

Explanation of Terms

Precision medicine

Precision medicine is medical care with established prevention and treatment methods that takes into account individual genetic, environmental, and lifestyle differences. Its advantage is that drugs not expected to be effective do not need to be used and it avoids the risk of side effects by analyzing the patient's genetics and selecting a more precise treatment method.

Long-listed drugs

Original drugs that have gone off patent and for which generic drugs are on sale.

Digital medicine

Digital medicine combines medical devices, such as sensors, and pharmaceuticals. Pharmaceuticals with sensors embedded in the tablet that monitor medication status and activity levels are now a commercial reality.

Biologics

A general term for products that use substances of biological origin or biological functionality, including vaccines, plasma fractionation products and other protein drugs, therapeutic antibodies, nucleic acid drugs, and cells for use in regenerative medicine.

Biosimilar

Biosimilars are generic biologics (also known as follow-on biologics).

Patient journey

A process likened to a journey that includes the behavior, thought, and emotion that patient experiences from the time he or she is notified of a disease until the treatment period, full recovery, or end of life. Healthcare providers understand the patient journey and can facilitate the patient's choices and decisions by providing necessary healthcare information and measures.

Modality

Treatment methods, such as small molecule compounds, protein drugs, including peptide drugs and therapeutic antibodies, gene therapy, nucleic acid drugs, cell therapy drugs, and regenerative medicine.

MR (Medical Representative)

As sales representatives of pharmaceutical companies, MRs visit medical institutions and collect and provide information related to pharmaceutical quality, efficacy, safety, etc., in order to promote appropriate usage of pharmaceuticals.

QOL (Quality of Life)

Benchmark that addresses whether patients can enjoy their daily lives with a sense of fulfillment and satisfaction, without a decline in their quality of life, including not only the effects during treatment but also after treatment is completed.

RPA (Robotic Process Automation)

RPA is the automation of routine desk work such as data entry using software (robots).