**Pharmaceutical Segment Overview**

The Otsuka Group’s Pharmaceutical Business focuses on the priority areas of the central nervous system and oncology in order to address unmet medical needs. Furthermore, the Group is engaged in a wide range of fields and businesses, including the cardiovascular system, gastroenterology, ophthalmology, diagnostics, and the clinical nutrition and medical device businesses in order to provide comprehensive healthcare solutions ranging from diagnosis to the treatment of disease.

**Pharmaceuticals**
- Central nervous system, Oncology, Cardiovascular system, Gastroenterology, Respiratory system, Infectious disease, Ophthalmology, Dermatology, Allergies, Urology

**Clinical nutrition**
- Intravenous solutions, Enteral nutrition, Contract manufacturing

**Diagnostics**
- Influenza diagnostics agents, *Helicobacter pylori* test kit, other products

**Medical devices**
- Apheresis device for leukocyte adsorption, Drug-eluting stents, other products

**Marketing activities**

Otsuka Pharmaceutical, Taiho Pharmaceutical, and Otsuka Pharmaceutical Factory operate globally, primarily in the pharmaceutical business.

**Core products**

<table>
<thead>
<tr>
<th>Brand name (generic name)</th>
<th>Therapeutic category</th>
<th>Major indications</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABIIFY (aripiprazole)</td>
<td>Antipsychotic</td>
<td>Schizophrenia, bipolar disorder (mania)</td>
<td>Otsuka Pharmaceutical</td>
</tr>
<tr>
<td>Pletaal/Pletal (cilostazol)</td>
<td>Antiplatelet agent</td>
<td>Improvement of ischemic symptoms including ulcers, pain, and coldness associated with chronic arterial obstruction, prevention of recurrent cerebral infarction</td>
<td>Otsuka Pharmaceutical</td>
</tr>
<tr>
<td>Mucosta (rebamipide)</td>
<td>Antigastritis and antiulcer agent</td>
<td>Gastritis, gastric ulcers</td>
<td>Otsuka Pharmaceutical</td>
</tr>
<tr>
<td>TS-1 (tegafur, gimeracil, oteracil potassium)</td>
<td>Antimetabolite</td>
<td>Gastric cancer, head and neck cancer, colorectal cancer, non-small cell lung cancer, pancreatic cancer, bile duct cancer, inoperable or recurrent breast cancer</td>
<td>Taiho Pharmaceutical</td>
</tr>
<tr>
<td>UFT (tegafur, uracil)</td>
<td>Antimetabolite</td>
<td>Gastric cancer, head and neck cancer, colorectal cancer, liver cancer, pancreatic cancer, cancer of the gallbladder/bile duct, lung cancer, breast cancer, bladder cancer, prostate cancer, cervical cancer</td>
<td>Taiho Pharmaceutical</td>
</tr>
<tr>
<td>Uzel (calcium folinate)</td>
<td>Reduced folic acid formulation</td>
<td>Folinate and tegafururacil combination therapy enhances efficacy of tegafur-uracil in treating colorectal cancer</td>
<td>Taiho Pharmaceutical</td>
</tr>
</tbody>
</table>
Pharmaceutical Business

Central Nervous System
Sales of the antipsychotic agent ABILIFY, which is sold in 60 markets worldwide, have continued to expand on a global basis. Global sales in fiscal 2011 were ¥411.6 billion, an increase of 4.8% year on year. The product is now one of the top ten drugs worldwide in terms of sales.*1

In the U.S., ABILIFY was increasingly prescribed for adjunctive therapy in major depressive disorder, supporting sales growth to US$3.96 billion, up 12.7% year on year.

In Europe, healthcare spending was cut back across the region due to fiscal austerity policies, leading to a slump in the market for atypical antipsychotic agents. Despite this general trend, however, sales of ABILIFY in Europe grew at a double-digit pace driven by increasing prescriptions for the treatment of the manic symptoms of bipolar disorder.

Sales increased in Asia as a result of growth in prescriptions in China following ABILIFY’s inclusion in the country’s national medical insurance system, and growth in prescriptions for the treatment of major depressive disorder in South Korea, Indonesia, and Taiwan.

In Japan, sales growth was assisted by further strengthening of information provision regarding the treatment of schizophrenia, as well as an additional indication for the treatment of the manic symptoms of bipolar disorder. In May 2012, ABILIFY OD Tablets, a new formulation that can be taken without water, was launched in Japan.

The antiepileptic drug E Keppra, which is co-promoted in Japan with UCB Japan, has now been on the market for one year. Sales grew following its approval for long-term prescriptions in October 2011.

As part of efforts to accelerate growth in the central nervous system area, Otsuka Pharmaceutical signed an alliance agreement in November 2011 with H. Lundbeck A/S (“Lundbeck”) of Denmark, a global leader in this field, for co-development and co-commercialization of aripiprazole intramuscular depot formulation (once-monthly injection) and OPC-34712.

This alliance is aimed at maximizing the medical and commercial value of both companies in the area of the central nervous system. The alliance has also made it possible for Otsuka Pharmaceutical to expand beyond Japan, Asia, and the U.S. via Lundbeck’s existing marketing channels in Europe and emerging countries. Under the terms of the agreement, the Company has received an upfront payment of US$200 million, with part of this payment booked under sales in the fiscal year under review.

*1 Estimate based on “IMS World Review Preview (Dec 2011 MAT),” reprinted with permission of 2012 IMS Health©, all rights reserved.

Anti-cancer and Cancer-supportive Care
Sales in Japan of the anti-cancer agent TS-1 were affected by a decline in the number of gastric cancer patients. However, there was growth in new prescriptions for conditions such as lung cancer and colorectal cancer driven by evidence-based medicine approaches. Sales of the anti-cancer agent UFT and reduced folic acid formulation Uzel both declined as a result of competition.
On the other hand, sales of the newly released antiemetic agent Aloxı and the anti-cancer agent Abraxane grew steadily, taking advantage of their product characteristics. Overseas, sales of TS-1 / Teysuno started in Europe through an alliance with the Nordic Group BV. The anti-cancer agent SPRYCEL, which is being co-promoted in Japan, the U.S., and Europe with Bristol-Myers Squibb Company, registered solid sales growth on progress in securing approval as a first-line treatment for chronic myeloid leukemia in markets worldwide. However, the distributions received by the Company in line with sales declined slightly due to the persistently strong yen.

BUSULFEX, which is the only allogeneic hematopoietic stem cell pre-transplant regimen approved by the U.S. Food and Drug Administration (FDA), is currently sold in over 50 countries, and has now become established as the standard drug as a conditioning agent administered prior to bone marrow transplants in place of total body radiation.

Cardiovascular System
In this area, more and more medical professionals are becoming aware of the first-in-class drug SAMSCA, which is drawing attention for the new value it brings and its method of use as a diuretic that results in the excretion of water only, without affecting the excretion of electrolytes. In the U.S., sales of SAMSCA were double the level of the previous fiscal year. In Japan, one year has passed since SAMSCA’s launch, and it is increasingly being recognized as an important treatment option for edema in heart failure, and an additional indication was filed for hepatic edema.

Sales of the antiplatelet agent Pletaal/Pletal have been impacted by generics, but sales were stronger than the Company’s estimate due to an increase in prescriptions for cerebral infarction sequelae following the switch to orally disintegrating tablets, which are easier to use as they can be taken without water.

Other Fields
In the gastrointestinal area, steps were taken to leverage the brand power of the anti-gastritis and anti-gastric ulcer agent Mucosta in an effort to counter the impact of generics. In the area of ophthalmology, Mucosta ophthalmic suspension UD 2%, in which Mucosta is applied as a treatment for dry eyes, was launched in January 2012 in Japan. This agent is the first dry eye treatment in Japan which has a mechanism that stabilizes the tear film and has been proven to improve the uncomfortable symptoms of dry eyes.
Clinical Nutrition Business

The clinical nutrition business is carried out primarily by Otsuka Pharmaceutical Factory, whose business creed is to be the "best partner of patients and healthcare professionals in the field of clinical nutrition." The company has contributed to parenteral management of patients by developing a full lineup of products with outstanding quality to meet the needs of physicians, based on its advanced sterilization technology. These products include Japan’s first plastic bottle pack and an aseptically prepared antibiotic kit. The company operates an intravenous solutions business in international markets as well as Japan, with production bases in seven other countries*2, mainly in Asia.

In fiscal 2011, the high-calorie TPN solution ELNEOPA registered solid sales in Japan, mainly because of wider adoption by hospitals and an increase in prescriptions in response to promotion of the benefits of the trace elements in the product and the convenience of the quad-bag kit formulation that permits instantaneous one-push sterile compound preparation.

*2 Including non-consolidated subsidiaries and affiliated companies accounted for by equity method

Diagnostics Business

Core products

<table>
<thead>
<tr>
<th>Brand name</th>
<th>Category</th>
<th>Manufacture and marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBIT</td>
<td>Diagnostic agent for H. pylori</td>
<td>Otsuka Pharmaceutical</td>
</tr>
<tr>
<td>Quick Navi-Flu</td>
<td>Influenza virus test kit</td>
<td>Otsuka Pharmaceutical</td>
</tr>
<tr>
<td>Uropaper III Eiken</td>
<td>Urinalysis test strip</td>
<td>Otsuka Pharmaceutical</td>
</tr>
</tbody>
</table>

The diagnostics business focuses on the development and sale of intracorporeal and extracorporeal diagnostic agents for clinical use and research-use reagents. In the field of infectious diseases, Otsuka Pharmaceutical’s influenza virus test kit Quick Navi-Flu, an agent for in vitro diagnosis, have met significant demand and contributed to the growth of the diagnostics business.

Medical Devices Business

Core product

<table>
<thead>
<tr>
<th>Brand name</th>
<th>Category</th>
<th>Manufacture and marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adacolumn</td>
<td>Apheresis device for leukocyte adsorption</td>
<td>JIMRO</td>
</tr>
</tbody>
</table>

In the medical devices business, JIMRO manufactures and markets Adacolumn, an apheresis device for leukocyte adsorption in intractable inflammatory bowel disease. Adacolumn, which is used in the treatment of inflammatory bowel disease, works mainly by removing granulocytes and monocytes from peripheral blood using extracorporeal circulation.

In February 2011, Otsuka Medical Devices Co., Ltd. was established with the aim of developing the medical devices business into one of the Otsuka Group’s core businesses.
In the treatment of schizophrenia and manic episodes of bipolar disorder, it is important to continue taking the drug over the long term. Since it is not likely to cause side effects such as drowsiness and weight gain, ABILIFY can be taken for a long time, helping patients suffering from mental illness reintegrate into society. Additionally, Otsuka Pharmaceutical is aiming to ensure that patients can continue treatment without loss of quality of life.

ABILIFY is marketed in 60 countries and regions:

Algeria, Australia, Austria, Bahrain, Belgium, Brazil, Bulgaria, Canada, Chile, China, Colombia, Cyprus, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Indonesia, Ireland, Italy, Japan, Jordan, Kuwait, Latvia, Lebanon, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Oman, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, USA, UAE, UK, Venezuela.

ABILIFY is the world’s first antipsychotic to exert partial agonist action on dopamine D2 receptors. Otsuka Pharmaceutical began research and development in the field of CNS in the 1970s and ABILIFY is the fruit of a quarter century of research. Launched in the U.S. in 2002, followed by expansion into Europe and Asia, ABILIFY is today used in the treatment of numerous patients in 60 countries and regions, including Japan.
Pharmaceutical Segment

(QOL) by providing several formulations, including oral solution, orally disintegrating (OD) tablets, and once-monthly intramuscular depot formulation.

In the U.S., the Company is promoting the expansion of ABILIFY in cooperation with Bristol-Myers Squibb. With 13 indications, including schizophrenia and major depression, the product has grown rapidly thus far as a treatment for mental disorders. Thanks to its safety profile, ABILIFY is even used for the treatment of schizophrenia, bipolar disorder and autism in children, showing tremendous achievements.

In Europe, with the indication of bipolar disorder, and in Asia—such as China, South Korea, Indonesia, and Taiwan—the product has grown in a major way. In Japan, manic episodes of bipolar disorder were added as a new indication in January 2012, in addition to the already approved schizophrenia. In May, OD tablets that quickly dissolve in the mouth were launched to provide patients with a formulation that is easier to take.

Embracing More Challenges in the CNS Field

On November 11, 2011, Otsuka Pharmaceutical entered into an alliance agreement with Danish company Lundbeck, a global leader in the field of CNS disorders, with the aim of accelerating growth in the CNS field. The agreement includes co-development and co-commercialization of aripiprazole intramuscular depot formulation and OPC-34712. At a time when many pharmaceutical companies have experienced challenges in bringing new CNS therapies to market, Otsuka Pharmaceutical and Lundbeck will take a different and—true to their entrepreneurial cultures—unconventional approach to delivering new treatment options. Both companies are committed to developing innovative drugs that benefit the mental health of patients and their families worldwide.

Aripiprazole depot injection is a sterile, lyophilized cake. The U.S. Food and Drug Administration (FDA) has accepted a new drug application for the product as a once-monthly injection with the indication of treatment for schizophrenia. Otsuka Pharmaceutical and Lundbeck presented results from the Phase 3 trials evaluating the efficacy, safety, and tolerability of the product as a maintenance treatment for adults with schizophrenia. Trial results were presented at the American Psychiatric Association (APA) Annual Meeting held in May 2012.

Also in the CNS field, Otsuka Pharmaceutical has introduced E Keppra, an antiepileptic drug, to Japan through a co-promotion alliance with UCB Japan. The product received long-term prescription approval in October 2011 and is experiencing major growth. It is already used in 92 countries around the world.
Research and Development Activities

Otsuka Group R&D Facilities

Tokushima
- First Institute of New Drug Discovery
- Third Institute of New Drug Discovery
- Microbiological Research Institute
- Medical Chemistry Research Institute
- Tokushima Research Institute
- Formulation Research Institute
- Quests Research Institute

Shiga
- Fuji Memorial Research Institute
- Ako Research Institute
- Saitama
- Chemical Technology Laboratory
- Ibaraki
- Tsukuba Research Center

Tokyo
- R&D department of Diagnostic Division
- Research and Development Center
- Clinical Development Department
- Clinical Research & Development Center
- Osaka
- Headquarters of New Product Evaluation and Development
- Clinical Development Department
- Division of Dermatologicals & Ophthalmologicals

GERMANY
- Otsuka Frankfurt Research Institute GmbH

KOREA
- Otsuka Shanghai Research Institute
- TAIHO PHARMA SINGAPORE PTE. LTD.
- Otsuka Shanghai Research Institute
- Otsuka Beijing Research Institute
- Taiho Pharmaceutical Co., Ltd.

JAPAN
- Otsuka Marykana Medicinal Laboratories, Inc.
- US Business Development Division
- Otsuka Pharmaceutical Development & Commercialization Inc.
- TAIHO PHARMA U.S.A., INC.

SINGAPORE

CHINA

U.S.A.
### Pipeline Information (as of June 30, 2012)

<table>
<thead>
<tr>
<th>Code / Brand name</th>
<th>Generic name</th>
<th>Origin</th>
<th>Category</th>
<th>Indication / Dosage form</th>
<th>Country / Region</th>
<th>Development status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Central nervous system</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPC-14597 (ABILIFY*)</td>
<td>aripiprazole</td>
<td>Otsuka Pharmaceutical</td>
<td>Dopamine partial agonist</td>
<td>Schizophrenia / Depot injection</td>
<td>US</td>
<td>Filed</td>
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<tr>
<td><strong>Anti-cancer and cancer-supportive care</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SID-5</td>
<td>5-fluorouracil (Toshiba)</td>
<td>Toshiba Pharmaceutical</td>
<td>Anti-cancer (Anti-metabolite)</td>
<td>Gastric cancer / Oral</td>
<td>US</td>
<td>Phase III</td>
</tr>
<tr>
<td>T5-1(Japan, Korea)</td>
<td>5-fluorouracil (UCB)</td>
<td>UCB</td>
<td>Anti-cancer (Anti-metabolite)</td>
<td>Hepatocellular carcinoma / Oral</td>
<td>JP, Asia</td>
<td>Phase III</td>
</tr>
<tr>
<td>T5-ONE* (Singapore)</td>
<td>5-fluorouracil (Otsuka)</td>
<td>Otsuka Pharmaceutical</td>
<td>Anti-cancer (Anti-metabolite)</td>
<td>Renal cell cancer / Oral</td>
<td>JP</td>
<td>Phase II</td>
</tr>
<tr>
<td><strong>Cardiovascular</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OPC-108459</td>
<td>olvaptan</td>
<td>Otsuka Pharmaceutical</td>
<td>Vasoressin V1-receptor antagonist</td>
<td>Autosomal dominant polycystic kidney disease / Oral</td>
<td>US, EU</td>
<td>Phase II - III*</td>
</tr>
<tr>
<td><strong>Other areas</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YP-18 (20S(Y))</td>
<td>repaglinide</td>
<td>Takeda Pharmaceutical</td>
<td>Anti-diabetes</td>
<td>Dry eyes / Eye drops</td>
<td>US</td>
<td>Phase II</td>
</tr>
<tr>
<td><strong>Diagnostics</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OD1-12</td>
<td>influenza ELSA kit (comes with 5-fluorouracil)</td>
<td>Otsuka Pharmaceutical</td>
<td>Diagnostic aid for H1 influenza infection</td>
<td>In-vitro diagnostic agent</td>
<td>JP</td>
<td>Approved</td>
</tr>
</tbody>
</table>

**Note:**
1. General, Otsuka discloses compounds that are in Phase II or later stage of development, although some compounds in Phase I are included in the above table.
2. Product names with asterisk (*) are the names used outside Japan.
3. **Preparation for additional study.
4. <Events after June 30, 2012>

Central Nervous System

In January 2012, the antipsychotic ABILIFY obtained approval in Japan for the additional indication of ameliorating the manic symptoms associated with bipolar disorder. Development activities are also being conducted in Japan for an additional indication of adjunctive therapy in major depressive disorder.

A new drug application for the aripiprazole intramuscular depot formulation for the treatment of schizophrenia was accepted for review by the FDA. In Japan and Europe, the drug is currently in Phase 3 stage for schizophrenia. In Europe and the U.S., the drug’s Phase 3 trials for bipolar disorder are expected to begin in fiscal 2012.

Developed as a next-generation antipsychotic, OPC-34712 has advanced to Phase 3 clinical trials for major depressive disorder and schizophrenia in Europe and the U.S. Phase 2 trials are also being carried out in the U.S. for the treatment of Attention Deficit Hyperactivity Disorder (ADHD) in adults. In Japan, Phase 3 trials for schizophrenia are now under way.

Phase 3 trials for E Keppra, an antiepileptic drug promoted in collaboration with UCB Japan since September 2010, began in Japan as an injection and oral monotherapy for epileptic partial seizures. In June 2012, applications were filed for the additional indication of epileptic partial seizures in children using oral tablets and for the additional formulation of oral dry syrup.

In Japan, applications for rotigotine patch, which has been developed as a dopamine agonist transdermal patch preparation, were filed in December 2011 for the treatment of two disorders: Parkinson’s disease and restless legs syndrome.

Anti-cancer and Cancer-supportive Care

A co-development and co-commercialization agreement in Europe was concluded with Nordic BV of the Netherlands in July 2011 concerning the anti-cancer drug TS-1. In March 2012, sales of the product in Europe under the name Teysuno were launched, starting in the four Nordic countries of Sweden, Denmark, Norway and Finland. TS-1 is currently sold in 15 countries worldwide (as of July 31, 2012). New evidence relating to the effectiveness of TS-1 was produced by Phase 3 trials in patients with non-small-cell lung cancer and was presented at a meeting of the American Society of Clinical Oncology in June 2012. The study showed that a combination therapy of TS-1 and cisplatin may be an option for future lung cancer treatment, along with the standard therapy of docetaxel and cisplatin.

SPRYCEL is an anti-cancer agent discovered by Bristol-Myers Squibb Company and is being co-developed and co-promoted globally with the Company. An additional indication for SPRYCEL as a first-line treatment for chronic myeloid leukemia in adults was approved in Japan in June 2011, following same approval in the U.S.

In June 2012, global Phase 3 trials were begun for the new anti-cancer drug TAS-102, which is intended for advanced or recurrent colorectal cancer that does not respond to standard treatment. The results of Phase 2 trials for TAS-102 were presented at the 9th Annual Meeting of the Japanese Society of Medical Oncology in July 2011 and the European Multidisciplinary Cancer Congress in September 2011.

Applications were filed in February 2012 for approval of the additional indications of gastric cancer and non-small-cell lung cancer for the anti-cancer drug Abraxane.

OCV-105 is a cancer vaccine being developed in collaboration with OncoTherapy Science, Inc. Phase 1 trials for the treatment of pancreatic cancer have been initiated. Phase 1 trials were also begun for OCV-501, a WT1-targeted cancer vaccine. The trials are for the prevention of
Pharmaceutical Segment

recurrence of acute myeloid leukemia in elderly patients.

In the U.S., SATIVEX advanced to Phase 3 trials for the treatment of cancer pain.

Cardiovascular System

Last year, SAMSCA, a new diuretic drug capable of selectively excreting only excess water without affecting the excretion of electrolytes, went on sale in Canada, China, and Taiwan and was approved in Hong Kong, South Korea, and Indonesia as a treatment for hyponatremia. In July 2012, an application was made in Japan for SAMSCA for the indication of hepatic edema.

Phase 1 trials have been initiated in Japan and the U.S. for OPC-108459, a treatment for paroxysmal and persistent atrial fibrillation.

Other Fields

[Tuberculosis]

For over 30 years, Otsuka Pharmaceutical has been engaged in tuberculosis research and development as one of its most important projects. Currently, the anti-tuberculosis drug OPC-67683 (delamanid) is undergoing global Phase 3 trial for the treatment of multidrug-resistant tuberculosis. In December 2011, a new drug application was filed in Europe for this treatment. In June 2012, the late Phase 2 trial results on the safety and efficacy of OPC-67683 were published in The New England Journal of Medicine.

[Ophthalmology]

In January 2012, sales of Mucosta ophthalmic suspension UD 2% commenced in Japan. Used for the treatment of dry eyes, this product is based on the antigastritis and antigastric ulcer agent Mucosta (rebamipide). Overseas, in collaboration with Acucela Inc., development progressed for OPA-6566 for glaucoma, rebamipide ophthalmic suspension for dry eyes, and ACU-4429 for dry age-related macular degeneration. In July 2012, Phase 3 trials were begun in the U.S. for rebamipide ophthalmic suspension.

Clinical Nutrition

In the clinical nutrition area, the electrolyte correction solution Sodium Phosphate Correction Solution 0.5 mmol/mL was launched in Japan in April 2011.

Diagnostics

In the diagnostics area, the WT1 mRNA assay kit Otsuka, which is already included in National Health Insurance (NHI) coverage and widely used as a monitoring marker for minimal residual disease in acute myeloid leukemia, was additionally approved for NHI coverage for myelodysplastic syndrome in August 2011.

RAPIRUN S. pneumoniae HS (otitis media, sinusitis), an in-vitro diagnostic kit for streptococcus pneumoniae, was launched in December 2011. The H. influenzae ELISA kit Otsuka was also approved as a diagnostic aid for H. influenzae infection.
The Otsuka Group’s Challenges for Further Growth

**Highlight 2**

**Pursuing Real Needs of Cancer Patients—Taiho Pharmaceutical’s SurvivorSHIP Initiatives**

Making the research and development of anti-cancer agents a major part of its business for half a century, Taiho Pharmaceutical has been creating Japan’s foremost anti-cancer drugs. As a leading company in cancer treatment, Taiho puts a great deal of effort into helping people who have experienced cancer overcome the challenges they face in life, together with their families, healthcare providers, and other cancer survivors—i.e., SurvivorSHIP.

**Making Taiho Pharmaceutical’s Wealth of Experience Available to Cancer Patients and Their Families**

Nowadays it is common to hear the term “cancer survivor.” Taiho Pharmaceutical takes a broader view of SurvivorSHIP—offering support that encompasses the entire environment surrounding cancer survivors and their families—and is undertaking various support initiatives.

In one initiative, the company has been conducting joint research with the Shizuoka Cancer Center on how best to provide information to patients undergoing anti-cancer treatment as well as to their families. As an outcome of the research, the company launched the SurvivorSHIP.jp website in Japanese in 2007. At present, the website has seven categories of content that introduce schemes and hints for resolving worries faced by patients and their families during chemotherapy or radiation therapy, providing support so that patients and the people around them can live comfortably and face cancer together.

**Responding to Common Concerns with Comprehensive Content**

**Sharing the Voices of Patients and Their Families**

One content section that was published at the time the website opened is Meals with Chemotherapy and Radiation Therapy. This section is a complete online version of the book by the same title. It features ingenious ways of reducing the various side effects of chemotherapy and radiation therapy, describes countermeasures to take when side effects appear, and features patients’ worries and advice from doctors,
nurses, and nutritionists. The site also includes 176 recipes for meals that are appropriate for people with certain conditions or for whom special considerations are required. The same information has also been developed into an Apple iPhone/iPad application, which generated a lot of feedback from many quarters when it was released.

Another section of the website, entitled Worried about Cancer, Wanting to Know about Cancer—the Stomach Cancer Version, provides Q&As on the blog of a woman whose husband has cancer. The objective is to enable patients and their families to resolve the numerous worries they face from the time of cancer diagnosis. There are a total of 100 Q&As covering such matters as the worries and burdens of medical care, day-to-day life and physiological drives, relationships with healthcare providers and family members, employment and financial problems, and mental issues such as anxiety.

A section entitled Hair Loss with Chemotherapy and Radiation Therapy focuses on this common occurrence in cancer treatment. The section includes videos on how to put on and care for a wig and different ways of wearing a scarf, so that patients can put them into practice. It also describes makeup techniques for eyelashes and eyebrows.

Another section is Lymphedema after Cancer Surgery. This section highlights lymphedema, which previously was not often discussed, since it is an aftereffect of surgery, despite the fact that it is an issue that worries many patients. Using writing, illustrations, and audiovisual content, this section provides clear explanations of what lymphedema is and how patients can care for it on their own.

The Chemotherapy and Eye Symptoms section focuses on anti-cancer drugs with a high likelihood of causing side effects in the eyes and describes those side effects. Additionally, the website includes audiovisual content that explains chemotherapy and ways of dealing with its side effects, as well as videos that describe problems following gastric resection and ways to deal with them.

Providing Better Information to Improve Patients’ Quality of Life

Cancer treatment is not something faced by patients alone; it is a joint effort that also includes healthcare providers and family members. This is the idea behind SurvivorSHIP, and it is thought that patients and their families mutually supporting each other is what will lead to the realization of true health. Going forward, Taiho Pharmaceutical will continue to provide information from the viewpoint of patients and their families, not only to enhance treatment of disease but also to improve the quality of life of patients who have to undergo long treatments.