

6 October 2022  
EFPIA Japan

**EFPIA Japan holds EFPIA Day 2022 press conference  
- Contributing its knowledge and experience in Europe  
to realize its vision for the future of people and society in Japan -**

TOKYO – 6 October 2022 – European Federation of Pharmaceutical Industries and Associations Japan (EFPIA Japan) held an EFPIA Day 2022 press conference on 6 October, 2022, and explained its ambition and strategies to continuously strengthen the pharmaceutical industry in Japan and increase the market attractiveness in line with its five basic strategies to drive innovation and enhance its contribution to the people and government in Japan.

To bring pharmaceutical innovations quickly to the country and improve the health and quality of life of the people in Japan, EFPIA Japan works with the government and stakeholders, makes policy recommendations, and raises awareness on issues in the pharmaceutical industry. In celebrating its 20th anniversary of the establishment of EFPIA Japan this year, it was reorganized as a general incorporated association to further strengthen its policy advocacy and initiatives as an industry group, and to ensure the sustainability of its activities over the long term. In the face of the evolving country and international environment as well as the public health and geopolitical crises, the question is how EFPIA Japan as a pharmaceutical industry organization can contribute to solving emerging societal issues going forward. To this end, EFPIA Japan has developed five basic strategies to identify its vision of the future and actions to bring the vision into life.

EFPIA Japan has identified the following four states as its vision of the future: "Increased public health awareness leads to promotion of prevention, early detection, and early treatment of diseases, thereby extending healthy life expectancy;" "All people live in harmony, allowing each individual to be oneself despite illness or disability;" "Safe and effective pharmaceuticals are available in Japan without delay from other countries;" and "All people have equal access to the latest medicine and lead healthy lives". To realize them, EFPIA Japan aims to continuously strengthen the pharmaceutical industry in Japan and increase the market attractiveness based on its five basic strategies. Further, to execute the strategies, EFPIA Japan will build a resilient organization, strengthen collaboration between Japan and Europe, and make distinctive contributions to society.

1) Support the enhancement of health literacy

EFPIA Japan works with the government and the healthcare community to support the health literacy in patients, as healthcare recipients' literacy and interest in health is an important factor in improving the quality of healthcare.

2) Drive pharmaceutical innovation while sustaining universal healthcare

While maintaining the advantages of the current healthcare system in Japan that allows prompt price listing and reimbursement of new pharmaceuticals after regulatory approval, it is necessary to build a sustainable system to balance the financial sustainability and the market attractiveness. To this end, EFPIA Japan carries on in-depth debates with stakeholders on incentivizing new drug launches in Japan ahead of the world and on allowing more flexibility in the new drug evaluation processes.

3) Be engaged in the development of cost-effectiveness assessment processes

The use of health technology assessment (HTA) based on cost-effectiveness as a price adjustment tool after listing involves both scientific and operational challenges. EFPIA Japan believes that an appraisal with the participation of physicians and patients is necessary to appropriately evaluate the value of pharmaceuticals and address the shortfall of the current cost-effectiveness assessment system. EFPIA Japan is committed to the development and realization of appropriate cost-effectiveness assessment processes by reflecting solutions to the challenges faced by Europe ahead of Japan and incorporating the diverse value of pharmaceuticals.

4) Promote the improvement of R&D and regulatory environment

To enable Japan to remain internationally attractive and competitive in the development of innovative pharmaceuticals and vaccines, and ultimately ensure that the people in Japan continue to benefit from the latest innovations, EFPIA Japan regularly investigates the clinical trial environment, encourages networking of core clinical research hospitals, promotes a risk-based approach, and facilitates decentralized clinical trials.

5) Leverage digital technologies and develop digital talent

To effectively allocate limited healthcare resources, it is necessary to correct inefficiencies in healthcare. Digital technologies can play a significant role in this regard. To utilize digital technologies to increase the healthcare efficiency, allocate healthcare resources appropriately, and improve health outcomes, the government needs to take the lead in forming a framework for

digital technology use, including the development of a data infrastructure and its incorporation into community healthcare. Further, talents with both macro perspectives on the healthcare system and patient-oriented micro perspectives, who can look ahead to the utilization of evolving technology seeds may serve as a bridge between the pharmaceutical industry and society. To this end, EFPIA Japan develops such talents in the industry building on the experiences in Europe.

In the press conference, Hubertus von Baumbach, President of EFPIA, and Takahiko Iwaya, Chair of EFPIA Japan, explained the current state of the pharmaceutical market in Japan as well as the significance of the pharmaceutical industry and challenges for the future. In addition, a talk session entitled "Patient Involvement and Challenges for Healthcare Advancement from Patient Perspectives" was held joined by Mr. Yoshiyuki Majima (President of Pancreatic Cancer Action Network and President of Rare Cancer Japan) as a guest speaker. Further, an award ceremony was held for the 5th PASE AWARD, which is part of the Patient Advocacy Support by EFPIA Japan (PASE) program to support patient organizations.

#### **About EFPIA Japan (<http://efpia.jp/>)**

Established in April 2002, EFPIA Japan represents 23 R&D-based European pharmaceutical companies operating in Japan. In 2021, combined sales from the member companies accounted for roughly 26% of the pharmaceutical market in Japan. The mission of EFPIA Japan is to "Contribute to healthcare and patients in Japan through the early introduction of innovative medicines and vaccines". EFPIA Japan aims to strengthen dialogue with decision-makers in order to improve Japanese healthcare for all.

#### **About EFPIA (European Federation of Pharmaceutical Industries and Associations)**

(<https://www.efpia.eu/>)

The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 37 national associations, 38 leading pharmaceutical companies and a growing number of small and medium-sized enterprises (SMEs), EFPIA's mission is to create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.



European Federation of Pharmaceutical  
Industries and Associations

**Contact:**

Yuko Kidoguchi

EFPIA Japan Communications Committee

1-6-5 Marunouchi Chiyoda-ku, Tokyo 100-8268

Bayer Holding Ltd.

Tel: 03-6266-7757

Email: [yuko.kidoguchi@bayer.com](mailto:yuko.kidoguchi@bayer.com)

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EFPIA Japan

Tokyo Opera City Tower, 3-20-2, Nishi Shinjuku, Shinjuku-ku, Tokyo, Japan