

Portal Website for Disease and Health Contents Launched for patients and their families EFPIA contributes to health literacy improvement in Japan

TOKYO – 25 January 2021 – EFPIA Japan today announced the launch of a new website with medical and health information for patients and their families (<http://efpia.jp/healthliteracy/>). The portal that is hosted on EFPIA Japan’s official website aims to improve people’s health literacy by providing easy access to high quality health information on the internet.

The new portal will help visitors to navigate to external online information on diseases and health created by EFPIA member companies. The contents are supervised by relevant professionals and categorised into different disease areas such as “cancer”, “eye diseases” and “respiratory diseases.” The new portal will help visitors to easily find and access relevant information.

With the mission to bring healthy lives and improvement in quality of life to people in Japan, EFPIA Japan is committed to work on disease awareness activities and to help improve health literacy of people in Japan. EFPIA and its member companies will also continue the efforts to realise a patient-centred healthcare by facilitating better communication between patients and healthcare professionals. EFPIA believes that high-level awareness of how to live healthy lives will lead to disease prevention and finally contribute to optimisation of medical cost and sustainable healthcare finance in Japan.

EFPIA Japan Chair Heike Prinz says “To develop a truly patient-centred healthcare system and to maintain a sustainable universal healthcare coverage in Japan, there is a need to improve health literacy in society. I believe this initiative is one of the solutions that EFPIA Japan can offer by utilizing existing medical and health contents that its member companies provide for people living with diseases in Japan.”

EFPIA Japan’s Portal Website for Disease and Health Contents



The screenshot displays the EFPIA Japan Portal Website for Disease and Health Contents. The main page features a navigation menu on the left and a list of content items. A callout box shows a detailed view of the 'がん (18)' category, listing various articles and their providers.

Category	Item	Provider	
がん (18)	あなたの「生きる」を支えるひとと 患者さんのお力を支えている医療者、関係者、貴方さんも含めて、がん治療 に関わる人々の思いや価値をご紹介します。	提供：ノバルティスファーマ株式会社	
	がんになっても 多くの方の理解や励み、医療にかかわる専門家からのアドバイスを受け、患者 さんとそのご家族が自分らしい過ごし方を見つけていただくことを願い願っています。	提供：アストラゼネカ株式会社	
	甲状腺がん.jp 本サイトは日本国内にお住いの甲状腺がん患者さんおよびそのご家族を対象と しています。	提供：サノフィ株式会社	
	子宮頸がん情報サイト 子宮頸がんのリスクおよびワクチンによる予防の意義について詳しく理解しよ う。	提供：グラクソ・スミスクライン株式会社	
	自分らしく暮らすために知ってほしい 前立腺がん 前立腺がんや転移には正しい知識で向き合うことが、QOLを保つためには必要 です。患者さんによる実践情報などを掲載しています。	提供：バイエル薬品株式会社	
	腎臓病ナビ 多発性骨髄腫の調査、検査・診断および患者さんへのサポート情報	提供：ヤンセンファーマ株式会社	
	腎臓病専門性腫瘍.net 腎臓病腫瘍、異性多血症、本態性血小小板血症といった、腎臓病関連疾患につい て情報を求めている方々を目的とした情報提供サイトです。	提供：ノバルティスファーマ株式会社	
	前立腺がんWeb 前立腺がんの患者さんやそのご家族に、前立腺がんやその治療法について正し く理解していただくための情報を掲載しています。	提供：サノフィ株式会社	

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

Established in April 2002, EFPIA Japan represents 21 R&D-based European pharmaceutical companies operating in Japan. In 2019, combined sales from the member companies accounted for roughly 23% 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)

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

EFPIA, EFPIA Japan’s partner organisation, is headquartered in Brussels and represents the pharmaceutical industry operating in Europe. Through its direct membership of 36 national associations and 39 leading pharmaceutical companies, EFPIA provides the voice of companies committed to researching, developing and bringing new medicines to improve health and quality of life around the world.

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