

Agenda & Schedule of Events

FEBRUARY 12 - EVENING

6:30 pm – 9:00 pm

2nd Annual Japan Medical Affairs Summit "Ice-Breaker" Networking Reception

Our opening reception will introduce all of our attendees and speakers to each other before the event starts to enhance the discussion for the next full day session! Join us for food and drink in a relaxed atmosphere and meet your peers in the medical affairs area in Japan!

FEBRUARY 13 - MORNING

8:00 am – 8:30 am

Main Conference Registration

8:30 am – 8:45 am

Chairpersons' Opening Remarks

8:45 am – 9:15 am

Knowledge Insights Presentation

Medical Affairs in Japan: Analysis of Recent Trends and Future Outlook

Jan van Overbeeke

Associate Principal Japan

MCKINSEY & COMPANY

9:15 am – 10:30 am

A Strategic Partnership: How Can Medical, Commercial and Access Teams Work Together To Maximize Value For Their Company?

In this session, we will hear from keynote speakers from the areas of medical affairs, commercial and market access teams from leading Japanese and MNC pharma companies, who will share their experiences and insights into how the different teams can work together to maximize value for their companies and and bring their life-improving medicines to more patients. Our moderator will highlight just how much each teams' individual objectives might differ and explore the areas where the objectives overlap to help provide common ground to improve the strategic partnership between medical, commercial and access teams.

Moderator:

Victoria Elegant

Vice President, Region Medical Head & MAPS JAPAC President

AMGEN

Agenda & Schedule of Events

FEBRUARY 8 – MORNING

Speakers:

Jovelle Fernandez
VP, Japan Medical Officer, Head, Japan Medical Affairs
TAKEDA PHARMACEUTICALS (INVITED)

R. Byron Sigel
Director, Value, Access and Policy
AMGEN ASTELLAS BIOPHARMA (INVITED)

Eiichi Naka
Head of Rare Disease (SMA) Business Unit
BIOGEN (INVITED)

Takuya Oshida
Corporate Executive, SVP & Head of Medical Affairs, Japan
ASTELLAS PHARMA (INVITED)

Lyo Inuyama
Operating Officer, Head of Medical Affairs
BAYER YAKUHIN (INVITED)

10:30 am – 11:00 am

Networking Break

11:00 am – 12:00 pm

Panel Discussion

Real World Evidence and Its Impact on Medical Affairs in Japan

This session will gather top RWE experts from MNC and Japanese pharma to discuss the latest developments and application of real world data.

Key areas to be covered include:

- What is the current availability and quality of the data in Japan?
- What can we currently use the data for?
- What is the current government outlook on real-world data?
- Experience sharing of real-world data applications in pharma companies in Japan

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FEBRUARY 8 - MORNING

12:00 pm – 12:45 pm

KOL Engagement: What Is the Optimal Approach To Be Taken By Pharmaceutical Companies in Japan?

This important session will feature a “fireside chat” style discussion session with a top Japanese KOL and aims to bring the highlight KOL’s perspectives and thinking for attendees to better understand the interaction between KOL and pharmaceutical industry in Japan.

Moderator:

Izuru Miyoshi

Executive Director, Head of R&D- Japan

AMGEN ASTELLAS BIOPHARMA (INVITED)

12:45 pm – 1:45 pm

Networking Lunch

FEBRUARY 13 - AFTERNOON

1:30 pm – 6:00 pm

McKinsey Roundtable Discussion for VPs & Medical Directors

This closed-door session hosted by McKinsey & Company will gather 10-15 Medical Affairs Heads/Medical Directors to share experiences and discuss current challenges facing medical affairs both internally within their companies and externally in the industry.

1:45 pm – 3:45 pm

Interactive Workshop

MSL Workshop: Unlocking the Key to MSL Value Demonstration

Workshop Leader:

Robin Winter-Sperry

Head, Global Field Based Medical Excellence & Insights, Global Operations

SANFOI GENZYME (INVITED)

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FEBRUARY 13 - AFTERNOON

3:45 pm – 4:00 pm

Networking Break

4:00 pm – 5:50 pm

"ASK THE EXPERTS" INTERACTIVE ROUNDTABLES

This exciting networking and learning style will split the main conference room into 4 "Expert Subgroups," each covering a current hot topic for discussion led by 2-3 experts, hosting smaller groups of around 15 attendees.

Our experts will briefly share their perspectives on the topic and immediately open the discussion to questions from the audience. Each session will last for 45 minutes after which there will be a short break and then the sessions will reset and repeat again for 45 minutes. This will enable you to customize your agenda to attend the topics of great interest and relevance to you!

Roundtable #1

My Sales & Marketing Colleagues Are Stressing Me Out!

One of the topics that generates the most active discussion amongst medical affairs professionals is on working together with the commercial department. For this roundtable, we would like to help break down the barrier and encourage open discussion between medical affairs and commercial departments. For every differing point of view, there are common points of view and this session aims to focus how to find the balance so that medical and commercial colleagues can work together optimally! We will invite 3 experts for this roundtable, some of them will be commercial professionals!

Key Topics:

- How to balance "what we have" vs. "what commercial wants"

Roundtable #2

Patient Centricity

The empowerment of patients in the digital age has brought forth a slow but shifting change in the strategy of patient engagement by pharmaceutical companies worldwide. The pharmaceutical industry has often discussed patient centricity but only now are we beginning to see the fruits of this oft-discussed topic take shape.

Key Topics:

- What does it mean to "put the patient first?"
- How can all internal stakeholders align on patient centricity?

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FEBRUARY 13 - AFTERNOON

Roundtable #3

The Impact of Digital Platforms for Medical Affairs in Japan

Key Topics:

- How can we develop integrated communications/engagement?
- What are the next disruptors in the digital area in medical affairs?
- How do Japanese doctors view the rising digital platforms- are they using them?

Roundtable #4

Self-Development for Medical Professionals in Japan: Where Can My Career Go Next?

Beginning a career as a pharmaceutical medical affairs professional is the first step that opens a great number of opportunities to advance within the industry. But the path forward is often unclear at the beginning. This roundtable session will feature experts who have spent entire careers advancing in the medical affairs industry. Ask them your questions and learn where your career path in this industry can lead to.

Key Topics:

- What are the opportunities for your career advance after building your experience in the medical affairs area?
- What role can MAPS play to help build talent in Japan?

5:50 pm – 6:00 pm

Summit Recap and Key Takeaways

6:00 pm – 7:45 pm

Networking Cocktail Reception

Our closing cocktail reception will gather all conference attendees, speakers and medical heads from McKinsey's Roundtable. This will be a great networking opportunity to meet medical affairs professionals from all levels of the industry in Japan in a fun and relaxed atmosphere!

7:45 pm

Japan Medical Affairs Summit Concludes

Not just a one-time event, MAPS is an ongoing, active Community. Register now to join the movement!

[REGISTER](#)