



Astellas On-boards Entire Sales Rep Force onto M3's myMR-kun

~ Acceleration of Digital Transformation via Remote Detailing System ~

M3 Inc. (Headquarter: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3," below) has announced that Astellas Pharma Inc. (CEO: Kenji Yasukwa; Headquarter: Tokyo, Japan; "Astellas," below) has initiated remote detailing for their sales reps using M3's "myMR-kun" service.

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 280,000+ members, equivalent to 90+% of physicians in Japan, and offers services such as marketing and clinical trial support towards pharmaceutical clients.

"myMR-kun" is a remote detailing service which allows individual sales reps to directly deliver information and communicate with their physicians via the m3.com platform. With the backdrop of stricter visitation restrictions and labor reform directives, this platform allows for maximization of sales rep resources via efficient online and offline integration that is becoming essential in broadening coverage, and increasing and deepening the connection with physicians. We aim for this service to become the quintessential solution to prepare and arm sales reps with digital capabilities in navigating the drastic industry-wide changes foreseeable in the immediate future.

Astellas has adopted the "myMR-kun" system to establish a structure which allows for online two-way communication between their sales reps and physicians. They have decided to on-board roughly 100% of their sales rep force onto this system amidst COVID-19, which has further diminished their ability to safely approach physicians. This decision will support Astellas in providing efficient, high quality information through integration and fortification of their capabilities via digital transformation of sales rep activities.

"myMR-kun" and Astellas are both aligned in terms of the ideal information provision structure, and both aspire to lead the reform in how information is relayed going forward through the combination of pharmaceutical information strength of Astellas, and M3's digital solutions.

Shigeki Fujise, Astellas Product Marketing Senior Vice President-----

“This initiative will be a trigger in accelerating digital transformation, which has become even more important amidst COVID-19, to actualize productivity enhancement of sales rep activities and establishment of a new information provision structure.”

“myMR-kun” is now becoming wide-spread across the industry, with over 20 pharmaceutical companies that have now launched, or are in preparation for launch (a four-fold increase in the total number of sales reps enrolled versus previous year). Scope expansion from previous users of this service is also increasing the rapid pace of sales rep digitalization. M3 aims to continue contribution to the healthcare industry via services that support fundamental improvement in quality and productivity of pharmaceutical information provision, unlimited to COVID-19 influence.