



## Dear newsletter reader

Welcome to the first issue of this company newsletter from Otsuka Pharma Scandinavia. As many of our important contacts, we know that it is likely you have an intense work situation with very little time to spare. The purpose of this newsletter is to provide a time-efficient way of communicating news from different areas of our company as well as giving a brief introduction.

Otsuka is a company focused on the development of innovative products and medical devices that address unmet medical needs, particularly in our specialist areas: cardiovascular, gastro-intestinal, endocrinology and the central nervous system. Our company originates from Japan and what glues us all together is our unique culture. Japanese companies have a tradition of care and concern for their employees underpinned by respect and good teamwork. In the Nordics, we blend this approach with European and local elements. Mr Akihiko Otsuka, our current chairman and grandson of the founder has captured the essence of our company in a global vision statement that really

defines us: "Otsuka-people creating new products for better health worldwide"

Since Otsuka was founded 88 years ago, we have passed major milestones along the way – from a small family-run business into one of the world's 25 largest health-care corporations (Pharmaceutical Executive Europe – 2009). Actually, the original meaning of Otsuka in Japanese is "major milestone". We are confident that we have many more milestones to pass and we invite you to join us on this journey!

Happy reading!



Mari Liljefors  
Communications Director  
Otsuka Pharma Scandinavia AB

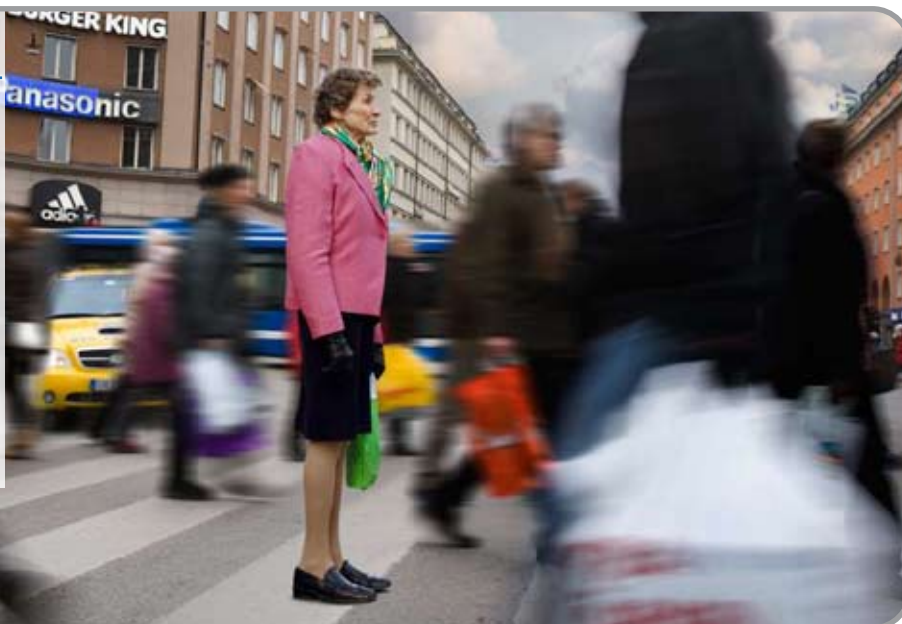


*A normal cedar tree is very straight. But with patience and perseverance you can make it bend. This is one part of our company philosophy in a nutshell.*

## Pletal®

It is the first and only medicine in Sweden that prolongs walking distance and improves quality of life. Pletal has the best medical evidence for the treatment of symptoms resulting from intermittent claudication, according to the international guidelines, TASC II.

*Pletal is only available in Sweden, for Summary of Product Characteristics (SPC) in Swedish please visit [www.pletal.se](http://www.pletal.se).*



## Questions to Charles Cline, Medical Director at Otsuka Pharma Scandinavia



*Charles Cline, Medical Director at Otsuka Scandinavia*

### **Describe why you feel your current work feels important?**

After specializing in cardiology I worked at a university clinic, where research and teaching were important besides clinical work with patients. As Medical Director at a research-based pharmaceutical company I still have contact with research but now I am a part of translating research results into clinical practice to a larger extent than previously. In addition I also lecture internally and externally and contribute to increasing knowledge and competency. In addition I contribute to improving treatment for more patients than I could myself treat in hospital.

### **What are the most enjoyable things about your role?**

I really appreciate the challenges that face a smaller affiliate like Otsuka Scandinavia. Here I am in touch with all aspects of the business which is demanding but very rewarding. I gain new and valuable experience every day. To be able to do this together with the great team working at Otsuka is fantastic.

### **How is your field changing?**

The development and changes within the health care sector, and the pharmaceutical business in particular, demands that pharmaceutical companies have people with both good medical and good business skills. This is essential from early develop-

ment all the way through to registration and marketing. This combined understanding will lead to identifying new opportunities and give the company a competitive edge.

### **What is the secret to a happy working life?**

Doing work one enjoys, in a way that is in agreement with ones beliefs, together with people one likes.

I do not believe that is a secret!

### **What is it like for you working with a company like Otsuka?**

Otsuka is a very exciting company to work for. The company is characterized by both the Swedish and Japanese cultures which in fact have a surprising number of similarities. As a privately owned company I notice that it is not only economical aspects that come into play, but also that ethical scientific issues for example have a greater impact on decisions than what I experienced previously. Otsuka's development does not seem to be ruled by short-term commercial interests but long term strategies.

### **Which historical person do you find most inspiring and why?**

I am inspired by what I call the "everyday heroes" like the single mother struggling each and every day to take care of her children, the people who overcome great adversity that seldom leads to headlines, fame and fortune, and people who themselves offer a lot to help others. Although not yet a historical person, I must say Barack Obama who has been a source of inspiration to me as he is for many others. Apart from his charisma and fantastic leadership skills he is a very important role model for black men. He has not been perceived as the "victim" like Nelson Mandela for example and does not come from the world of sports and entertainment either.

### **If you had to choose one another profession, what would it be?**

When I was younger I wanted to become an actor, but my parents did not believe that was a realistic option and influenced me to make another selection. So if I have to choose something other than medicine it would be acting.



### **Electronic newsletter**

We are going to send Otsuka Newsletter in digital format only, in the future.

If you would like to receive it (max 3 – 4 times a year), please register yourself at:

[www.otsukapharma.info](http://www.otsukapharma.info)

(Right hand side) News ▶ Register to Otsuka Newsletter

## Samsca™ (tolvaptan) – a new medicine for the treatment of hyponatremia

**Otsuka recently introduced a new medicine to the market. Samsca is the first and only oral V<sub>2</sub>-vasopressin antagonist available in Europe for the treatment of adult patients with hyponatremia, secondary to SIADH. Samsca increases serum sodium levels by increasing free water clearance.**

Hyponatremia can be a serious condition. In healthy individuals sodium is important in the regulation of blood pressure. Sodium disorders however, can lead to serious conditions unrelated to blood pressure control. Samsca is approved for treatment of adult patients with hyponatremia due to SIADH (Syndrome of Inappropriate Anti-Diuretic Hormone secretion). This syndrome results in vasopressin induced retention of water, leading to decreased plasma osmolality due to sodium dilution, i.e. hyponatremia.

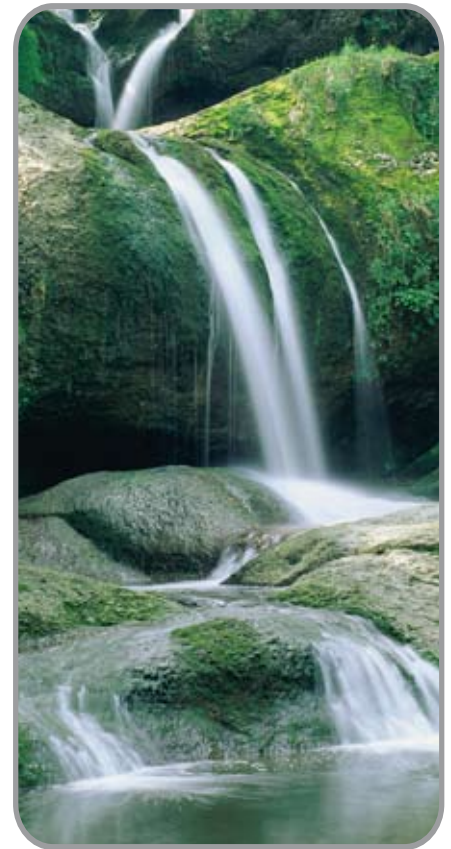
Once-daily Samsca has been shown to significantly raise serum sodium concentrations in as early as 8 hours, and the change was maintained for 30 days.

- For patients with hyponatremia due to SIADH, Samsca is a major development providing specific treatment directly affecting the mechanism causing the disease, says Charles Cline, Medical Director at Otsuka Scandinavia. Physicians in specialities as diverse as anesthesiologists in neurological intensive care to endocrinologists and geriatricians have welcomed Samsca as a valuable new treatment option.

Samsca inhibits the binding of vasopressin to the V<sub>2</sub>-receptors in the collecting ducts of the kidney, which increases the clearance of free water (water without sodium or other electrolytes) and thereby results in increased sodium concentration.

For more information please visit [www.otsuka.se](http://www.otsuka.se).

For complete product information, please visit: [www.emea.europa.eu/humandocs/Humans/EPAR/samsca/samsca.htm](http://www.emea.europa.eu/humandocs/Humans/EPAR/samsca/samsca.htm)



## Expanded indication for Abilify®

Abilify (Aripiprazole), a drug for the treatment of schizophrenia, acute mania and mixed episodes of bipolar disorder, was developed by Otsuka and is marketed in the Nordic countries by Bristol-Myers Squibb. Abilify is now centrally approved in Europe for the treatment of schizophrenia in adolescents aged 15 years and younger. This is the first license in this patient group in Europe.

The safety and efficacy of Abilify in young patients have been evaluated in clinical trials<sup>1</sup>. Early outbreaks often results in a more severe outcome of the disease. Treatment should therefore be initiated in a timely manner with the aim to improve the prognosis. Patients who respond to Abilify may also be spared from reappearance of the disease due to the treatment<sup>2</sup>. Potential relapses are also less severe. The relief of the symptoms improves the young patients' quality of life in many important areas such as schooling and relationships with friends and family<sup>1</sup>.

- Abilify provides an effective treatment option with a favourable safety profile that may help to meet unmet medical needs in this patient population, says Jean-Yves Loze, European Abilify Medical Lead, Otsuka Pharmaceutical France.

The product has several formulations (injection/oral solution/tablets) for the treatment of the different phases of the disease. Abilify does not increase metabolic side effects, and has a good tolerability profile in terms of weight, sedation, prolactin and EPS.

Abilify is based on the Swedish Nobel laureate Arvid Carlsson's principle of dopamine stabilizers. Despite his now advanced age (86 years), Arvid Carlsson regularly follows the development of Abilify and has frequent contacts with Bristol Myers Squibb.

Abilify is marketed by Bristol-Myers Squibb in the Nordic countries.

1. Correll et al. Similar efficacy results in short-and long-term studies of aripiprazole in adolescents (ages 15-17) and adults with schizophrenia. Poster presented at 2nd European Conference on Schizophrenia Research – From Research to Practice, 21 – 23 September 2009, Berlin, Germany.

2. Hollis C, et al: Adult Outcomes of Child- Adolescent-Onset Schizophrenia: Diagnostic Stability and Predictive Validity. *AM J Psychiatry* 2000; 157: 1652–1659.



## 5 questions to Anders Nilsson, Managing Director at Otsuka Pharma Scandinavia



*Anders Nilsson, Managing Director at Otsuka Pharma Scandinavia*

### How would you describe Otsuka in one sentence?

We develop, produce and market innovative products and medical devices in specialist areas.

### Otsuka is part of a large global corporation, what does this mean to you?

We have more than 36,000 colleagues around the world and belong to an international network of 153 companies in 23 countries. It also means access to 29 research centers around the world. A sister company, Otsuka Frankfurt Research Institute in Germany, is focused on clinical development and research in phases I-IV and provides regulatory and pharmacovigilance services for Europe.

### What's going on in your Nordic business?

We are a fast-growing company, both in the Nordics and globally. Adacolumn, our apheresis treatment for inflammatory bowel disease, continues to strengthen its position, supported by good evidence from the literature. Following last year's launch in Sweden of Pletal, a drug treatment for intermittent claudication, we have now introduced Samsca in all the Nordic countries. Samsca is the first and only available

selective, oral vasopressin receptor antagonist that directly affects the underlying mechanism causing hyponatremia when secondary to inappropriate secretion.

### What's it like to be part of a Japanese company?

At first sight, Japanese culture is very different from the Nordic culture. But there are more similarities than you might think. We are both hard-working and focused types of people that enjoy nature and appreciate aesthetics in life. Also, the social behavior of Scandinavians is an advantage, we being similarly somewhat reserved in initial meetings is an example.

### What's next?

We have to match the growth of our company by increasing our staff. Right now, we are in the process of recruiting six new Otsuka co-workers in the Nordics. Regardless of position, were all here to help and support our healthcare providers and patients.

## Adacolumn®



Adacolumn®, an apheresis treatment for patients with inflammatory bowel disease (Crohn's disease and ulcerative colitis), which was launched in 2001. The treatment involves selective adsorption of certain activated white blood cells (granulocytes and monocytes). A retrospective study with 100 patients whom received apheresis treatment with Adacolumn presented a response rate of 69%.

Otsuka offers a treatment guarantee for Adacolumn to healthcare professionals, which means a payment is made for only those patients in which the treatment is effective.

