

5. Addendum 1: “To fulfill our mission and contribute to global health”

(1) Current situation and trends in global health initiatives

Regarding the global disease structure, more cases are observed mainly in non-communicable diseases (NCDs), including cancer, dementia, and lifestyle diseases, due to economic growth and the advancement of aging in emerging and developing countries that show a similar trend to advanced countries. On the other hand, through the threat of emerging infectious diseases that spread instantly across borders because of the advances in globalization, such as the Ebola hemorrhagic fever epidemic, the importance of public health and primary care is again being challenged. We are facing common health challenges regarding a variety of events that are occurring on a global scale. In this era where diseases do not respect national borders, the concept of global health, by which medical measures are taken from various viewpoints, has become more common in international society.

To address such health issues, JPMA member companies are currently collaborating with all kinds of stakeholders—such as government bodies and international organizations—and contribute to the promotion of global healthcare by making efforts to resolve these health issues by making use of their accumulated technical capabilities and experience regarding new drug development. Specifically, the GHIT Fund, which is a public-private partnership that originated in Japan, and all kinds of initiatives and partnerships have worked in this field.

On the other hand, it cannot be denied that there are enormous differences between the efforts of Japanese companies and the activities of multinational pharmaceutical companies that have expanded to more than 100 countries around the globe. European and U.S. multinational pharmaceutical companies already have a long history of expanding their businesses to developing countries, and have a background of dealing with challenges related to providing access to medicines. In contrast, the global activities of Japanese companies have only just begun, and along with the future expansion of business target areas, efforts will be made to establish cooperative relationships with the government of the partner country and to enhance corporate philanthropy on the individual company level.

(2) Policy trends for 2025

Regarding policy trends for 2025, the Millennium Development Goals (MDGs) reached the deadline in 2015, and the Sustainable Development Goals (SDGs), which should be achieved by 2030, were formulated as the next developmental goals by the UN General Assembly in September 2015. Another movement is a new strategy that

was formulated by the WHO to address neglected tropical diseases (NTDs) as a goal to be achieved by 2020^{*1}, for which efforts are being made to eradicate and suppress NTDs by 2020. JPMA and its member companies will respond to this trend and implement their own original plan regarding contributions from three perspectives: R&D, access to medicines, and human resource development.

1) Partnerships to revitalize new drug discovery

Through the provision of pharmaceuticals and vaccines produced by taking advantage of state-of-the-art science and technology, JPMA and its member companies, based on the world's third-biggest drug discovery country, have contributed not only to the treatment and prevention of diseases, but also to the improvement of the health and welfare of people worldwide in the following ways: prolonging the average life span, reducing infant mortality rates, reducing the burden of expensive hospitalization costs, and helping patients become reintegrated into society.

Especially in the field of vaccination, more attention is being paid to the development of next-generation vaccines and treatment vaccines that make use of the immune system, as well as the creation of vaccines for infectious diseases. It is expected that vaccines and adjuvants will be applied to the prevention and treatment of many different diseases through promoting industry-academia collaborative research and expanding the target diseases.

In addition, newer drug development against diseases that are prevalent in developing countries requires activities such as participating in partnerships for establishing the necessary environment for new drug discovery and for developing new drugs in this field.

To be specific, these include the further expansion of public-private partnerships entwined with Product Development Partnerships (PDPs), such as the GHIT Fund, and the international community's combined efforts to create pharmaceuticals that are needed in developing countries. Therefore, it is important for more companies to participate in such programs and to be involved not only in R&D but also in the entire process until the launch of these new pharmaceuticals. On the other hand, for the purpose of making the contribution to global health sustainable, it is necessary that government bodies, in particular those of advanced countries, provide support for platforms such as companies and partnerships that contribute to global health. This support may take many different forms as follows: continuous participation in the partnerships, the establishment of effective funding schemes, and considerations regarding the tax system.

2) Establishing a system for delivering pharmaceuticals to the world

To improve access to medicines, it is necessary to understand the current situation from diverse perspectives, including the supply of pharmaceuticals but also the degree of improvement of the healthcare environment and medical care systems, and all parties involved must implement measures cooperatively. Good quality pharmaceuticals should be accessed by patients in each region and provided sufficiently and stably, and medical care should be continuously provided from a medium- to long-term perspective.

In addition to NTDs, another disease-related major issue is the expansion of NCDs in emerging and developing countries. Under these conditions, each company should attempt to solve the various problems through public-private partnerships with WHO or NPOs/NGOs, etc. In addition, it is necessary to work on establishing sustainable business models for access to medicines in developing countries where social security systems have not been established and that currently lack the infrastructure for business activities.

In detail, the important measures for tackling these issues are as follows: pooling and sharing resources (mutual tie-ups between JPMA member companies, outsourcing and sub-contracting, establishing associations and corporations by member companies), and pursuing localization (tie-ups with local companies and local branches of multinational companies). For cooperating with local government bodies, etc., JPMA and its member companies should strive further to enhance these measures for pooling and sharing resources and pursuing localization by gaining widespread support from the Ministry of Foreign Affairs and the Japan International Cooperation Agency (JICA), among others.

3) Transfer of skills and knowhow

Regarding business expansion to developing countries and other markets, it is said that the strength of Japanese companies is human resource development. In terms of making a contribution to the sustained development of the country to which business is expanded, a real need is to transfer skills and knowhow to local people. In developing countries, there are various factors impeding access to medicines: inadequate public health insurance systems and medical infrastructure, lack of human resources for pharmaceutical manufacturing and quality control, and widespread counterfeit drugs. The contribution of JPMA and its member companies to practical guidance on capacity building, as well as local education and training, is considered to be a key issue for improving access to medicines.

Specifically, we provide technical guidance on pharmaceutical manufacturing and quality control at the sites in cooperation with stakeholders. We also cooperate with local and Japanese government bodies in making efforts to improve healthcare

professionals' abilities in terms of prevention, diagnosis and treatment. Furthermore, we will contribute to the improvement of the level of global healthcare by attempting to improve local people's understanding of hygiene and medical care, and improve access to medical care.

(3) Overall message – To fulfill our mission and contribute to global health –

The efforts of Japanese companies to contribute to global health must be promoted not only by fostering the awareness that each company should have, but also by ensuring that JPMA's support systems reinforce and enhance research capabilities, policy advisory capabilities, liaison capabilities with government agencies, international organizations and nongovernmental organizations (NGOs) and inter-company network construction capabilities through cooperation between expert committees and other means. We will also consider expanding the JPMA secretariat's capabilities in order to facilitate cooperation with Japanese government agencies and major international pharmaceutical organizations, such as the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), Pharmaceutical Research and Manufacturers of America (PhRMA) and EFPIA. Each company's primary task is to strengthen its information dissemination capabilities, which include raising society's awareness of this matter in an appropriate manner and making recommendations to stakeholders, and efforts need to be made based on the concept of global health by linking corporate planning and CSR capabilities, and incorporating this concept into the business portfolio.

Under these circumstances, the G7 Ise-Shima Summit and the G7 Kobe Health Ministers' Meeting will be held in 2016. As the host country, Japan is expected to take an active role in discussions on global health in all countries around the world. JPMA and its member companies will actively take advantage of this excellent opportunity to advance our activities for global health.

[Notes]

*1 WHO. "Roadmap for overcoming the global impact of Neglected Tropical Diseases (NTDs)" (January 2012)