



## *Introduction and Invitation*

**Pharma Delegates 38th Healthcare Seminar**  
**"COVID-accelerated Digital Shift – Evolving Practices in**  
**Patient Healthcare & Digital Interface"**  
**Friday, July 2, 2021**  
**On ZOOM**

Dear Pharma Delegates Member,

We are pleased to invite you to participate in the Pharma Delegates 38<sup>th</sup> Healthcare Seminar to be held on July 2, 2021 on ZOOM web seminar. This year's seminar theme, "Digital Shift - Evolving Practices in Patient Healthcare & Digital Interface" is sure to spark your imagination and provoke stimulating discussions and interactions with your industry colleagues.

The program begins at 12:30 and will end at 17:00.

**Theme:**

**"COVID-accelerated Digital Shift – Evolving Practices in Patient Healthcare & Digital Interface"**

**Speakers:**

**Mr. Takuma Inamura**, Director, Healthcare Industries Division METI

**Mr. Masuhiro Kato**, Ph.D., Representative Director, President, MiraBiologics Inc.

**Mr. William Hall**, President, Ipsos Healthcare Japan

**Mr. Masaru Otsuka**, Strategic Digital Japan Head, Takeda Pharmaceutical Company Limited

**Dr. Ron Park**, CEO, Ambys Medicines. Former EVP of Ancestry Health and VP of Roche Personalized Healthcare

**Prof. Terry D. Kramer**, Faculty Director, Easton Technology Management Center, Adjunct Professor- Decisions, Operations, & Technology Management, UCLA Anderson School of Management

The zoom link URL, the meeting ID and the passcode will be sent later.

Thank you for your support of Pharma Delegates activities throughout the year. It has been a pleasure and honor to serve this term as Chairperson of this organization.

We hope you can also network with your Pharma Delegates colleagues at this event.

Sincerely,

***Ajai Sulekh***

Chairperson

Pharma Delegates

Program

**Pharma Delegates 38th Healthcare Seminar**  
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**Patient Healthcare & Digital Interface**  
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**On ZOOM**

12:15	Zoom open
12:30 – 12:35 (05')	<b>Opening Remarks and Introduction of Program</b> <b>Ajai Sulekh</b> , Chairperson, Pharma Delegates
12:35– 13:15 (40')	<b>Prof. Terry Kramer</b> , Faculty Director, Easton Technology Management Center, Adjunct Professor- Decisions, Operations, & Technology Management, UCLA Anderson School of Management <b>"Innovation in Healthcare: The Critical Role of Technology, Business, Academia and Government."</b>
13:15 – 13:55 (40')	<b>Dr. Ron Park</b> , CEO, Ambys Medicines. Former EVP of Ancestry Health and VP of Roche Personalized Healthcare <b>“Bringing the power of genomics, data, and digital technology to improve consumer and patient health”</b>
13:55-14:05 (10')	Break
14:05 – 14:45 (40')	<b>Mr. Masaru Otsuka</b> , Strategic Digital Japan Head, Takeda Pharmaceutical Company Limited. <b>“Integrated Personalized Healthcare Solution based on patients’ needs”</b>
14:45 – 15:25 (40')	<b>Mr. Masuhiro Kato</b> , Ph.D., Representative Director, President, MiraBiologics Inc <b>“Tectonic Shifts Accelerated by the Corona Disaster: What the Near Future Holds for Pharmaceutical Companies”</b>
15:25-15:35(10')	Break
15:35 – 16:15 (40')	<b>Mr. Takuma Inamura</b> , Director, Healthcare Industries Division METI <b>“Creating New Healthcare Industries for Healthy Longevity in Japan”</b>

16:15 – 16:55 (40')	<b>Mr. William Hall</b> , President, Ipsos Healthcare Japan <b>“COVID-Accelerated Adoption of Digital Channels by Physicians: How Does Japan Fare?  -Findings from a 14 Country Comparative Survey: March 2021 –”</b>
16:55 – 17:00 (5')	<b>Closing Remarks</b> <b>Ajai Sulekh</b> , Chairperson, Pharma Delegates

### **Seminar Fees and Payment Information:**

Pharma Delegates Member	No Charge
Visitor from Member Company	JPY 30,000
Visitor from Non-member Company	JPY 40,000

Visitor attendance fee should be paid **by June 30, 2021 via bank transfer** to the following account.

Account Name: PHARMA DELEGATES  
(or ファーマ デレゲーツ in Katakana)

Account number: 0531162 (Toza -Checking account 当座預金)

Bank Name: SMBCTRUSTBANK, Kobe Branch  
(SMBC 信託銀行 神戸支店)  
(Tel: 078-265-2415)

\* Not Sumitomo Mitsui Trust Bank

\* 三井住友信託銀行ではございません

**Cancellation policy:** Any cancellation of attendance should be informed to the Secretariat:  
[secretary@pharmadelegates.jp](mailto:secretary@pharmadelegates.jp)

Cancellations received **after July 2, 2021** shall be charged in full.