Translation

Introduction of iPad2 to Activities for Providing Information to Medical Professionals

November 28, 2011 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Main Office: Chuo-ku, Tokyo. President: Osamu Nagayama (hereafter, "Chugai")] announced today that it will introduce "iPad2" (manufactured by Apple Inc.; to purchase 1,750 units in total) as a tool for the activities of its MRs (Medical Representatives) and MAs (Medical Associates) for providing information to medical professionals. iPad2 will be provided to every Chugai MR and MA to be used from mid-January 2012.

Chugai engages in the provision of information on the proper use of its products to medical professionals across the nation on a daily basis through its MRs and MAs, aiming at engaging in "activities for providing information from the standpoint of each patient's perspective." To allow patients to receive medical treatment with a sense of security, a wide variety of information is provided to medical professionals, such as basic product information, package insert information, data on adverse reactions, data from clinical trials and post-marketing surveillance programs, and more. Chugai thinks that the importance of timely and appropriate provision of these types of information to medical professionals will increase more and more.

Chugai has conducted trial use of iPad2 three times since 2010, to verify the feasibility of activities for providing information in timely and appropriate manner by using the new tool, and because good results have been obtained, it has decided to introduce iPad2 for use by all MRs and MAs. When deciding the introduction of the device, the potential of the new device has been explored in cooperation with Nomura Research Institute, Ltd. [Head Office: Chiyoda-ku, Tokyo. President: Tadashi Shimamoto] and Softbank Telecom Corporation [Head Office: Minato-ku, Tokyo. President: Masayoshi Son], thereby realizing the easy-to-use platforms for MRs and MAs. At the same time a secure environment has been built in which a tight information management will be in place to minimize the risk of information leakage.

In addition, by incorporating the digital content distribution and document management system "MRSupport® DigiPro" (designed by Infocom Corporation [Head Office: Shibuya-ku, Tokyo. President: Kazuhiro Yamamoto]) which will utilize materials in the forms of PDF, moving pictures, and HTML5 resources, a system environment has been established that enables speedy, clear and accurate information provision.

Other functions that are planned to be incorporated include the following:
- E-Mail transmission, schedule management, daily report input, checking performance data
- Browsing of training material/self-learning material for MRs and MAs
- Provision of basic information on products such as information on adverse reactions and safety, etc.

Chugai plans to develop additional tools for utilizing information on adverse reactions and safety that are intended to enhance the proper use of drugs. Also, Chugai will ensure that it will keep complying with the pharmaceutical regulations and self-managed regulations by the industry (such as rules on what to include in product information sheet, etc.), and conduct activities that meet the "code of promotion."

Chugai is committed to pursuing "realization of patient-oriented medical care" through the provision of innovative pharmaceutical products, as well as through activities for providing information that are infused with enriched content by the utilization of iPad2 which is a state-of-the-art IT tool, thereby ensuring a high level of satisfaction among medical professionals.

iPad is a trademark of Apple Inc.

<Reference information>
  "MRSupport® DigiPro" is a system developed by Infocom Corporation that enables digital content in the form of PDF, moving pictures or HTML5 to be distributed to tablet terminals and managed easily and safely. It provides support for activities for providing information smoothly even during time-constrained meetings with medical professionals, by means of its simple and intuitive operability and functions that take fullest advantage of tablet terminals.