

Five organisations honoured at the 9th PASE AWARD ceremony EFPIA Japan Patient Advocacy Support Programme 'PASE'

The European Federation of Pharmaceutical Industries and Associations Japan (EFPIA Japan; President: John Paul Pullicino) announced that it has selected the five organisations listed below as recipients of the 9th PASE (Patient Advocacy Support by EFPIA Japan) AWARD. The award ceremony was held on 13 October at the Imperial Hotel, Tokyo, as part of the EFPIA Day program, which took place on 13-14 October, where EFPIA Japan presented the awards and grants totalling ¥2.5 million to support the respective organisations' activities. At the ceremony, Systemic Sclerosis Patient Group Linkage, which received the highest score in the final assessment, presented its award-winning activity plan, 'When Patients Change, Healthcare Changes: Promoting Shared Decision-Making (SDM) with a Q&A Guide'.



Recipients of the 9th PASE AWARD

Award recipient	Award-winning activity plan
NPO Cancer Support Kagoshima	Cancer and Mobility Project—Visualizing the Burden on Patients in an Era of Centralization and Connecting Them to Medical Care—

Systemic Sclerosis Patient Group Linkage	When Patients Change, Healthcare Changes: Promoting Shared Decision-Making (SDM) with a Q&A Guide
Porque, the Organization of Persons with Psychosocial Disabilities	Project to Promote Participation in Clinical Guidelines for People with Mental Disorders
Rare Cancers Japan (RCJ)	Survey on the Experiences of Patients with Rare Cancers 2026–2027: Revealing challenges in access to healthcare and information, decision-making, and daily living
NPO PanCAN Japan	Connecting Patient Experiences to Future Lives: The Pancreatic Cancer PED Project

The PASE AWARD programme was launched by EFPIA Japan in 2017 to promote greater activity among patient organisations in Japan and help improve the healthcare environment surrounding patients by ensuring that their voices are appropriately reflected in the healthcare system. This year, activity plans were invited under the theme ‘Patient organisation activities aimed at improving healthcare and the healthcare environment: Connecting and expanding’. Applications were received from 16 organisations by 3 July. Following an initial document review and a final assessment comprising presentations and a question-and-answer session, five organisations were selected.

Since fiscal year 2023, eligibility for the PASE AWARD has been expanded to include patient organisations and patient support organisations without legal personality. Grants are capped at 50% of an applicant organisation’s annual income and expenditure budget, with a maximum award of ¥500,000 and a minimum of ¥150,000, enabling support to be provided according to the size of each organisation.

The members of the final judging panel were as follows.

Chair of the judging panel

Prof. Takeo Nakayama (Professor of Health Informatics, Kyoto University Graduate School of Medicine)

Judges

Prof. Tomoko Takayama (Professor, Graduate School of Public Health, Shizuoka Graduate University of Public Health)

Prof. Sho Inoue (Project Professor, Research and Industry-Academia Collaboration Promotion Center, Yokohama City University; Director and Executive Officer, GENOVA, Inc.)

John Paul Pullicino, President, EFPIA Japan (Novartis Pharma K.K.)

Mark Hasson, Vice President, EFPIA Japan (Nippon Boehringer Ingelheim Co., Ltd.)

Kanako Kikuchi, Vice President, EFPIA Japan (UCB Japan Co., Ltd.)

Keisuke Kotani, Board, EFPIA Japan/ Sponsor, Patient Committee (Novo Nordisk Pharma Ltd.)

Daisuke Uchida, Chair, EFPIA Japan Governance and Legal Committee (Sanofi K.K.)

John Paul Pullicino, President of EFPIA Japan, commented “I would like to thank all the patient organisations that applied for the 9th PASE AWARD. As the healthcare environment surrounding patients changes, patient organisations are playing an increasingly important and wide-ranging role. EFPIA Japan will continue to support and collaborate with patient



organisations that contribute to improving the healthcare environment and deepen our engagement with them as we work towards achieving patient-centred healthcare.”

■About the EFPIA Japan Patient Advocacy Support Programme ‘PASE AWARD’

For further information about PASE, please visit:

<http://efpia.jp/pase/index.html>

■About the European Federation of Pharmaceutical Industries and Associations Japan (EFPIA Japan) (<http://efpia.jp/>)

Established in April 2002, EFPIA Japan has 23 member companies comprising European research-based pharmaceutical companies operating in Japan. In 2025, the combined sales of its member companies accounted for approximately 32.4% of sales in Japan’s pharmaceutical market. EFPIA Japan’s mission 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 policymakers to improve healthcare in Japan.

■About the European Federation of Pharmaceutical Industries and Associations (EFPIA) (<http://www.efpia.eu>)

EFPIA represents the biopharmaceutical industry operating in Europe. Its membership comprises 36 national industry associations, 40 leading pharmaceutical companies operating in Europe, and numerous small and medium-sized enterprises (SMEs) as direct members. Its mission is to create an environment that enables the discovery, research and development, innovation and supply of new medicines and vaccines, while contributing to the European economy.

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