Biopharmaceutical Leaders of Japan, U.S. and Europe Held "Fireside Chat Press Event" to Announce Their Statement

On June 4, CEOs at R&D-oriented pharmaceutical companies of Japan, the U.S. and Europe held their first fireside chat press event in Tokyo to exchange their views on how Japan’s policies for healthcare and pharmaceuticals should be. They stressed the importance of "a new healthcare system utilizing various kinds of medical data," which leverages big data and AI to realize more efficient medical care, faster pharmaceutical development, and more accurate treatment. The leaders also announced that they hand-delivered a letter containing their joint statement to Prime Minister Shinzo Abe.

George Nakayama, President at JPMA (Representative Director, Chairman and Chief Executive Officer at Daiichi Sankyo), emphasized that if an environment to fully utilize big data and AI is established in Japan that is the fastest aging society with a low birth rate, unprecedented health management methods such as preventive and preemptive medicines become widespread and stabilized, enabling Japan to "demonstrate a new model of healthcare." Then he urged the government to proactively deal with the matter. By pointing out, "[medical care and pharmaceuticals are only part of healthcare strategies, they are not all?]," Jean-Christophe Tellier, Incoming-President at EFPIA (Chief Executive Officer and Chairman of the Executive Committee at UCB), stressed the necessity of implementing policies more effectively by bringing together technologies of various fields.

As for the policies for the pharmaceutical industry, Olivier Brandicourt, Chairman at PhRMA (Chairman of the Board and Chief Executive Officer at Sanofi), expressed his view by saying, "In these 20 years, China has brought its population close to universal health coverage. The country is now proceeding with the protection of intellectual property rights to evaluate innovation appropriately. Although Japan has the potential to remain amongst the global leaders in innovative new drug development, it is also clear that the competition is proving increasingly fierce. The country may lose its position as a global leader. We can work with the Japanese government to establish a better environment."

Talking about drug pricing, both Brandicourt and Tellier dissatisfied with the narrowed scope of the Price Maintenance Premium (PMP). Nakayama showed his stance to continuously ask the government to improve the PMP by reviewing company requirements and [selection requirements? eligibility? calculation criteria? products requirements?]. David A. Ricks, President at IFPMA (Chairman and Chief Executive Officer at Eli Lilly and Company), said, "Japan has succeeded in implementing a unique policy by taking a good balance between old drugs and innovative new drugs. I believe the country has the potential to appropriately evaluate innovation while not reducing budget in the future as well."