Marketing Activities

By taking steps to strengthen our domestic operational foundation, centered on new products, and by making steady progress in overseas operations, we will work to become a global research-driven pharmaceutical company.

Strengthening Our Domestic Business Foundation

Strong Progress in Ethical Pharmaceuticals Operations

To strengthen its domestic operational foundation and become a global research-driven pharmaceutical company, Mitsubishi Tanabe Pharma is taking steps to enhance its domestic marketing presence.

Under the Medium-Term Management Plan 08–10, we have identified six priority products including Remicade and Radicut and implemented efficient promotion activities. In regard to Remicade, we have increased the number of MRs specializing in Remicade and steadily implemented our lifecycle management strategy, which includes obtaining additional indications. Consequently, Remicade sales substantially exceeded the target level of ¥50.0 billion, reaching ¥60.4 billion in fiscal 2010. In cerebrovascular drugs, centered on Radicut, we have taken steps to enhance our specialized knowledge, such as increasing the number of specialized MRs. Leveraging our broad product portfolio in the cerebrovascular field, we have conducted information provision activities for our lineup of products, which extends from the hyper-acute phase of cerebral infarction to the chronic phase. In this way, we have worked to support appropriate usage.

In addition, the number of MRs in the Company’s sales force (including specialized MRs) has placed it in the top ranks in Japan since the merger. To make full use of these marketing capabilities, we integrated the branches and sales offices of our predecessor companies, Tanabe Seiyaku and Mitsubishi Pharma, at the time of the merger in October 2007. In addition, in April 2008 we completely integrated the two promotion systems of the former companies. Furthermore, because we have taken such steps as bolstering tie-ups with Group companies and moving ahead with the reorganization of sales offices, our domestic ethical pharmaceuticals operations have made strong progress, centered on our priority products.

Focusing on Priority Products, with a Special Emphasis on New Products

We began sales of Kremezin (chronic renal failure) in April 2011 and Lexapro (depression) in August 2011. In fall 2011, we expect to begin sales of Simponi (RA). We have also filed NDAs for MP-424 (chronic hepatitis C) and FTy720 (MS), and expect to receive approval within 2011.

In fiscal 2011, in addition to these new products, we have positioned Remicade, Radicut, Talion, Maintate, Anplag, and Tanatril as priority products. By focusing the allocation of management resources on these products, we will increase the productivity of our sales activities. To foster the market penetration of new products, we will strive to implement high-quality information provision activities and to steadily implement post-marketing surveillance activities. In these ways, we will endeavor to support appropriate usage. Moreover, we will use training and other means to improve MR quality. In addition, we will introduce a new in-house certification system for evaluation of specialized knowledge and practical skills. In this way, we will strive to enhance the capabilities of our MRs.

We have also established a system for the evaluation of product lifecycle management. With this system, we will endeavor to maintain and improve the product quality of existing products.

OVERVIEW OF NEW PRODUCTS

In fiscal 2011, we expect to launch a number of new drugs. This section introduces the distinctive features of two drugs that have already been launched.

The Company will do its utmost to conduct appropriate information provision activities for these products, to ensure quality, and to provide a stable supply.

Kremezin (Chronic renal failure)

Kremezin, which was discovered by Kureha, is an oral adsorbent made of high-purity multiporous spherical activated carbon. It adsorbs uremic toxins that are secreted in the digestive tract or produced in the intestinal tract and excretes them with feces. It was launched in Japan in 1991 as the world’s first ethical drug for chronic renal failure in the maintenance period. In Japan, there are an estimated 13.3 million patients with chronic renal failure. Kremezin has been highly evaluated on the medical front-lines for its ability to relieve uremic symptoms and delay the commencement of dialysis, and it has built a solid market position in the field of chronic renal failure.

Lexapro (Depression)

Lexapro is a selective serotonin reuptake inhibitor (SSRI) originated by H. Lundbeck, of Denmark. It was launched in Europe and the U.S. in 2002, and is currently sold in more than 90 countries around the world. It has been well received overseas, where it has a strong track record. In Japan, Mochida Pharmaceutical acquired approval, and the Company and Mochida Pharmaceutical are conducting joint sales activities. In addition, we are also participating in joint promotion activities with Yoshitomiyakuhin. In Japan, the number of patients with mood disorders, principally depression, is estimated at more than 1 million. With the number of patients increasing each year, this drug is expected to provide another pharmacotherapy option for these disorders.

For information regarding initiatives to promote appropriate usage of ethical drugs, please see page 22, “Close Up: Making Steady Progress in the Provision of Medical Information.”
Taking on the Challenge of Achieving Further Market Penetration for Remicade

Remicade has been positioned as our highest priority product, and moving forward we will continue working to maximize its product value. Among Remicade’s many indications, RA has especially high market potential, and our biggest challenge is to increase its market penetration rate. The prescription rate of biological agents in RA treatment in Japan remains below 20%, but in the future it is expected to approach 40%, the current level in the U.S. A number of competing biological products have been launched, and competition is intensifying. However, we will take on the challenge of securing share in this growing market by broadly emphasizing the abundant treatment experience and evidence that has been accumulated in the Japanese population. In addition, in 2010 new indications were acquired for psoriasis, ankylosing spondylitis, and ulcerative colitis. We will also work to achieve rapid market penetration for these indications, with MRs specializing in Remicade working closely with institution-based MRs.

Bolstering Product Lineup through the Use of Alliances

To increase the number of products in our lineup, we are relying not only on products developed in-house but also on the active use of alliances. For Kremezin, we acquired domestic sales rights from Kureha in November 2009. Subsequently, we procured products from Kureha and supplied them to Daiichi Sankyo, which handled sales and promotion. However, in April 2011 the sales were transferred from Daiichi Sankyo to the Company, and we began to sell Kremezin ourselves. For Lexapro, in January 2010 we signed an agreement with Mochida Pharmaceutical for co-marketing in Japan, and sales began in August 2011. Furthermore, together with Janssen Pharmaceuticals, we plan to conduct joint sales of Simponi from fall 2011. In addition, BIKen has contracted with the Company for sales of BIKEN’s vaccines. The Company is also aggressively conducting activities targeting the spread of vaccination and is taking on the challenge of developing new vaccines. In these ways, we have established a solid position in the vaccine market.

Strengthening Cooperation in Group Marketing

Mitsubishi Tanabe Pharma offers many distinctive drugs through cooperative initiatives with Group companies. We are meeting a wide range of medical needs through these initiatives, which include cooperation with Benesis, which conducts plasma fractionation operations; Yoshitomiyakuhin, which handles promotion of psychiatric medications; and Tanabe Seiyaku Hanbai, a generic drug sales company. The co-marketing agreement between the Company and Mochida Pharmaceutical for Lexapro is handled through a framework that includes joint promotion initiatives with Yoshitomiyakuhin. Also, Tanabe Seiyaku Hanbai is working to bolster its lineup of generic drugs and to market the long-listed drugs that were transferred from the Company.

Providing Support for Marketing Activities with a Website for Medical Professionals

As one facet of our marketing activities, we have established a specialized medical website—Medical Viewpoint—for the exclusive use of doctors, pharmacists, and other medical professionals. The information on this website extends over a wide range, including pharmaceutical information, the latest pharmacotherapy evidence, lectures and other academic information, treatment methods and surgical techniques used by doctors on the medical front-lines, popular publications, and methods of providing instructions on the use of drugs as related by eminent pharmacists. In addition to the activities of our MRs, we are also working to provide information in ways that are not centered on the MRs, such as through this site.

Accelerating Development of Overseas Operations

In the U.S., we are taking steps to establish a system for sales of our own products. We plan to enter the renal disease market in conjunction with the launch of MCI-196 (hyperphosphatemia) and MP-146 (chronic kidney disease). Targeting the rapid launch of these products, Mitsubishi Tanabe Pharma America, a pharmaceutical sales company, conducts pre-marketing activities targeting nephrologists and dialysis specialists and is assembling a local workforce.

In Europe, we are aiming to expand sales of Argatroban and Tanatril, which are already on the market, and are also moving ahead with preparations for the launch of MCI-196 and MP-146. In addition to Germany, where we already have an in-house sales base, we plan to move forward with preparations for sales systems in the U.K., France, Italy, and Spain, selecting the method that is best suited to each country.

In Asia, the Group already has an operational foundation in China, Korea, Taiwan, and Indonesia. We are working to increase the number of local MRs and expand the number of products sold through our in-house system. In May 2011, we started sales of Talion in China and Indonesia. In Taiwan, we expect to receive approval in 2011 for Livalo (hypercholesterolemia and mixed dyslipidemia), which is currently under development, and plan to start sales by the end of the year. We have also filed an NDA for Livalo in Indonesia, and plan to start sales in 2012.