

October 1, 2025

Press Release

European Federation of Pharmaceutical Industries and Associations Japan  
(EFPIA Japan)

## **EFPIA Japan Announces Winners for 8th “PASE AWARD” Patient Organization Support Program**

TOKYO – October 1, 2025 - The European Federation of Pharmaceutical Industries and Associations Japan (EFPIA Japan, Chair: Takahiko Iwaya) announced the following award winners for the 8th PASE AWARD, a Patient Advocacy Support program. PASE AWARD is a patient organization support program established in 2017 with the goal of encouraging patient group activities in Japan and developing a better healthcare environment surrounding patients by reflecting patients' voices appropriately in the healthcare system.

### **8th PASE AWARD Winners**

<b>Name of organization</b>	<b>Awarded implementation plan</b>
Tsubamenokai	Establishment of a medical study group about pediatric selective eating, small appetite, and tube feeding dependency, mainly in the form of an online salon
Decoboco Life Design	Research and advocacy programs by the peer support group regarding healthcare for children with developmental disorders, aiming to foster autonomy in patients and their parents
One Step, lung cancer patient group	“Beginning of co-creation” - International patient dialogue during Lung Cancer Awareness Month in November
PAH Japan	Development of guidelines for patients with pulmonary hypertension and awareness-raising project
Ryoiku World	Realizing a workplace without misplaced kindness: Deepening and verifying etiquette training for interacting with people with intractable diseases

The theme for this year's PASE AWARD entries was “improving healthcare and the medical environment for patients.” A total of 12 entries were received by July 4. Through the selection process consisting of a primary document review and a final review with a presentation and Q&A, five organizations received the PASE AWARD this year.

In FY2023, the eligibility was expanded to unincorporated patient organizations and patient support organizations. Since last year, the award has provided grants covering up to 50% of an organization's annual budget of revenues and expenses, with a maximum of 500,000 yen and a minimum of 150,000 yen depending on the size of the organization.

The selection committee members for the final review are as follows:

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

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

Dr. Sho Inoue (YCU Co-creation Innovation Center, specially appointed associate professor)

Mr. Takahiko Iwaya, EFPIA Japan Chair (Sanofi K.K.)

Mr. Kasper Bødker Mejlvang, EFPIA Japan Vice Chair (Novo Nordisk Pharma Ltd.)

Dr. Jan Stefan Scheld, EFPIA Japan Board Director (Nippon Boehringer Ingelheim Co., Ltd.)

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

Takahiko Iwaya, Chair of EFPIA Japan, commented, “For the 8th PASE AWARD, we received many great activity plans that would contribute to improving healthcare and the medical environment for patients. We would like to thank all the patient organizations for submitting applications. EFPIA Japan will further strengthen support for and collaboration with patient groups and help improve the healthcare environment surrounding patients.”

Winners with the highest recognition will present their activity plans at the award ceremony to be held on October 20.

#### **About the EFPIA Japan Patient Organization Support Program “PASE AWARD”**

EFPIA Japan works with patients to support opportunities and activities that address patient needs and policy proposals. The PASE (Patient Advocacy Support by EFPIA Japan) AWARD was established in 2017 to encourage patient group activities in Japan. Over the past 8 years, a total of 133 organizations applied for the AWARD with a wide range of activity plans. This year, EFPIA Japan will provide a total of 2,190,000 yen in grants to five organizations.

See the link for more information about PASE.

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

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

(<http://efpia.jp/>)

Established in April 2002, EFPIA Japan represents 24 R&D-based European pharmaceutical companies operating in Japan. In 2024, combined sales from the member companies accounted for roughly 29.4% 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>)

The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 37 national associations, 40 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  
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