

Innovation all for the patients



Roche A member of the Roche group

## “Let’s Learn about Cancer Genomic Medicine,” Chugai’s Website for Patients and the General Public, Won the Asakawa Award in the 7th Web GRAND PRIX

- Chugai’s website, “Let’s Learn about Cancer Genomic Medicine,” won the Asakawa Award in the 7th Web GRAND PRIX sponsored by Web Advertising Bureau, Japan Advertisers Association Inc., for its excellent web accessibility.
- Chugai continues to further enhance accessibility to the entire corporate websites including those for patients to make them convenient for a wide range of people.

TOKYO, December 6, 2019 -- [Chugai Pharmaceutical Co., Ltd.](#) (TOKYO: 4519) announced today that “Let’s Learn about Cancer Genomic Medicine,” a corporate website for patients and the general public (URL: <https://gan-genome.jp/>, Japanese only) won the Asakawa Award in the [7th Web GRAND PRIX](#) sponsored by Web Advertising Bureau, Japan Advertisers Association Inc.

“Let’s Learn about Cancer Genomic Medicine” is a website that explains the significance of cancer genomic medicine and testing for cancer-related genes to patients, their families and the general public. To increase access by a wide range of people, the website was created in accordance with the web accessibility standard JISX8341-3 and offers consistent navigation and videos with voice. It also provides a step-by-step explanation of cancer genomic medicine and cancer-related genes. Accessibility was considered in the design of all pages of the website, including the design of document structure which is easy to follow when using the screen reading function. These efforts were highly appreciated and resulted in winning the [Asakawa Award](#) that aims to increase awareness on the significance of the web accessibility in the 7th Web GRAND PRIX that 60 companies participated in total.

Chugai places “Patient Centric” at the top of its value judgment criteria called Core Values, and is working on improving accessibility to the entire corporate websites. For example, “Let’s Learn about Rheumatoid Arthritis” (URL: <https://chugai-ra.jp/>, Japanese only), one of Chugai’s disease awareness websites introduced a web accessibility function called FACIL’iti that can optimize the website display according to users’ visual, motor, and cognitive symptoms. We will make further efforts to create websites which allow easy access by all stakeholders regardless of age or disability through various projects.

[References]

- 1) “Let’s Learn about Cancer Genomic Medicine” (URL: <https://gan-genome.jp/>)

A website that explains the significance of cancer genomic medicine and comprehensive testing for cancer-related genes to the general public. Features and testing flow of FoundationOne® CDx Cancer Genomic Profile are presented in a web page dedicated for patients and their families.



- 2) Chugai’s Disease Awareness Website “Let’s Learn about Rheumatoid Arthritis” Adopts FACIL’iti to Enhance Accessibility (Press release issued on September 9, 2019)

[https://www.chugai-pharm.co.jp/english/news/detail/20190909150000\\_643.html](https://www.chugai-pharm.co.jp/english/news/detail/20190909150000_643.html)

###