

# Our Patient Centric People: Five years of transformation at Astellas.

## Astellas Patient Centricity Annual Report 2024.

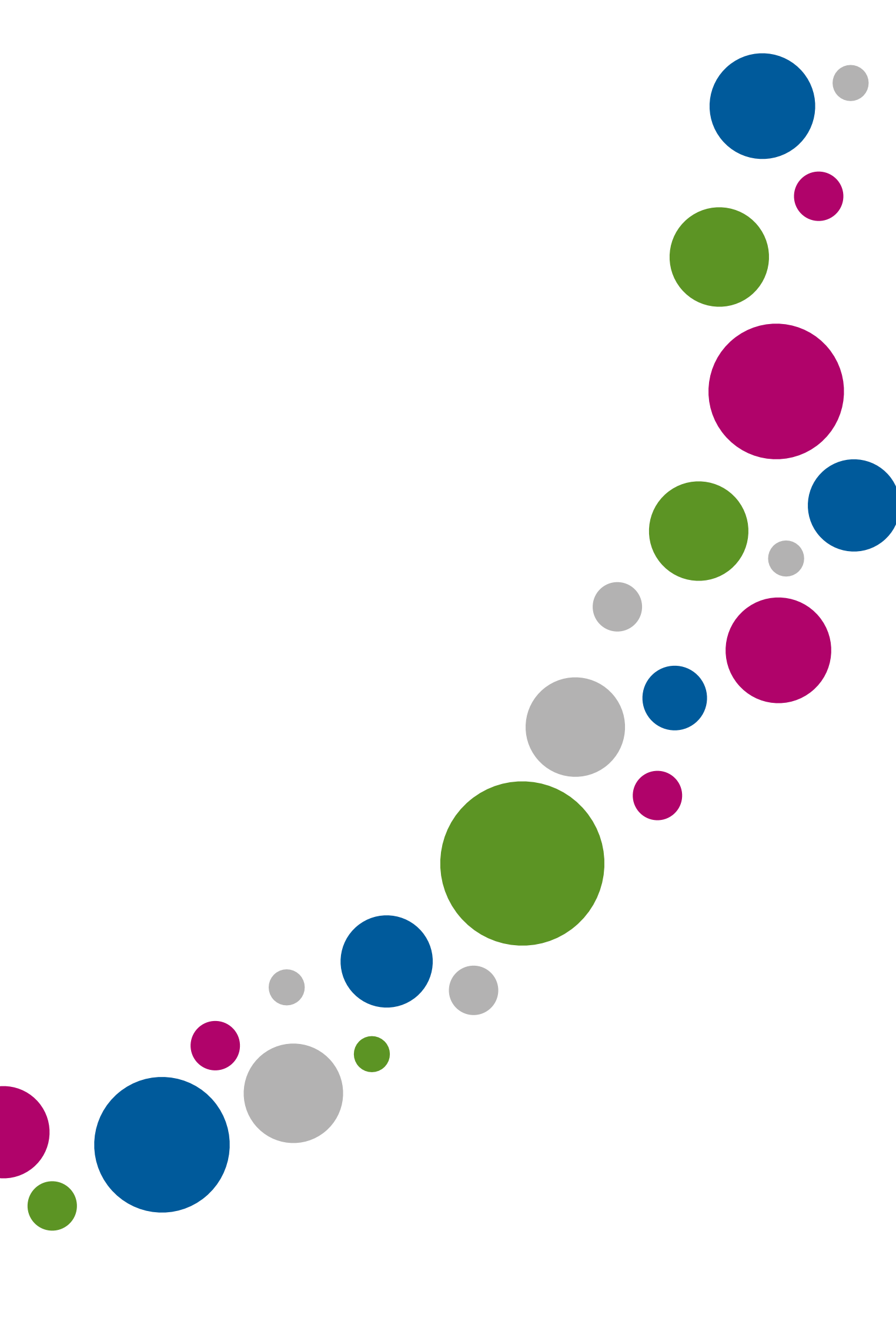


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**PATIENTS ARE WHY™**  
AN ASTELLAS PATIENT CENTRICITY PROGRAM



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# Foreword – five years of transformation at Astellas



## Foreword by Anthony Yanni, Global Head of Patient Centricity, Astellas

As we began to think about our 2nd Annual Report, we quickly realized a critical component would be input from the patient organizations we partner with day in, day out. So, we asked for 360 feedback and had discussions with four patient organizations we work with closely. We captured their thoughts regarding their experiences with our approach to patient centricity and engagement so far, what they want to see from us in the future, and where patient centricity and engagement can be elevated across the healthcare ecosystem.

The theme for this year’s report focuses on the people behind the partnerships. The people who I believe have been the driving force behind five years of innovation and execution in this field. Erin Ward of MTM-CNM Family Connection captures this well, “In recent years, our partnership with the Astellas Patient Centricity Team has been evolving and transformative in bringing greater opportunities for meaningful engagement. Together, we have worked through challenges to establish stronger, transparent and bi-directional communications and collaborations, unifying our shared commitment to advancing therapeutic treatments.”

I recognize there are some pockets of cynicism around these partnerships and the motivation for their development. However, being truly patient centric requires these critical collaborations to exist from discovery through delivery, creating solutions which address needs in meaningful ways while recognizing the individual’s holistic journey of care. These collaborations are fundamentally about understanding and improving patient experiences. As expressed by Takeshi Shukunobe from Power to the People with Chronic Conditions, “Medical care and medicine are for patients, and it is strange that patients as the end users of medicines have not been more involved in the past”.

Here’s the unfiltered feedback from our four partners—the candid snapshots that emerged during our annual review.



## Power to the People with Chronic Conditions, Japan Takeshi Shukunobe

Over the past five years, our collaboration with Astellas has expanded to many areas including holding dialogue sessions to directly convey the voices of people with different conditions.

What has been stark from these conversations is that until now discussions in the healthcare industry have focused on the drug review and approval system, and cost of medicines. Meaning the voices and lived experiences of patients and caregivers can be overlooked. This is something we can address together with Astellas. We want to introduce measures and services that mitigate the difficulties people with illnesses face in their daily lives.



## International Agency for the Prevention of Blindness

### Nick Parker

For us, the strength of our partnership with Astellas lies in the shared journey of collaboration. At its core, this partnership is united by a common goal to enhance global eye health, prioritizing patient and policy awareness and change, greater accessibility and innovation.

Currently, a billion people worldwide lack access to essential eye care services. This challenge is where our mission begins— to ensure everyone has access to the patient-centered eye care they need. Our efforts have already included advancing global, regional, and local advocacy, as well as fostering partnerships at the crossroads of healthy aging and eye care.



## Instituto Oncoguia, Brazil

### Luciana Holtz

Patient advocacy in Brazil has come a long way from the older model based on sponsorship and funding representing “influence” – but this is still a shifting mindset. Many stakeholders still do not fully understand the benefits of patient-pharma collaborations and there is a lot to “demystify”.

We feel our collaboration with Astellas Brazil has allowed Instituto Oncoguia to have more impact on a global scale. It has also promoted better access to healthcare professionals to relay patient needs. In many ways Astellas has been the bridge to connect the healthcare professional experience to the patient experience and that has been mutually beneficial but also unique.



## MTM-CNM Family Connection, US

### Erin Ward

What I value most in any pharmaceutical partnership is a true appreciation for the level of expertise that patients and caregivers bring to the table as equal partners. This is especially true in rare diseases, where clinicians and researchers may only see one or two cases in their career. To harness this expertise and optimize true patient partnerships, we need to re-engineer our thinking to expedite rare disease treatment innovations. I am eager to see how we can work in alliance with industry to expand data sharing, especially real-world data, to accelerate a shift in rare disease treatment paradigms.

In my experience, the Astellas Patient Centricity team has demonstrated a commitment to ensuring that patient centricity is not just a slogan. The current Astellas team continues to prioritize understanding and appreciating the patient and family experience, and the history with the broader patient community’s engagement with pharma. That true grassroots level of understanding, that was missing for some time in pharma-patient collaborations, has been essential to strengthening our partnership and ensuring the result is meaningful for patients and their families.

# Embedding a patient centric culture across Astellas

We are proud of the progress we have made over the past five years, embedding patient perspectives into everything we do to pursue outcomes that truly matter for patients.

2019

Naoki Okamura - Chief Executive Officer (CEO) - had a vision. He believed patients should be at the center of Astellas' culture and medicines development.

So, he set up the Patient Centricity (PAT-C) Function. He brought on Dr Anthony Yanni to lead it, as Global Head of Patient Centricity.

We also created our five Patient Centricity Teams.

2020

Two essential components were defined for achieving this vision:

- Operational: integrating patient perspectives into the creation of all solutions and medicines.
- Cultural: every employee, in every role, consciously thinking about patients in their work.

2021

This was an important year for Astellas. Patient Centricity was elevated as central to the Corporate Strategic Plan.

We held our first Global Patient Centricity Month to help employees stay connected with our patient centric purpose. We also launched the Patient Centricity Solve-a-Thon, giving employees the opportunity to turn their ideas into real patient solutions.

Remarkable engagement showed commitment from all parts of the business. 19 different teams/functions from across the world were involved in Patient Centricity Month, with senior leaders from various functions giving talks alongside patient organization speakers.

2022

With increased patient centric activities, we launched the PATIENTS ARE WHY™ brand to unite them. Patient Centricity Month allowed employees to hear from patient communities. These activities helped us to better understand patient needs and led to increased collaboration with patient communities.

We were also proud to win the Reuters Patient Champion Award. This recognized our actions to bring patient insights into our work.

2023

Patient Centricity Month helped instill responsibility across Astellas employees for outcomes that matter to patients.

Our second Patient Centricity Month was highly commended at the Communiqué Awards for impact on internal culture.

We also launched 'Patient Centricity University'. This learning hub supports employees to make their work more patient centric. The second Patient Centricity Solve-a-Thon offered new opportunities to turn ideas into reality.

2024

Astellas launched its first Patient Partnerships Annual Report!

Building on our work since 2020, our researchers more than ever integrate patient perspectives into decisions. This makes sure our solutions deliver benefits that are meaningful. Development, Medical Affairs, Commercial and other teams consider real-world experiences and behavior. Working with patient communities makes our clinical trials more accessible. Patient centricity is built into hiring, onboarding, and evaluation.

Our approach to patient centricity has truly set the industry standard.

## Next five years and beyond

Astellas is helping other pharma companies adopt this approach. We want every company to focus on what matters most to patients.

We will also use our experience to drive change across entire healthcare systems.

Governments, regulators and payors will continue to include patient perspectives in their decisions. Through our expertise, we will support them to do so.

# Meet the five functional teams that form our Patient Centricity Team

Health conditions can affect everything, from physical and emotional well-being to daily routines. While medical knowledge allows us to understand symptoms and treatments, patients know best how a condition can impact every aspect of life. Understanding these real-life factors guides us, whether we're developing new medicines, studying how current treatments work, or creating patient support programs.

Our five functional teams are committed to learning from patients, their families, friends and others who support them. By doing so, we can focus our efforts on solutions that make a valuable difference to people's lives.

Our five functional teams are:



## Patient Partnerships Team

|                                                                             |                                                                                       |
|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Doug Noland</b> – Head of Patient Partnerships                           |  |
| <b>Stephen Head</b> – Senior Director, Patient Partnerships                 |  |
| <b>Chelsea Moran</b> – Director, Patient Partnerships                       |  |
| <b>Sara Taylor</b> – Patient Partnerships Manager                           |  |
| <b>Caroline Morel</b> – Associate Director, Patient Partnerships            |  |
| <b>Jenny Kite</b> – Director, Patient Partnerships                          |  |
| <b>D'Anna Holmes</b> – Associate Director, Patient Partnerships             |  |
| <b>Liv Gagne</b> – Associate Director, Patient Partnerships                 |  |
| <b>Nicole Genova</b> – Associate Director, Patient Partnerships             |  |
| <b>Christine Brown</b> – Associate Director, Patient Partnerships           |  |
| <b>Hiroyuki 'Rocky' Higashiyama</b> – Senior Director, Patient Partnerships |  |
| <b>Lingyan Li</b> – Associate Director, Patient Partnerships                |  |
| <b>Ying Zhu</b> – Manager, Patient Partnerships                             |  |

## Patient Insights & Solutions Team

|                                                                                                          |                                                                                     |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Joseph Collins</b> – Head of Medical Intelligence & Patient Insights and Patient Insights & Solutions |  |
| <b>Meaghan Krohe</b> – PhD, Director, Patient Insights & Solutions                                       |  |
| <b>Kat Bernacki</b> – PhD, Director, Patient Insights & Solutions                                        |  |
| <b>Sara Magazin</b> – PharmD, Fellow                                                                     |  |
| <b>Olajide Fadare</b> – PhD, PharmD, Fellow                                                              |  |

## Medical Intelligence & Patient Insights Team

|                                                                                                          |                                                                                       |
|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Joseph Collins</b> – Head of Medical Intelligence & Patient Insights and Patient Insights & Solutions |    |
| <b>Alexandre Jaballah</b> – PharmD                                                                       |    |
| <b>Wendy Latash</b> – PhD                                                                                |    |
| <b>Alicia Weeks</b> – MD                                                                                 |   |
| <b>Peter Joo</b> – MD                                                                                    |  |
| <b>Valencia Wilson</b> – PharmD                                                                          |  |
| <b>Brandon Stevens</b> – PharmD, Fellow                                                                  |  |
| <b>Abdurahman Barakat</b> – PharmD, Fellow                                                               |  |

## Behavioral Science Consortium

|                                                            |                                                                                       |
|------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Lisa Mattle</b> – Head of Behavioral Science Consortium |  |
| <b>Laura de Ruiter</b> – PhD                               |  |
| <b>Caroline Smith</b> – PhD                                |  |

## Culture & Integration Team

|                                                                             |                                                                                       |
|-----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Chad Stewart</b> – DBA, Head of Culture & Integration                    |  |
| <b>Michaela (Shelly) Milton</b> – Patient Centricity University Coordinator |  |

# Connecting Astellas with patient communities – our dedicated Patient Partnerships Team

The Patient Partnerships Team is responsible for building and maintaining relationships with patient communities. Astellas’ work is shaped by the connections they make with the right patient organizations and people. They collaborate with patient organizations to create educational resources. They ensure Astellas leads with respect and empathy and has patient interests at heart.

## Examples of our Patient Partnerships projects:

### A partnership with the World Bladder Cancer Patient Coalition (WBCPC): “5 Women, 5 Experiences, 1 Cancer”

For many women living with bladder cancer, their stories can go unheard. To highlight women’s experiences with bladder cancer, the World Bladder Cancer Patient Coalition (WBCPC) launched “5 Women, 5 Experiences, 1 Cancer”. Co-sponsored by Astellas, this campaign captured five women’s unique stories. These five videos discussed diagnosis, treatment and the emotional impact of bladder cancer.

By sharing personal stories, this campaign aimed to inspire others. It also aimed to create a community for women with similar experiences, to advocate for better health outcomes and support women with bladder cancer around the world.

**This link will take you to a non-Astellas website. Astellas does not endorse or accept liability for sites controlled by third parties.**

5 Women, 5 Experiences, 1 Cancer is a video series developed by the World Bladder Cancer Patient Coalition. It shares personal stories from women who have been diagnosed with bladder cancer – in this episode Claudia speaks about her experiences.

## Showcasing stories of lives touched by gastric cancer in the UK

People living with gastric (stomach) cancer face many challenges, from symptoms and difficulty eating to emotional struggles. It is common for friends and family to feel the secondary impact stomach cancer has on daily life too. Hearing the experiences of others can provide both comfort and practical tips when people need it most. “Gastric Cancer & Me” is a campaign that shares real-world experiences from people impacted by stomach cancer. With the support of Guts UK, Astellas filmed three women: Fiona, who was treated for stomach cancer, Gill, whose partner had stomach cancer, and Susie, a clinical nurse specialist. The three short videos highlighted their experiences so that others who were impacted by stomach cancer could relate and gain insights..

Gastric Cancer & Me is a video series which highlights the real-world experiences of people living with gastric (stomach) cancer and their support network. Here, Gill speaks about how stomach cancer affected her late husband. She also shares her advice on how to support a loved one that has stomach cancer.

## Patient discussions: supporting young adults with cancer in Brazil

Cancer does not discriminate who it affects, which means that many people receive a diagnosis at a young age. In Brazil, there is limited information for young adults diagnosed with cancer. This can be challenging at a time when they are searching for answers and in need of practical and psychological support.

Astellas partnered with Flávia Maoli from Instituto Camaleão, a cancer patient organization in Brazil, to create a series of videos aimed at younger adults with cancer. Diagnosed with cancer at 23 years old, Flávia talked about her own experience. She explored topics such as self-esteem, quality of life and the day-to-day challenges of living with cancer. Hosted on Astellas’ Healthcare E-City website, these videos encourage open discussions on these topics.



Flávia Maoli (Founder and President of Instituto Camaleão).



# Creating a Pharmacist Forum for the management of chronic kidney disease in Spain

For people living with chronic kidney disease who need a kidney transplant, there are big challenges to overcome, from the waiting process to the need for lifelong medication. In Spain, hospital pharmacists play a crucial role in supporting patients before and after transplantation. However, they often do not have their own forums to share knowledge and discuss these issues.

In March 2024, Astellas Spain arranged a meeting with 23 hospital pharmacists to facilitate some of these discussions. A key topic was managing anemia in people with chronic kidney disease, and how this may differ before and after transplantation. Juan Carlos Julián Mauro, General Director of the National Federation of Associations for the Fight Against Kidney Diseases (ALCER), attended the meeting to ensure that discussions considered the patient perspective on the journey to transplantation.



Elba de Miguel Farr (Astellas Patient Advocacy Manager, Spain) and Juan Carlos Julián Mauro (General Director, ALCER).



A photo taken at the Pharmacist Forum meeting.

# Supporting the development of a urothelial cancer Patient Forum in China

In 2019, China had more cases of urothelial (bladder) cancer than any other country, and cases continue to grow.<sup>1</sup> Sadly, there is a lack of knowledge of the challenges faced by people with urothelial cancer in China.

To change this, Astellas China partnered with the Fujian Province Cancer Caring Family Charity (FCCF), a nonprofit association, and Dance with Cancer, a leading cancer patient organization. The result of this collaboration was the urothelial cancer Patient Forum. This Forum provided insight into the difficulties encountered by people with urothelial cancer. Based on these insights, the patient organization partners developed a qualitative observation report to drive public awareness and understanding of urothelial cancer.

“From the perspective of a patient organization, Astellas has consistently upheld a patient-centered humanistic approach and forward-looking vision, genuinely caring about the living conditions and feelings of cancer patients.”



Jin Ping, founder of Dance with Cancer



<sup>1</sup>Huang Q, Zi H, Luo L, et al. Secular trends of morbidity and mortality of prostate, bladder, and kidney cancers in China, 1990 to 2019 and their predictions to 2030. *BMC Cancer*. 2022;22:1164. <https://doi.org/10.1186/s12885-022-10244-9> Last accessed: November 2024.

# How our focus has evolved over the past five years

Beginning with a team of seven in 2019, the Patient Partnerships Team has now expanded to include 12 people. Through this growing team, we have been able reach more people and partner with patient organizations all over the world. As Astellas' network has expanded, so has our knowledge. We are reassured by feedback from these communities and organizations that we've made a positive impact.

However, our focus for the next five years is to put more robust metrics in place to understand the true impact of our work.



# Understanding real-world patient experiences – the role of our Patient Insights & Solutions Team

The Patient Insights & Solutions Team recommends what insights to gather to help Astellas understand the impact and limitations of its medicines. They have worked on more than 75 projects over the past five years, shining a light on what is most important to patients, and on those who support them.

## Examples of our Patient Insights & Solutions projects:

### A patient simulation: stepping into the shoes of people with stomach cancer

Unless you live with stomach cancer, it's impossible to grasp how it affects all aspects of life. These impacts include symptoms or the side effects of treatment, to adjusting ways of preparing and eating food. The Patient Insights & Solutions Team partnered with A Life in a Day to create an immersive patient simulation to help our teams gain a deeper understanding of what it's like to live with stomach cancer.

Not only did this inspire our people to keep the patient experience front and center in everything they do, it helped them to become more confident communicating patient experiences.

“ I had the benefit of knowing this was just a simulation and it was still difficult. It really put things into perspective.

Astellas employee who participated in the Life in a Day simulation.

### Sponsoring a patient-focused meeting to inform drug development in the US

Dry age-related macular degeneration (AMD) is a degenerative retinal disease that can cause severe vision loss. It affected over 20 million people in the United States in 2019.<sup>2</sup> There are limited approved therapies for dry AMD, underscoring a need for deeper understanding of the impact of the disease to support innovation.

In March 2024, the Foundation Fighting Blindness, a nonprofit organization that funds research and public health education programs to find treatments and cures for retinal degenerative diseases, held a virtual externally-led patient focused drug development (EL-PFDD) meeting focused on dry AMD. This meeting aimed to provide Food and Drug Administration officials and stakeholders with insights into the experiences of those living with dry AMD, including challenges, unmet needs, and current standards of care. It featured live discussion between patients, caregivers, drug developers, researchers, and healthcare policymakers to help inform clinical trial design and decision making within drug development.

This was Astellas' first sponsorship of an EL-PFDD, led by the Foundation. The meeting was an essential step toward ensuring that stakeholders consider the real-world challenges faced by those living with dry AMD in therapeutic development and regulatory processes.

<sup>2</sup> Foundation Fighting Blindness. Voice of the Patient Report: Dry Age-Related Macular Degeneration (AMD) Externally-Led Patient Focused Drug Development Meeting (EL-PFDD). May 2024. Available from: [https://www.fightingblindness.org/rails/active\\_storage/blobs/eyJmcmFpbHM0bWVzc2FnZSI6IkJBaHBBcVliwZlhwIjpuZDVsLjVwdXl0IjB9IjX2lkn19-2dec154def39783ac239c3ebd41321890f71a063/Final%20Dry%20AMD%20VOP%202024.pdf](https://www.fightingblindness.org/rails/active_storage/blobs/eyJmcmFpbHM0bWVzc2FnZSI6IkJBaHBBcVliwZlhwIjpuZDVsLjVwdXl0IjB9IjX2lkn19-2dec154def39783ac239c3ebd41321890f71a063/Final%20Dry%20AMD%20VOP%202024.pdf) Last accessed: November 2024.

# Understanding the importance of accessibility for people with vision loss in the US

People with low vision or blindness often face daily challenges navigating their environment, accessing information, using technology and overcoming social barriers and misconceptions. To better understand these challenges, the Patient Insights & Solutions and Patient Partnerships Teams held a workshop to allow our people to experience what it's like to live with vision loss.

At the workshop, Sam Seavey, a well-known YouTuber in the blind and vision loss community, shared his personal journey with vision loss. George and Sandra Zimmerman from Zimmerman Low Vision demonstrated their low-vision simulation goggles. These goggles simulate the effects of different types of vision loss including tunnel vision, glaucoma and geographic atrophy. This allowed our teams to try completing everyday tasks with simulated vision loss, like walking, reading, recognizing faces, and engaging with healthcare information.

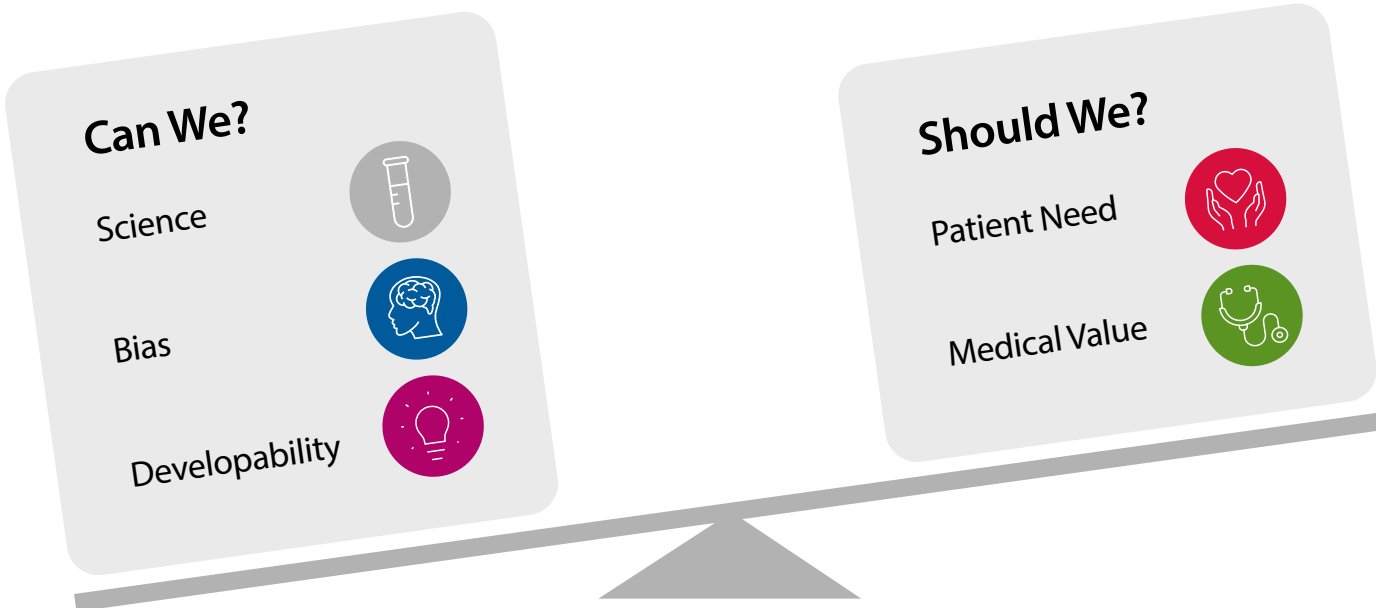


Astellas US colleagues with Sam Seavey, and George and Sandra Zimmerman.

# Supporting Research and Development decision-making – our Medical Intelligence & Patient Insights Team

When we develop new medicines, we must consider the balance between what patients need and what we can create. The Medical Intelligence & Patient Insights Team is critical in finding this balance.

They work directly with patients and teams developing medicines at Astellas to provide a deep understanding of the challenges patients encounter and what would help them better manage their condition.



Astellas’ goal is to balance the scales between outcomes patients need and what is scientifically possible to develop.

## An example of a Medical Intelligence & Patient Insights project:

### Using insights to inform medicines development for a rare disease

Mitochondrial encephalopathy, lactic acidosis, and stroke-like episodes (MELAS) is a rare disorder that affects the nervous system and muscles.<sup>3</sup> People with MELAS can experience stroke-like episodes that weaken one side of the body.<sup>3</sup> Unfortunately, data on this condition is scarce meaning that healthcare professionals don’t have a clear picture of how it affects different people or what treatments may work best.

The Medical Intelligence & Patient Insights Team conducted a complete review of available information and spoke to people living with MELAS and the healthcare professionals treating them. They found more people living with MELAS than initially estimated and identified many unmet patient needs.

The research identified ways in which Astellas could adapt medicines development to better support patients. This included how to improve patients’ symptom tracking during medical studies.

“ This invaluable data will be used to help guide our new target strategy and will shape our thought process for new medicines.

Astellas employee who worked with the Medical Intelligence & Patient Insights Team.

<sup>3</sup> National Organization for Rare Disorders. MELAS syndrome: disease overview. <https://rarediseases.org/rare-diseases/melas-syndrome/>  
Last accessed: November 2024

# Exploring the connection between behavior and health outcomes – the focus of our Behavioral Science Consortium

The Behavioral Science Consortium brings together a team of global academic experts to provide a deep understanding of the psychological and emotional challenges that impact patient health outcomes. Since 2020, the Behavioral Science Consortium has completed over 40 projects in 13 countries, with partners across 11 areas of health.

## Examples of our Behavioral Science Consortium projects:

### Identifying treatment barriers for people living with prostate cancer in the US

Metastatic castration-sensitive prostate cancer (mCSPC) is a type of prostate cancer that has spread beyond the prostate to other parts of the body. A prostate cancer diagnosis can be difficult to receive. People live with the physical effects of the cancer and treatment while dealing with concerns around their future.<sup>4</sup>

Using combined treatments at diagnosis can slow the growth of cancer more effectively early on.<sup>5</sup> This approach can also reduce symptoms, and help people maintain quality of life. Yet many patients do not receive it.<sup>6</sup>

The Behavioral Science Consortium identified why patients were or were not getting this treatment. They carried out a study involving more than 330 urologists and oncologists. This study received significant attention among healthcare professionals who questioned if they could better serve patients by changing their own behavior.



<sup>4</sup> Brunckhorst O, Liszka J, James C, et al. Mental wellbeing and quality of life in prostate cancer (MIND-P): protocol for a multi-institutional prospective cohort study. *PLoS One*. 2023;18(4):e0284727. <https://doi.org/10.1371/journal.pone.0284727> Last accessed: November 2024

<sup>5</sup> Wallis CJD, Satkunasingam R, Nguyen D, et al. Understanding variation in treatment intensification for de novo metastatic castration-sensitive prostate cancer (mCSPC): a population-based cohort study. Meeting abstract from 2024 ASCO Genitourinary Cancers Symposium. *J Clin Oncol*. 2024;42(4 suppl). Abstract 69. [https://doi.org/10.1200/jco.2024.42.4\\_suppl.69](https://doi.org/10.1200/jco.2024.42.4_suppl.69) Last accessed: November 2024

<sup>6</sup> Swami U, Hong A, El-Chaar N, et al. Underutilization of standard of care (soc) treatment intensification in patients (pts) with metastatic castration-sensitive prostate cancer (mcspc) by specialty. 2022. *J Clin Oncol*. 2022;40(6 suppl). Abstract 183. Last accessed: November 2024

# Creating a screener tool to support women experiencing hot flashes

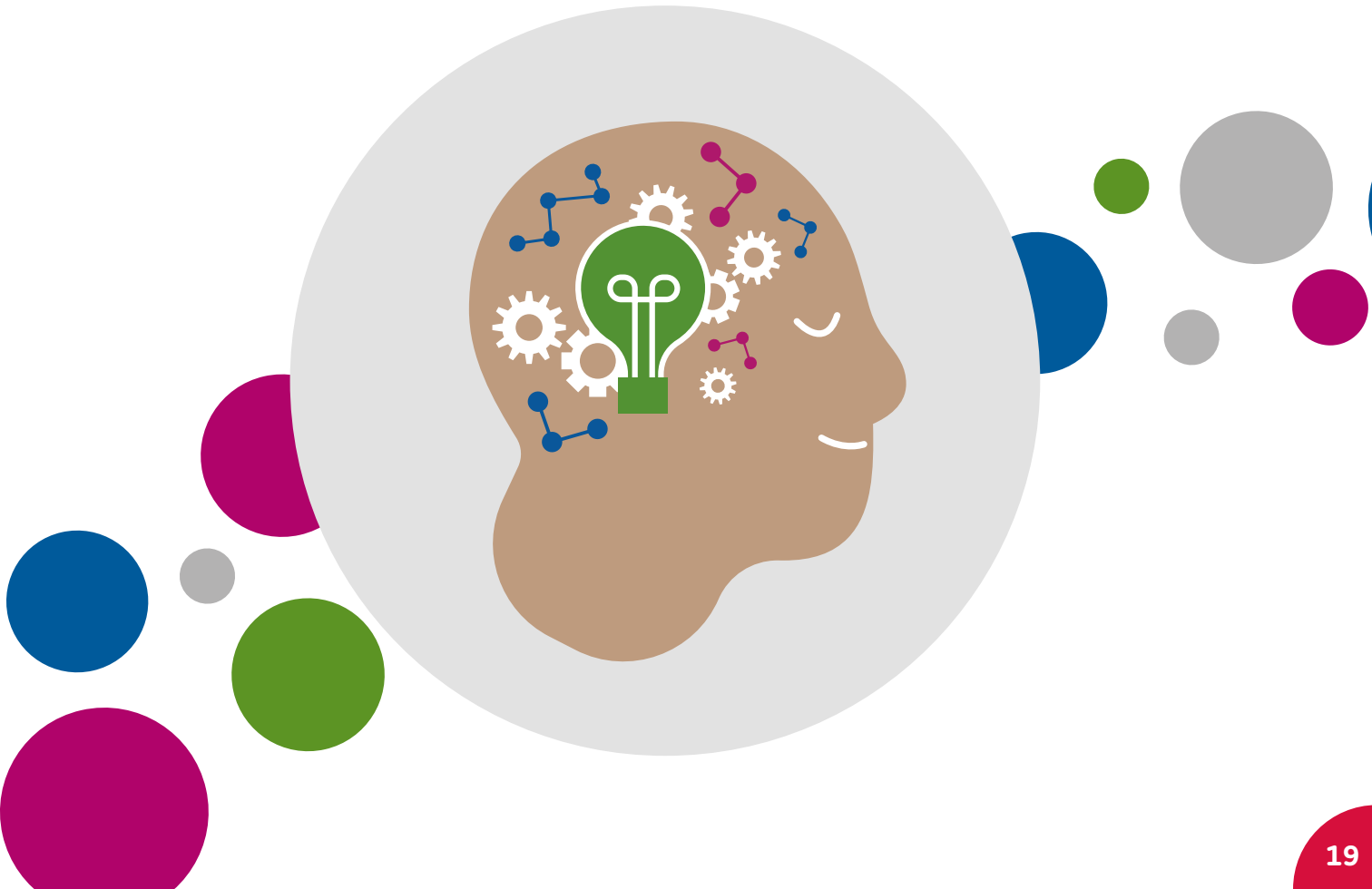
Many people living with underdiagnosed, moderately to severely bothersome hot flashes due to menopause may hesitate to discuss this condition with their healthcare professionals. This can be due to stigma, fear of dismissal, or the belief that symptoms are a normal part of aging. Clinicians may also avoid the topic due to time constraints, lack of training, or bias in healthcare.

When beginning the development of a patient-centered screening tool, the Behavioral Science Consortium conducted focus groups to integrate patient voices into screener questions. This ensured the questions resonated with the way patients communicate about and experience their symptoms. Providing an evidence-based screening tool like this can help break down barriers faced by patients and empower healthcare professionals to better support patients in recognizing their symptoms and exploring treatment options.

“The Behavioral Science Consortium is working every day to ensure the language used in Astellas’ own materials can connect to the patients who need them the most.”



Behavioral Science Consortium Faculty Partner,  
Rene Almeling, PhD, Sociologist, Yale University



# Embedding true patient centricity – the work of our Culture & Integration Team

At Astellas, our goal is to create meaningful improvements in patient experiences and outcomes. We do this by defining what true patient centricity looks like and measuring everything we do against this. This is where our Culture & Integration Team comes in. They embed patient centric practices and processes across Astellas, from those teams engaging with patients to HR and accounting.

## Examples of our Culture & Integration projects:

### The launch of our Patient Centricity University has helped instill a patient-first mindset across the organization

Being open and seeking to understand what is most meaningful to patients, their families and others who support them is everyone’s responsibility at Astellas. Patient Centricity University is designed to support this by providing education and training to our people. These resources help them adopt a patient-first mindset and build capabilities that support patient centricity in their day-to-day roles.

Over 200 of our people have graduated from the first level of Patient Centricity University, “Ambassador”, which introduces the concept of patient centricity and why it matters. The second level, “Advocate”, launched in April 2024. It supports our people by providing more practical guidance on how to adopt patient centric practices in their own work. Levels 3 and 4, “Champion” and “Innovator”, will launch in 2025 and 2026.

“As a graduate of the Patient Centricity University Ambassador Program, I feel more comfortable to embed the patient voice in my work going forward.

Alexander Chettiath, Digital X Team



The Patient Centricity University ‘Ambassador’ course.

# We launched Patient Advocacy Organization Action Week to celebrate the invaluable work of patient organizations

Patient organizations are essential for patients. They provide support, education and representation in a challenging healthcare landscape. These organizations are also a vital bridge between us and the patients we serve, offering invaluable insights into patient experiences, needs, and priorities.

To raise awareness of the support and resources patient organizations offer and to help connect patients with these organizations, Astellas launched our first-ever Patient Advocacy Organization Action Week.

The campaign included social media activity, media coverage and volunteering by Astellas employees. Four in five participating groups saw an increase in engagement on their social media channels and half reported an increase in visits to their website.

To mark Patient Advocacy Organization Week in June 2024, Astellas created a short video to show patients why and how they can find a patient organization for their health condition and needs.

# How we work with patient communities

## – Listen. Learn. Collaborate.

Every year our people are involved in hundreds of initiatives that engage and support patient communities. We are proud of their passion and how they bring to life the three words that define our patient centric work – Listen. Learn. Collaborate.

These words motivate us to ensure we act on what patient communities tell us and filter their insights into everything we do.

### Listen

Astellas listens directly to patient groups, patients, their families, and others who support them about their unique experiences, real-world behaviors, unmet needs, and priorities.



Régis Lenoir from Laurette Fugain visited the Astellas France offices to speak about his experience living with acute myeloid leukemia, during Blood Cancer Awareness Month.



During Patient Centricity Month 2024, the Astellas Spain management team took part in an interactive exercise to share what inspires them in their daily work.

Astellas US attended Visions 2024, the global conference organized by the Foundation Fighting Blindness.



In February 2024, Astellas Hungary organized a roundtable discussion that aimed to shift mindsets towards menopause.



The roundtable was attended by two women going through the menopause transition and a menopause ambassador with a large social media following.

## Learn

Astellas learns from the insights shared by the patient community, integrating the patient perspective into decision-making at every stage of our work. Astellas also creates long-lasting relationships that deliver impact for patient organizations, patients, and their friends and family.



**Astellas China** worked with Mr Liu Zhengchen, Founder of the New Sunshine Charity Foundation, during the 2024 Patient Centricity Month event, "Patient Centric Forum – Collaboration with Patient Organizations".



**The Public Affairs team at Astellas Nordic** held a meeting for digital opinion leaders in January 2024, focused on gaining insights on how to spread knowledge and awareness around the menopause.



**The Astellas UK team** wearing the "Menovest", which simulates symptoms of the menopause to help people understand the impact the menopause transition can have.



**Astellas teams from Colombia and Mexico** attending the 2023 Latin American Oncology Congress.



For World Cancer Day 2024 the team at **Astellas Germany** were joined by Markus Bessler, Managing Director of the Bavarian Cancer Society, to discuss challenges facing those living with bladder cancer and the need for open dialogue about the condition.

## Collaborate

Astellas collaborates with patient groups to make a real difference in people's lives by advancing awareness, education, and support.



**Astellas Belgium** colleagues proudly sponsored the first edition of the Belgian Transplant Games in September 2024, aiming to bring together people who have had organ transplants and dialysis.



**The US Team** at a research and education event organized by the Friedrich's Ataxia Research Alliance (FARA) in July 2024.



**Founder of Panda and Friends, Mr Han Kai** is one of Astellas' patient organization partners in China. He believes that collaborations between pharmaceutical companies and patient organizations not only safeguard patient interests but also foster innovation and mutual growth for both organizations.



**Astellas India** held its first ever Indian patient engagement event focused on oncology in May 2024, to discuss the impact of bladder cancer on patients' lives and the need for greater focus on bladder cancer management. The event was attended by multidisciplinary teams of doctors and oncologists from reputed Indian hospitals, as well as people living with bladder cancer, caregivers, patient advocates, and policymakers.



**Astellas US** responded to AMDA's request to present a clinical update on different gene therapy approaches for late-onset Pompe disease.



**The team at Astellas Colombia** joined the Colombian Association of Transplanted Athletes (ACODET) to complete an Ironman race in Cartagena.



**Astellas US** were one of the sponsors that supported The Society for Women's Health Research in creating a Menopause Toolkit and Workplace Guides.

# Heartfelt thanks to patients, our partners and passionate team

We want to take a moment to recognize the incredible dedication of our employees and the remarkable patient organizations who have been instrumental in our journey. Each team member has brought unwavering commitment, empathy, and innovation to our mission of patient-centered care. Our partnerships with patient organizations have been more than collaborations—they've been transformative relationships that have fundamentally reshaped our understanding of patient experiences.

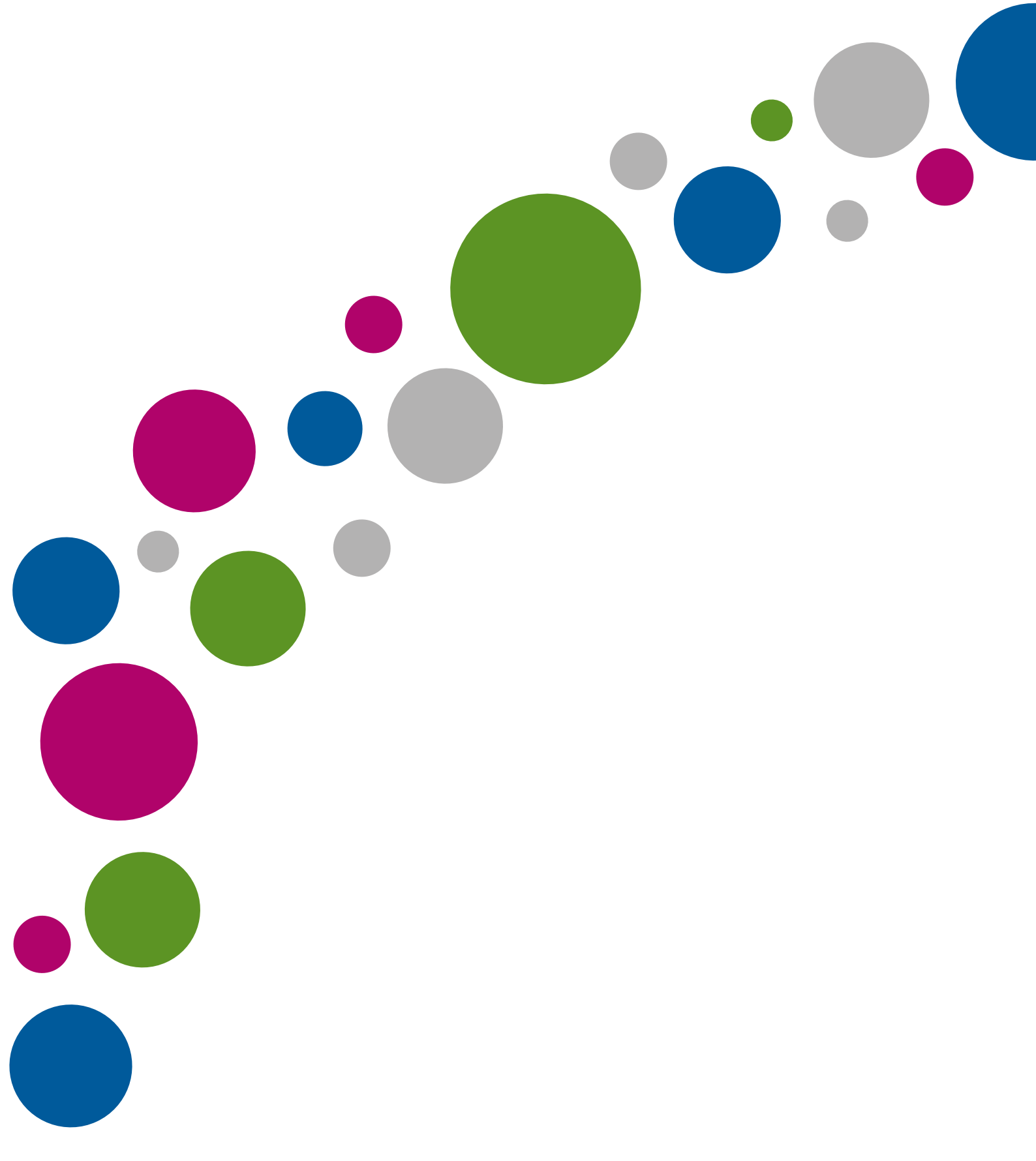
These partnerships represent the true heart of our work. The patient organizations we work with have been our guides, our teachers, and our most important critics. They've helped us see beyond clinical data to understand the real human experiences behind every treatment, research initiative, and policy recommendation.

Our employees and partner organizations have shown that meaningful change happens through listening, learning, and collaborating. Their collective passion has been the driving force behind our most significant advances—breaking down barriers, challenging assumptions, and creating more compassionate healthcare solutions.

As we look to the future, we are grateful for the trust, collaboration, and shared vision that our team and patient partners have cultivated. Together, we continue to push boundaries, amplify patient voices, and work towards a healthcare ecosystem that truly puts patients at its center.



Anthony Yanni,  
Global Head of Patient Centricity,  
Astellas





We welcome your thoughts and feedback on what the Patient Centricity Teams have done well, and where there are areas for improvement. Please email us to share your feedback: [patientcentricity@astellas.com](mailto:patientcentricity@astellas.com)

