

# Reflections from this year's listening, learning, and collaborating with patient communities.

Astellas Patient Partnerships Annual Report 2022/23.



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**The Patient Centricity Division at Astellas allows us to systematically bring patient insights into the organization and act on them.**

**The Patient Partnerships Team**  
works to create trusting relationships with patients and advocacy organizations to bring their voice into Astellas

**Behavioral Science Consortium**  
seeks to enhance organizational understanding of patient behaviors in a real-world setting



**The Medical Intelligence & Patient Insights Team**  
provides an exam-room perspective (insights from patients and healthcare professionals about their experiences) to R&D decision making

**Patient Insights & Solutions Team**  
provides actionable insights based on a holistic understanding of the patient in the real-world setting, utilizing data and qualitative research methods



**The Culture & Integration Team**  
creates a global culture of patient focus for every employee in every role in Astellas

# We value the whole picture

## Foreword by Doug Noland, Head of Patient Partnerships, Patient Centricity Division, Astellas



**“ Patient insights are critical to Astellas having the whole picture and using that picture to develop medicines that meet the needs of patients. We can’t just push ahead based on what’s scientifically *possible*, we must go in eyes wide open as to what’s *meaningful* to patients and their caregivers. ”**

***Reflections from this year’s listening, learning, and collaborating with patient communities***, is Astellas’ first Patient Partnerships Annual Report. It focuses on the value of patient communities and our collaboration with them, and how patient insights help us inform our decisions and associated actions within the Patient Partnerships Team and across the wider Astellas organization.

I have a huge admiration for the work that patient organizations do, advocating for the needs and rights of patients, helping ensure that those who need them have access to life enhancing treatments, education, and support and sharing patient and caregiver experience to make this possible. At Astellas, we not only appreciate the hard work and dedication that patient organizations bring to their work, but we are also thankful for the value they bring to ours. We recognize that many patient organizations have been established by parents and families in a determined search for and commitment to hope and help, especially in the rare disease space. We acknowledge and support all the work that they have done and continue to do to help improve the lives of those they love and the many others who are seeking help and guidance as they navigate life affected by disease. It is through working together and leveraging the passion, deep patient insights and robust capabilities of patient organizations that Astellas can better meet the needs of patients.

For the past few years, we have built capabilities, changed systems, challenged mindsets and fostered a new culture that not only embraces patient engagement but sees the true value of patient insights. We are now better placed to quickly put the needs of patients and their caregivers at the heart of our decision making. Our new processes and truly global patient centricity model mean we can act on what we learn, across all diseases and areas of the world in which we are active.

Early and often. These are two words that best encapsulate how we engage with the patient community. Our goal is to always engage with patient organizations at the earliest and most appropriate opportunity and continue to liaise and learn what their needs are and what matters to them. Working together, we stand the best chance of delivering more value to patients, and building that into the development of new medicines, programs, services, and support that we deliver to the community.

PATIENTS ARE WHY™. This is our purpose and the motivation behind our work. It is the common denominator that we have with patients and patient organizations – they raise our understanding of what patients need, which we put at the heart of everything we do.

So now is the time to hold ourselves accountable to the unrelenting pursuit of this commitment – to not only look at what we have done, but what we can do even better going forward, because we want to do better and do more to help patients and caregivers by delivering on their unmet needs. This Annual Report is our benchmark.

The Patient Partnerships team has made great strides, however, our commitment is to continuous improvement. Whether through learning from shortcomings, or ensuring timely, appropriate communication, the team is dedicated to improving access to opportunities to bring VALUE to colleagues and patients alike. I welcome any thoughts you may have about how we can improve the work we are doing with you and for patients and their caregivers. You can reach me anytime at [doug.noland@astellas.com](mailto:doug.noland@astellas.com).

**We hope you enjoy reading about the work we have accomplished with patient communities across the world.**

# About Astellas and the Patient Partnerships Team

Astellas is dedicated to improving the health of people around the world through innovative and reliable medicines. Today, our Astellas medicines are available across the globe and our growing Patient Partnerships Team is taking active steps to engage and support patients, caregivers and patient organizations worldwide.

In 2022/23, our Patient Partnerships Team had:



**100+**  
patient organization  
collaborations across  
15 diseases



**44+**  
projects running  
for patients,  
with patients



**29**  
countries  
covered



**Countless**  
insights from patients  
and families informing  
our planning

Beyond our Patient Partnerships Team, we believe that patient engagement is everyone's responsibility at Astellas. In 2022, **26 teams** reported working on projects with patient communities. Our ambition is to continue to connect with and support many more patient communities worldwide.



**Astellas colleagues at La course du coeur 2022** (a sporting event in France) raising awareness of organ donation.



**Astellas Spain colleagues** after the Solidarity run for World Kidney Day (9th March).



**Juan Carlos Julián and Monica Suengas** from the **European Kidney Patients Federation (EKPF)** at the Astellas PC booth at European Renal Association (ERA) Congress 2023.

# Meet our Patient Partnerships Team

Many people around the world contribute to the success of the Patient Partnerships Team at Astellas, with each region having a lead person to spearhead the work we do in partnership with patients, caregivers, and patient organizations.

## United States



### **Jenny Kite, Director, Patient Partnerships US – Acute Myeloid Leukemia and Stomach Cancer**

Jenny is passionate about the work that the Patient Partnerships Team does. She is committed to helping improve people's healthcare experience through working with patients, caregivers, and patient organizations, giving them a voice to share insights that will help contribute to the creation of better products and services to support their daily lives.

### **D'Anna Holmes, Associate Director, Patient Partnerships – Bladder and Prostate Cancer**

D'Anna joined Astellas in 2018 attracted by their focus on changing the lives of patients and their families, an ambition that filters into the work that Astellas does, and something that D'Anna hopes the people who Astellas interacts with recognize.



### **Liv Gagne, Associate Director, Patient Partnerships US – Women's Health**

Liv has been at Astellas for 13 years, working across various departments. For the past six years she has focused on bringing patient insights into Astellas, focusing on their experiences and healthcare journeys. She believes that by incorporating patient voices into the work that Astellas does, they will be better able to support their unmet needs.

### **Nicole Genova, Associate Director, Patient Partnerships – Rare Diseases: Mitochondrial disease and Ophthalmology**

Nicole has more than 20 years of pharmaceutical and medical device experience, spending the last five years working closely with patients with chronic diseases. Astellas' reputation for patient centricity is what attracted Nicole to join the team, allowing her to focus on an area of healthcare that was important to her – the patients. Being part of a support system for patients and their families and caregivers is what motivates Nicole to do her job.



### **Christine Brown, Associate Director, Patient Partnerships US – Pompe and Friedreich's Ataxia**

Christine has more than 15 years of experience in the rare disease community as a caregiver, patient advocate and industry professional. She is passionate about bringing the expertise of patients to all aspects of drug development and has experienced firsthand how patient input can make a difference in the drug approval process. Her passion is to make a difference in the lives of people living with rare disease.

## Europe and International Region

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### **Stephen Head, Senior Director, Patient Partnerships**

Stephen joined Astellas in 2020. With a background as a pediatric nurse, he has first-hand experience working closely with patients and their families on their health journeys – working with the Patient Partnerships Team allows him to create connections with patients and their families and caregivers, which help Astellas to understand their needs and make a real difference.

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### **Chelsea Moran, Associate Director, Patient Partnerships Europe – Women’s Health, Chronic Kidney Disease and Muscle Disease, X-linked myotubular myopathy interim**

Chelsea has an established history of advocating for patients and their needs. For her, it is a privilege to work closely with patient communities to learn what matters to them most and to hear their experiences first-hand. By sharing this information with her colleagues, it helps to ensure that Astellas keeps patients at the heart of what they do.

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### **Sara Taylor, Patient Partnerships Manager, Strategic Partnerships – UK and Ireland**

Sara has been with Astellas for more than 10 years, working in Australia, the UK and Ireland, managing the Grants and Donations program, and most recently as a member of the Patient Partnerships team. Both roles have allowed her to work closely with patients and patient groups, which Sara believes is important for patients and for Astellas.

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### **Caroline Morel, Associate Director, Patient Partnerships**

Caroline has more than 20 years of experience in the pharmaceutical industry. Her passion for patient centricity and ensuring that pharma collaborates with the patient community made her a natural fit for the Patient Partnerships team, helping Astellas deliver value with our products and services.

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## Japan and Greater China



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### **Hiroyuki 'Rocky' Higashiyama, Senior Director, Patient Partnerships – Japan and Greater China**

Rocky joined Astellas in 2020, coming from a background in research and clinical trial programs. It was his work in this area that helped him realize the importance of patient voices in the development of medicines.

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### **Lingyan Li, Associate Director, Patient Partnerships – Greater China**

Lingyan joined Astellas in 2019. Working as an external and internal consultant has allowed her to develop a holistic understanding of the Chinese healthcare industry and gain down-to-earth patient insights in multiple therapeutical areas. Patients' experiences, insights, and unmet needs are critical for Astellas to develop innovative healthcare solutions.

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### **Ying Zhu, Manager, Patient Partnerships – China**

Ying joined Astellas in 2007 in the Marketing and Medical Affairs department, where she helped educate transplant patients, working to help them achieve a better quality of life. She moved to the Patient Partnerships team in April 2022, where she has continued to focus on better understanding patient needs and bringing these insights into the organization, with the goal of helping patients live with dignity, happiness, and health.

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# Our commitments to patient engagement

It is important to us that patient communities know what to expect when collaborating with Astellas, which is why we have made public our 10 commitments to patient engagement. These are the guiding principles that we hold ourselves accountable to, and shape how we operate.

## Our commitments

- 1 We prioritize** long term commitment
- 2 We strive** to improve public policies on education, awareness, access and clinical research
- 3 We value** and respect the privacy of patient data
- 4 We advance** shared goals around innovation and awareness
- 5 We partner** based on shared objectives to improve patient outcomes
- 6 We adhere** to high ethical standards
- 7 We believe** in transparent and appropriate financial relationships
- 8 We advocate** for patient-centered policies by listening to patient and caregiver communities
- 9 We are clear** about our patient-centered purpose and desired results
- 10 We respect** patient organizations' values and independence

## Ryo Ito, Chairperson of The Patients Association of Congenital Myopathy, Japan, reflects on his experiences collaborating with Astellas.



We have been collaborating with Astellas since December 2020, to support patients and their families who have been impacted by myotubular myopathy, which is a condition that primarily affects a person's muscles. As an organization, our aim is to raise awareness about congenital myopathy and identify areas for cooperation in research and development with healthcare professionals and pharmaceutical companies.

Together with Astellas we held a lecture on 'Improving disease awareness and patient experience of myotubular myopathy', which resulted in several requests for interviews by Astellas staff on the medical care environment and medical needs of myotubular myopathy in Japan, and problems associated with patients' daily life to help inform their work and research.

By working together with companies like Astellas, we can make more people aware of the impact of diseases like congenital myopathy and highlight the need for more investment to support research in this area, so that people can live better lives with myotubular myopathy.

It is important to have this joint goal with Astellas and we are grateful that they collaborate with us in a transparent and meaningful way.



*Ryo Ito, Chairperson of The Patients Association of Congenital Myopathy, Japan, who has partnered with Astellas since December 2020*



## Andrea Eidelman, Chief Executive Officer of Debbie's Dream Foundation, highlights the importance of communication within industry partnerships.



Communication between patient organizations and industry partners is vital to creating productive and transparent relationships. As patient organizations, it is important that we understand what our industry partners are working on so that we can effectively communicate this to patients. We bridge the gap between our industry partners and the patient community, helping Astellas and others understand the patients' concerns.

Astellas supports our work at Debbie's Dream Foundation for gastric cancer patients, and they are in tune with what patients want and need. I have found the team to be very responsive to new ideas we may want to initiate for the patient community.

I also value consistency. Having a consistent person to speak to at Astellas over the span of our relationship, which has been 4 years, is wonderfully reassuring. I don't have to start at the beginning and explain everything about who we are and what we do every time. Over the years, we have worked across several initiatives together, including webinars, our nutrition program, and our patient resource education program, and we have developed a good relationship with the team, considering them to be a valuable partner. Most recently, we have focused on mental health, an important topic in the patient journey, starting from initial diagnosis to survivorship.

It's not just funding support that patient organizations need, but the connections and resources that working with industry provide, allowing us to support patients better. These are just a few reasons why I look forward to continuing our successful partnership with Astellas in the future.



*Andrea Eidelman, Chief Executive Officer of Debbie's Dream Foundation, who has partnered with Astellas in her work to help gastric cancer patients*



**'Maintaining a Healthy Lifestyle After Transplantation,'** an information-sharing evening at Sheba Hospital, Israel, for kidney transplant recipients and their families.



**Daniel Barsook, from Primary Mitochondrial Myopathy and Nicole Genova from Astellas US,** at United Mitochondrial Disease Foundation's (UMDF) 2023 Medical Symposium.



We have **Claire Wright** from The Lily Foundation, **Angelina Namiba** an independent HIV Advocate and **Lydia Makaroff** from Fight Bladder Cancer at the World Without Disease congress.

# What matters to you – the community perspective

This section of the Annual Report focuses on the perspectives of patient organizations. We asked three patient organizations to tell us what is important to them when working with pharmaceutical companies, including the value they seek from these relationships.

## Mutual respect is the heart of collaboration in China



*Gu Hongfei, Vice-Chairman of Hongmian Cancers and Rare Disorders Charity Foundation of Guangzhou and founder of House of Lymphoma, shares his thoughts on the value of collaboration.*

Hongmian Cancers and Rare Disorders Charity Foundation of Guangzhou is a non-profit organization; we support and fund charity projects across a range of disease areas, including cancer and rare diseases. We first collaborated with Astellas in 2022, when I was invited to speak at an internal event for Astellas' Global Patient Centricity Month.

We have collaborated with more than 20 industry partners, through this experience, we have come to value and believe that collaboration should be patient-centered. It's a relationship that is based on mutual trust and cooperation, where both parties benefit. The value of true collaboration is through working together to develop treatments that meet patient needs through patient insights, while also improving their access to medications and educating patients and their families.

In the future, we hope that there's a long-term partnership between patient organizations and industry based on trust, respect, and professionalism, creating the opportunity for patient organizations to participate in the entire lifecycle of new drug development.



*Gu Hongfei, Vice-Chairman of Hongmian Cancers and Rare Disorders Charity Foundation of Guangzhou and founder of House of Lymphoma, has partnered with Astellas across several activities in the past*

## Communication is key to reaching patients in Latin America



*Leticia Aguiar, from Movement Against Prostate Cancer in Latin America (MOLACAP), tells us how communication and collaboration add value for patients.*

MOLACAP helps to prioritize prostate cancer throughout the region and increase disease awareness. We accomplish this by helping people living with prostate cancer understand their illness, advocating for early diagnosis and treatment, getting involved in research and investigating hurdles that patients face to help find solutions to patients' needs. We have worked with Astellas for over five years in Argentina, Mexico, Colombia and other parts of South America.

One of the things I value about working with Astellas is that the communication and coordination they have with our local offices and the interest they show in our programs and goals has been great. The trust and freedom we experience through our partnership with Astellas is something we really appreciate.

From my experience, working with industry partners has many benefits, including access to knowledge that we would not otherwise have access to, and broader communications reach to help evolve the work that we do and to connect with more patients. For example, many men in Latin America don't understand the different stages of their disease, our collaboration with Astellas and others has helped us to reach more patients to share valuable knowledge with them about their diagnosis.

At MOLACAP we are happy with the impact we have been able to make to the lives of people living with prostate cancer through our partnership work with Astellas.



*Leticia Aguiar, from Movement Against Prostate Cancer in Latin America (MOLACAP), has partnered with Astellas across several activities throughout Latin America*

# Listening, respect and sustainability are essential ingredients for successful relationships



*Alex Filicevas, Executive Director of the World Bladder Cancer Patient Coalition (WBCPC), highlights the importance of collaboration to help both patient organizations and industry achieve their goals.*

WBCPC started partnering with Astellas in 2020, a year after we were established. It has been a fruitful, collaborative relationship, based on trust and mutual respect. The growth and success that we have achieved would not have been possible without the support and commitment of Astellas and our other industry partners.

We have been fortunate to partner with Astellas on several projects, including the World Bladder Cancer Patient Forum. Launched in 2021, the second forum allowed us to bring bladder cancer patient advocates from around the world together and Astellas joined the event participating in the panel discussions. This was a great example of collaborative working and I believe that nothing can be achieved to its best by working in silo. It's through true partnership and collaboration that we will achieve our goals of helping patients. Whilst it can sometimes be difficult to navigate various in-country guidelines and codes of conduct that regulate relationships between patient organizations and pharmaceutical companies, these guidelines are reassuringly bureaucratic and provide both parties the independence and autonomy they need to deliver better outcomes for patients.

The interpersonal relationships that we have fostered with the Astellas team, play an important role in our ongoing partnership. We have been able to build and maintain an environment that allows for open and ongoing feedback and discussions, allowing us to better listen and learn from each other. This bi-directional communication has helped us to identify the needs and obstacles of both sides of the partnership and work together to find solutions.

Looking forward, I would like to see our relationship with Astellas continue to strengthen as we find new ways to collaborate within the patient community and across borders.



*Alex Filicevas, Executive Director of the World Bladder Cancer Patient Coalition (WBCPC), has worked closely with Astellas since partnering in 2020*

## Three principles for good collaborative working, according to Alex Filicevas:



**Listening** – being open to hearing the needs and worries of the other and being clear about who has what roles and responsibilities.



**Respect** – being open to and respecting each other's boundaries, respecting the individuality of each other's perspective, and looking for and working towards a common solution.



**Longevity and sustainability** – relationships should never be transactional; they should be collaborative. There will always be learnings to take away from projects, but this will only add value to long term relationships.

# Patient Partnerships in action

In 2022, we worked with over 100 patient organizations and relevant partners on more than 40 initiatives for patient communities. Here are eight examples of our work, from different stages of the medicine's development lifecycle.

## Partnership with Friends of Cancer Research to simplify clinical trial information



Information about clinical trials isn't always easy to understand and can create more questions than answers, leaving people unsure about whether to participate or not. At Astellas, we want people to be confident in their decision, so we consulted with patient advocates through Friends of Cancer Research's [ProgressforPatients.org](https://www.progressforpatients.org) advocacy education program for their guidance on how we can make our trial information better. Subsequently, we launched [www.clinicaltrials.astellas.com](https://www.clinicaltrials.astellas.com) which provides accurate, balanced information about our trials, and details about what being a participant involves, in a more digestible and accessible way. The site also links to [trialssummaries.com](https://www.trialssummaries.com), so that no one is left in the dark about the trial results and how they contributed to advancing science.

## Partnership with World Bladder Cancer Patient Coalition and wider patient community



Stigma is a big challenge for people with bladder cancer, often due to physical symptoms affecting continence or sexual health, which can negatively affect mental and emotional health, and relationships with family and friends. A feeling of embarrassment may also prevent people from telling their doctor about symptoms, which can lead to late diagnosis. Through collaboration with patient organizations, Astellas ran a survey to find out the experiences and unmet needs of people with bladder cancer, held meetings with patient organizations to discuss this research and together explored the best ways to help. The Facing Bladder Cancer Report was one initiative used to highlight the challenges faced by patients and their caregivers and raises awareness about bladder cancer to help tackle stigma and disease disadvantage.



The Facing Bladder Cancer Report highlights the challenges faced by patients and their caregivers

## Partnership with the European Kidney Patients' Federations to improve understanding of the relationship between chronic kidney disease and anemia



Anemia is a complication commonly associated with chronic kidney disease (CKD). Because the symptoms of anemia and chronic kidney disease are quite similar, patients often don't tell their physician and it can be underdiagnosed. At the European Kidney Patients' Federation's (EKPF) annual summit meeting, Astellas presented information about the signs, symptoms and impact of anemia and chronic kidney disease to patient organizations from 15 European countries. It was agreed that more resources were needed for patients to help them better differentiate symptoms of anemia from other CKD symptoms, to help them better describe these to their doctor. The meeting report is available on EKPF's website.

## Improving understanding of transplantation for patients in Belgium, Luxembourg and the Netherlands



People on the waiting list for organ transplants are sometimes understandably uncertain of what will happen once an organ becomes available. To help people feel more prepared and at ease, a comic book "A new start: living before and after liver transplantation" was created. The comic book details the process involved in the transplantation journey so that people waiting for a transplant can start to visualize what will happen, with the aim of alleviating some of the fears and doubts they may have. The comic book was distributed to all transplant centers for healthcare professionals to give to people waiting for transplant.

Image created and owned by Sprengers N.V for exclusive use and distribution by Astellas Pharma

## Partnership with EL-AMEL CPMC to reduce late diagnosis of prostate cancer in Algeria



In Algeria, 70% of men with prostate cancer are diagnosed at metastatic stage, which is very late. It means the cancer has already spread from the prostate to other parts of the body. For comparison, 5% of men with prostate cancer in the US are diagnosed at this stage. In collaboration with EL-AMEL CPMC (a cancer patient organization in Algeria), Astellas Algeria developed a plan to help reverse this figure. The plan included the delivery of an educational workshop with cancer patient organizations, plus two public-facing campaigns to encourage more men to be screened for prostate cancer (PCA screening). The first campaign focused on breaking local taboos about prostate cancer, it featured different men from different places in society to make it relatable. The second campaign featured Algerian athlete Taoufik Makhloufi, winner of the Olympic gold medal in the 1500m, to increase the campaign profile. The campaign not only encouraged men in Algeria to seek PCA screening, it was also included in a Memorandum of Understanding, presented to the Ministry of Health, and shared with local authorities to make them aware of the figures. The campaign key messages were used during a media interview with the Head of the Cancer Plan Committee, and the future aim is to have the Cancer Plan updated to include PCA screening guidelines.

## Partnership with patient organizations in Korea to emphasize the importance of patient centric care in prostate cancer



The clinical management of prostate cancer has advanced in recent years. There is now a greater understanding of the need for tailored treatment and care. Factors such as medical conditions, medical history, and an individual's clinical characteristics can influence the suitability of certain treatment options. In collaboration with patient organizations in Korea, Astellas launched a campaign that enabled patients and healthcare professionals to share their experiences and express the importance of patient centric care.

## Partnership with the Mexican Association of Cancer to educate men about prostate cancer in Latin America



When it comes to their health, too many men don't talk and don't act – which can result in too many dying too young. Latin America is no exception which is why Astellas teamed up with the Mexican Association of Cancer (AMLCC) to raise awareness of some of the issues that prevent access to prostate cancer care. The campaign integrated patient and patient organization testimonials, a patient forum, to engage men. The first patient forum featured more than 50 participants and the content reached over 20k people, helping to break down some of the barriers that prevent men from accessing prostate cancer care.

## Partnership with patient organizations in Japan to enhance capacity building skills and expertise

Patient organizations can have limited funds, particularly the smaller ones, and not all are able to prioritize employee training. Astellas developed a grant program for patient organizations in Japan to participate in an externally-led leadership training program. The training brought together patient organizations in Japan to receive leadership training. The training focused on equipping employees with the skills required to create stable and sustainable organizations, which can support even more people in the future.



# Listen. Learn. Collaborate

These three words define the values of our Patient Partnership Team. They serve as a guide for our behavior and define a consistent approach to building trusted partnerships with patient communities worldwide. These values motivate us and help to ensure that what patient communities tell us is appropriately acted upon and filtered into the organization.

Astellas endeavors to create a space that allows us to listen, hear and understand what matters most to patients and their communities. Through our work with patient organizations, patients and caregivers, we gain first-hand insight into their unique experiences, real-world behaviors, unmet needs and priorities, allowing us to develop a holistic understanding of each healthcare journey.



“ Listening to patients and their caregivers should be the ultimate approach to any patient engagement work. By listening, we learn and by learning we can then explore how, when and why to collaborate – that way we can build better outcomes that are patient and caregiver- driven. ”

*Stephen Head, Senior Director,  
Patient Partnerships, Patient Centricity*

Remaining flexible as an organization allows Astellas to act on what we learn from patient communities, and these insights are then integrated into the decision-making phases of every stage of the medicine development and delivery lifecycle.

To ensure that there is a safe space for continued listening and learning, we have invested in creating bi-directional, long-lasting relationships with the patient community, which deliver VALUE to patient groups, patients and caregivers.

“ There is a lot of knowledge that only a patient who has experienced the disease could know. By learning about those experiences and gaining access to that knowledge, we can create valuable medicines. ”

*Rocky Higashiyama, Senior Director,  
Patient Partnerships, Japan and Greater China*

“ It’s vitally important that we get it right from the start, for the patients we serve, their families and the communities that support them. Collaborating with key stakeholders is the only way to ensure we’re developing the right products and programs for patients. ”

*Jenny Kite, Director,  
Patient Partnerships US*

Through continued collaboration, Astellas has become a trusted partner to patient organizations, working with them to create and deliver meaningful information, education and support to the patient community, and in turn making a difference in people’s lives.



**Astellas Spain** colleagues in conversation with healthcare professionals and local patient organization representatives as part of **Project TEIDE**.



**Astellas Germany** holding **Close the Care Gap** panel discussion with patients, patient organizations and healthcare professionals for **World Cancer Day** (4 February).

**Astellas Spain** employees celebrate **World Prostate Cancer Day** with **Asociación De Cancer De Prostata (ANCAP)** at Hospital Universitario La Paz (11 June).





# Intentions for the future

“ Our patient centric culture shift began in 2019, when Dr Anthony Yanni and I sat and discussed what a mature form of Patient Centricity could look like at Astellas. Over the following two years, we established the Patient Centricity division and in 2021 patient centricity was positioned as a critical enabler of the Corporate Strategic Plan 2021, an acknowledgement that our patient focus was a central component of all activities to achieve our ambitious goals. At Astellas, patient centricity is embedded in our cultural and structural transformation. We are on a journey, and we are committed to reviewing all our practices and processes to ensure that patients are at the heart of every decision we make. We all have an impact on the patient, no matter our role in the organization or our location. It is through being patient centric in our work that we deliver true VALUE to patients, their families, and their healthcare providers across the globe. ”



**Naoki Okamura, President and CEO**

**Anthony Yanni, Senior Vice President  
and Global Head of Patient Centricity**



“ Our initial vision for Patient Partnerships at Astellas was to create a single approach for patient insights across all programs, assets, disease areas and regions in which Astellas operates. We have achieved this goal, and through collaborations with internal partners, have now established a consistent, legal and compliant framework which allows us to best engage with patients and their caregivers and bring their insights into the organization. We have already taken strides to adapt our manufacturing and development processes to ensure that patient insights are systematically incorporated and acted upon.

As a result of strong collaboration with our Human Resource partners, patient centricity has been built into hiring, onboarding, and performance-evaluation practices at Astellas. This is an essential way to assure that current and future Astellas employees take Patient Centricity to heart.

The changes we have made have already yielded positive results across many projects at Astellas. We have collaborated with patient organizations, patients and their families to help understand the obstacles encountered when participating in clinical trials and to help us design trials with maximum patient access in mind. We even studied how the color of tablets impacts the patient perception of the medicine, helping to inform our thinking for future products.

Innovative science and rigorous research and development processes are essential in creating new solutions for patients; however, we can't do it alone. Without exception, we must include the patient perspective in all activities.

In the long term, our goal is to develop and nurture our relationships with patients and patient organizations. The integration of the patient perspective in our work is essential for our industry to deliver more value to patients, and to do so more quickly. ”

# PATIENTS ARE WHY™

Thank you to everyone who helped with the creation of this report, including the patient organizations and patient advocates, and Astellas team members who shared their experiences and allowed us to use their photographs. We would also like to thank everyone with whom Astellas has partnered to understand and deliver on the unmet needs of patients and their families.

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



**The National Forum of the Federation Bulgarian Patients Forum, 2022.**



**Norbert Hofste,**  
Patient Companion at  
Bundesverband Niere e.V.,  
(patient organization in Germany)  
sharing his experiences as a  
kidney transplant recipient.



**Shmulik Ben Yaakov,** chairman, and  
**Naama Weiner,** Executive Director, of the  
Association for Patient Rights in Israel, at  
the conference focused on patient rights,  
the personalization of medicine and  
improving access to treatment.



**Teresa Siclari,**  
Lombardy Secretary at ANED  
onlus (patient organization in  
Italy) launching the chronic kidney  
disease awareness campaign with  
Astellas in March 2023.



**Kathy Costigan**, Chief Development Officer of Zero Cancer visiting the Astellas Patient Centricity booth at the American Urological Association (AUA) Annual Conference.



The Let's Talk Prostate Cancer Call to Action in the Spanish Senate with **José María Martín Dueñas**, **Asunción Somoza**, **AEU President**, **ANCAP President**, **Modesto Pose**, **president of the Health and Consumption Commission of the Senate**, and the participation of representatives of parliamentary groups, the **Spanish Society of Medical Oncology President (SEOM)** and **Radiation Oncology President (SEOR)**.



**Elba de Miguel Farr**, Astellas, with **Inés Losa**, Treasurer of POP, at the Platform of Patients Awards, collecting the 1st prize for Astellas Patient Centricity Month 2023 as the best initiative focused on patients.



**Elba de Miguel**, **Ricardo Ogawa** and **Marcos Martínez**, manager of the Spanish Group of Cancer Patients (GEPAC) at an Astellas Patient Centricity Month 2022 workshop in Spain.



**Joyce Frustaglio**, Board of Directors - Vice-Chair & Angels and Heroes Committee Co-Chair and **Audrey Guth**, Founder & Executive Director of Nankind.



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

