomes studies. Dr. Dreyer is Chief of Scientific Affairs at Quintiles Outcome and a director of the International Society for Pharmacoepidemiology (ISPE). She sits on the steering committee of projects in the Innovative Medicines Initiative (IMI), a joint programme of the EU commission and EFPIA and is also one of the senior editors of a handbook "Registries for Evaluating Patient Outcomes: A User's Guide", prepared for the US government Agency for Healthcare Research and Quality (AHRQ).

Dr. Kiyoshi Kubota, University of Tokyo, will comment on Japan's Standardized Structured Medical record information eXchange (SS-MIX) and future studies on Risk Management Programmes, while Dr. Mie Ikeda, PMDA, will report on the utilisation of electronic medical records for the safety evaluation of pharmaceutical products in relation to a project currently steered by the PMDA.

We look forward to your participation in this conference.

European Federation of Pharmaceutical Industries and Associations (EFPIA)
Chairman Philippe Fauchet

- Programme details -

- 【Date】** Tuesday December 4, 2012 from 14:00~17:00 (Doors open at 13:30)
【Location】 Shin Marunouchi Building, Conference Center 9F
(Address) 1-5-1 Marunouchi, Chiyoda-Ku, Tokyo (see directions enclosed)
(Phone) 03-3217-7511
【Speakers】 Dr Nancy A Dreyer (Chief of Scientific Affairs, Senior Vice President,
Quintiles Outcome)
Dr Mie Ikeda (Director Office of Safety 1, Pharmaceutical and Medicines
Devices Agency)
【Co-chairs】 Dr. Kiyoshi Kubota (Professor of Pharmacoepidemiology, Faculty of
Medicine, University of Tokyo)
Mr. Masuhiro Kato (Senior Advisor to EFPIA, Chairman, Astra Zeneca)

【Simultaneous translation will be available】

Please confirm your attendance by fax or e-mail to the conference secretariat with your name, organisation and contact details before Friday November 30, 2012

【Admission】 free

For further information, please contact the conference secretariat

J. Public Relations, Inc.: Endo, Yamamoto, Yamada,
Tel: 03-4531-1745 e-mail / efpia-meec@k-jpr.com
EFPIA Japan: Ryo Iwata (Bayer Yakuhin, Ltd.)
Tel: 03-6266-7116

The conference secretariat (JPR)

FAX : 03-3265-5267

Conference Invitation

**Using observational data for safety,
effectiveness and value of pharmaceuticals**

Tuesday December 4, 2012 from 14:00~17:00 (Doors open at 13:30)

Shin Marunouchi Building, Conference Center 9F
Address: 1-5-1 Marunouchi, Chiyoda-Ku, Tokyo (see directions enclosed)
Phone: 03-3217-7511

I will attend

I will not attend



< Shin-Marunouchi Building
Conference Square >

The conference square is on the 9th floor. Please use the elevator located near the front desk of the building's office entrance.

< access by rail&subway >

Tokyo Sta.(JR):
Marunouchi North Gate: approx. 1-minute walk /
Direct connection from Marunouchi Central Gate
(basement level) via the sheltered underground
pedestrian network.

Tokyo Sta. (Marunouchi Line):
Direct connection via Concourse

Name of Company :

Name of Section :

Name of Attendee :

TEL :

E - mail :

※ Please confirm your attendance by fax or e-mail to the conference secretariat with your name, organisation and contact details before Friday November 30, 2012.

※ Your contact information provided above will be held in the strictest confidence as per our privacy policy.