



PRESS RELEASE

McCann Health's Director of Performance Katsunori Makino Delivered Lecture on the Value of Omni-Channel Engagement at Nikkei Research-Sponsored Healthcare Seminar

【Tokyo - August 30th, 2021】

McCann Health Japan (McCann Healthcare Worldwide Japan, Inc., Minato-ku Tokyo, President: Junji Yokokawa) has reported that the agency's Director of Performance Katsunori Makino spoke at a healthcare seminar sponsored by the Nikkei Research, Inc. on August 27.



- Lecture Title

The Essence of Customer Service Tested During the Coronavirus Crisis:
Omni-channel engagement that brings added value beyond information deliver



As a result of pharmaceutical companies' attempts to explore new customer engagement approaches under the COVID-19 pandemic, physicians have now become aware of how information should be presented in a way that is more valuable for their practice. No customer that has had greater experience will no longer be able to go back to the old ways.

At this event attended by pharmaceutical marketers and medical directors, Katsunori discussed the potential application of customer behavior log data to identify their information needs and insights as an "unexpected benefit" of omni-channel engagement which will become a standard in the post-pandemic era.

Prior to Katsunori's lecture, Janssen Pharmaceutical K.K.'s President and CEO Shuhei Sekiguchi presented a broad range of company-led initiatives that address the unmet needs of patients in their daily living. The importance of patient-centric attitudes expressed by the pharmaceutical powerhouse's top management, followed by the customer insight search techniques introduced by Katsunori garnered a great deal of attention from the audience of 160+ participants.

About McCann Health:

McCann Health, three-time Network of the Year winner at Cannes Lions Health and winner of an unprecedented twelve Network of the Year titles from the industry's top five creative award shows, is one of the world's most awarded global healthcare communications networks. Through combining science, creative and strategy we strive to deliver best-in-class services to our clients. Our 2,500+ employees in 60 offices across 20 countries and 6 continents are united by one vision: to help our clients play a meaningful role for healthier lives. McCann Health, spans a range of global practices including strategic consulting, healthcare professional marketing, medical communications, consumer health and wellness, global health and specialty practices like pharmacy, payer and patient engagement. McCann Health is a part of McCann Worldgroup and the Interpublic Group

(NYSE: IPG), a global leader in modern marketing solutions. McCann Health Japan with more than 150 dedicated professionals and over 20 years of experience is uniquely positioned to develop and deliver more effective communication strategies to clients by combining domestic stakeholder insights with global marketing expertise. As a result, it has been awarded at Campaign Magazines Specialist Agency of the Year for the last 11 years including 9 Golds. <https://www.mccannhealth.co.jp/en/>

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