

McCANN HEALTH

McCann Health's CMC Contributed to Mitsubishi Tanabe Pharma's Clinical Study Report Publication in The Lancet Neurology

【June 16, 2017, Tokyo】

McCann Health (McCann Health Japan Inc., Minato-ku Tokyo, President: Jack Blakey) provided publication services to Mitsubishi Tanabe Pharma Corporation (Head Office: Osaka; President & Representative Director: Masayuki Mitsuka), and the clinical trial results of RADICAVA™ (generic name: Edaravone; Japan names: RADICU-r® BAG for I.V. Infusion. 30mg, US name: RADICAVA) for an amyotrophic Lateral sclerosis (ALS) was published in The Lancet Neurology. ¹⁾

This publication reports on the positive clinical results of Edaravone, in comparison with placebo. The administration of Edaravone over six months for well-defined patients with ALS slowed the decline of physical function by approximately 33% based on the ALS Functional Rating Scale-Revised (ALSFRS-R).

Complete Medical Communications(CMC), a medical communication department of MDS-CMG Inc. (Minato-ku Tokyo, Japan, President: Kazuko Oneda), which is a network company of McCann Health, was behind the success of this publication. At CMC, publication professionals with the international certification on medical publication provide medical writing support, manuscript submission, and responding to review queries. The team supported manuscript authors effectively in compliance with the international guideline of Good Publication Practice. ²⁾

CMC was established to offer pharmaceutical client companies strategic medical communication services. The team also provides high quality services in planning publications and academic conference presentations, which are now the core of medical affairs activities for pharmaceutical companies. We internally train publication professionals who are certified with international accreditation.

Commenting on this LANCET Neurology publication, McCann Health's president, Jack Blakey said, "We would like to congratulate authors and the company for this publication in the highest ranking journal in clinical neurology. The topic is very close to our heart because one of our network employees is currently battling this disease and we are supporting an association, END ALS established by him. I am particularly proud that our team supported the accumulation of clinical and scientific evidence in a wide-ranging research effort to try and develop a cure for this disease which currently has few treatment choices." MDS-CMG's

president, Kazuko Oneda said, "Clinical trials sponsored and funded by the pharmaceutical companies should be published in a transparent process in compliance with the Good Publication Practice 3 guideline. This publication is a stellar example of good practice and the acceptance by a leading journal in the therapy area is confirmation that this is credible medical information of the highest calibre."

The Lancet Neurology was launched in May, 2002, and is a lively monthly journal of original research, review, opinion, and news covering international issues relevant to neurologists worldwide. Impact Factor of this journal is 23.468 and it ranks first among 193 journals in the clinical neurology category (2013 Journal Citation Reports®, Thomson Reuters 2014). The journal provides an authoritative and independent forum for the highest quality clinical neurology research, reviews, and news in all areas of global clinical neurology with a particular focus in the research and treatment of stroke, MS, movement disorders, epilepsy, headache, and dementia. It remains influential to related industry and stock market activities.

About Mitsubishi Tanabe Pharma

Mitsubishi Tanabe Pharma is one of Japan's leading pharmaceutical companies with over 330 years of history. The consolidated revenue in 2016 was 423.9 billion yen, employing 7,280 people in the whole organization. Most of the revenue is earned in ethical drug areas such as autoimmune diseases, diabetes and nephrology, central nerves disorders, and vaccines. With close collaborations with other companies in Mitsubishi Chemical Holdings, the company is actively developing drugs in preventive medicine and regenerative medicine as well. Additional information is available on the internet at <http://www.chugai-pharm.co.jp/english>.

About McCann Health

McCann Health, winner of the 2016 Cannes Lions Healthcare Network of the Year Award and the 2016 Global Awards Healthcare Network of the Year for the fifth year in a row, is one of the world's most awarded global healthcare marketing networks specializing in a wide array of professional and consumer health and wellness practices. McCann Health (www.mccannhealth.com) consists of three strong marketing communications global networks: McCann Torre Lazur, McCann Healthcare (professional) and McCann HumanCare (consumer health & wellness). Specialty units include McCann Echo, McCann Global Health, McCann Pharmacy Initiative, Consulting at McCann Health, McCann Managed Markets and McCann Complete Medical. McCann Health is part of McCann Worldgroup and the Interpublic Group (NYSE: IPG).

McCann Health in Japan won Gold for Campaign Magazines 2016 Specialist Agency of the Year - reclaiming the No. 1 position they have held for the last seven years.

Japan HP <http://www.mccannhealth.co.jp/>

About General Incorporated Associations, END ALS

END ALS Association was founded by Hiro Fujita, an advertisement planner for global advertising agency, in September 2012 for two reasons: 1) To make ALS famous and lead to

a cure. 2) To make policy change to provide comfort for ALS patients remain the members of society.

References:

1. Safety and efficacy of Edaravone in well-defined patients with amyotrophic lateral sclerosis: a randomised, double-blind, placebo-controlled trial. The Writing Group on behalf of the Edaravone (MCI-186) ALS 19 Study Group, Lancet Neurology. Published: 15 May 2017. DOI : [http://dx.doi.org/10.1016/S1474-4422\(17\)30115-1](http://dx.doi.org/10.1016/S1474-4422(17)30115-1).
2. Wendy P. Battisti, Elizabeth Wager, Lise Baltzer et al. Good Publication Practice for Communicating Company-Sponsored Medical Research: GPP3. Ann Intern Med. 2015;163:461-46

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