

## Translation

### Chugai Launches A New Disease Awareness Website for Rheumatoid Arthritis

- “Heidi, a Girl of the Alps” navigates through the website -

January 24, 2011 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; President: Osamu Nagayama (hereafter, “Chugai”)] announced today that a disease awareness website for rheumatoid arthritis(RA) (<http://chugai-ra.jp/>) (Japanese only) was newly launched on January 17, 2011. This website uses an animation character “Heidi, Girl of the Alps” to give you a clear guide to latest information on RA.

The number of RA patients is currently said to be around 700 thousand to one million. Majority of these patients are female, and have developed RA in their 30s to 50s. RA is a systemic disease which may lead to joint destruction if left without appropriate treatments in its early stage. Introduction of biologic treatments have recently caused a paradigm shift in medical treatment, and a possibility of achieving remission (a state without signs and symptoms of RA) in patients receiving early and appropriate treatments is increasing. Furthermore, the treatment goal is gradually shifting towards to maintain remission.

Chugai thereby launched the website dedicated to inform many people of present situation of RA in more detail. The website gives guides to a wide range of topics including questions such as “What is RA?,” its diagnosis, how it progresses, treatment targets, treatment methods and about biologic treatments. Furthermore, the website contains information on public seminars and events with reports from previous sessions, and provides links to search engines for local medical institutions with specialized rheumatologists.

The website utilizes images, illustrations and photographs as well as clear guides so that patients understand the importance of early treatment and have hopes in treatments. “Heidi” is used for its popularity with people in a wide range of age groups to represent an image of a guardian watching over RA patients. “Heidi” will guide you through information on the website.

In addition, a call center for RA (Japanese only) has been established to provide customer service. It offers leaflets on RA, and provides information on medical institutions where patients can receive treatments for RA.

To inform more people of present situations of RA, Chugai has been engaged in various activities such as cosponsoring public seminars on RA treatments, producing special educational programs on local television and radio stations, and conducting street events. Chugai will continue with these various activities in an aim to further improve quality of life of RA patients and to contribute to advancement of treatments.

(Reference) Image of the website home

http://chugai-ra.jp/

The screenshot shows the homepage of the Chugai Pharmaceutical website, dedicated to rheumatism. At the top left, the Chugai Pharmaceutical logo and 'Rho Group' are visible. The top right features a phone number '0120-814-279' and a note about service hours (9am-7pm, excluding Sundays). The main header area contains the slogan 'つづくといいな、リウマチの寛解。' (Don't say 'it's over', remission of rheumatism) and '医療が変わる。リウマチが変わる。' (Medical care changes. Rheumatism changes.). Below this is an illustration of a woman and a child sitting on a grassy hill with a dog, and a small box defining '寛解とは?' (What is remission?). A navigation bar includes links for Home, Rheumatism, Public Lectures, Street Events, Photo Gallery, and Hospital Search. The main content area is divided into three sections: 'Nearby Specialist Introduction' with a cartoon character, 'Medical Facility Search' listing 'health care center', 'Japanese Rheumatism Society', and 'Japanese Rheumatism Foundation', and 'Rheumatism Call Center' with the phone number '0120-814-279'. A 'Notice' section lists recent updates from December. A 'Photo Gallery' section is marked 'coming soon'. At the bottom, there are links for 'Rheumatism External Link Collection' and 'Health University (Rheumatism)', followed by a decorative footer with illustrations of people and animals, and a copyright notice for Chugai Pharmaceutical Co., Ltd.