

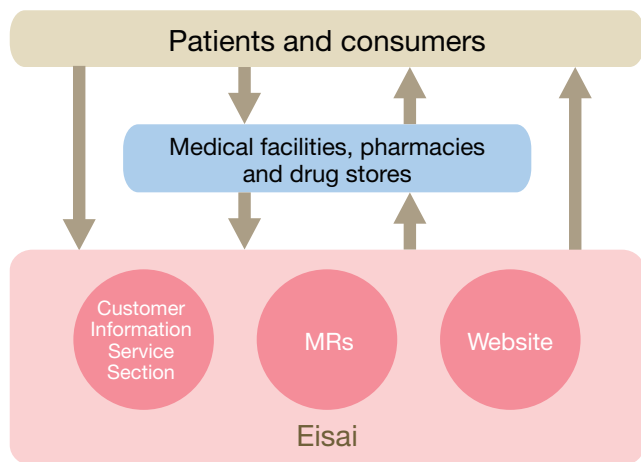
Enhancing Our Information Dissemination Activities

Dissemination of information about both efficacy and safety is essential for pharmaceuticals to be able to contribute to the creation of customer value. To this end, we strive to offer information to our customers through our medical representatives as well as our website and Customer Information Service Section. Additionally, we try to supplement this with various other means of providing information, such as through workshops and seminars.

Information Gathering and Dissemination at Eisai

To place our goal of “providing information about both the efficacy and safety of pharmaceuticals” into practice, we offer healthcare providers and patients “efficacy data” that explains the benefits of a drug as well as “safety data” that gives them details on adverse events and other information necessary to use the product safely. Our MRs are dedicated to providing the latest pharmaceutical information in addition to gathering relevant information quickly to contribute to the creation of customer value. Our website and Customer Information Service Section also serve as communication channels through which we can interact and share information with customers.

Information Gathering and Dissemination at Eisai



Post-Manufacturing/Marketing Progress Monitoring System

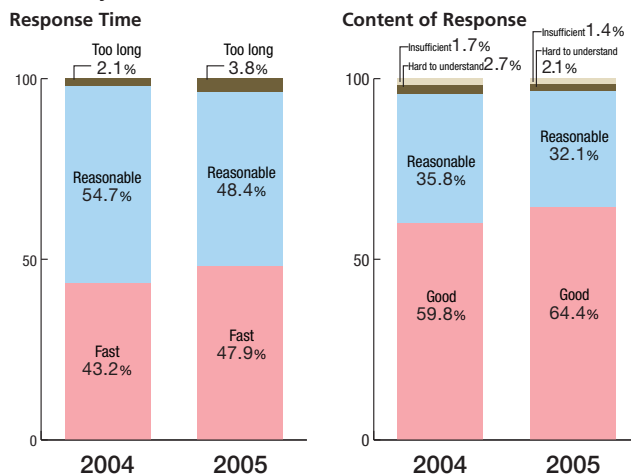
We are required to follow the progress of our pharmaceuticals after they are sold. We collect information about adverse events that were not discovered in the development stage and about how our products are being used to learn how to make them even safer and easier to take. Given the growing number of potent anti-cancer drugs coming on the market today, we have used the enactment of the Revised Pharmaceuticals Affairs Law as an opportunity to strengthen our post-marketing feedback system. Our Post-Marketing Clinical Research Department uses post-manufacturing/marketing safety and efficacy surveys and clinical tests to find new evidence that can be used for future products. This also includes planning large-scale surveys.

Fielding and Responding to Product-Liability Claims

With a particular focus on departments involved in product quality, product-liability claims are handled by the company as a whole, which takes appropriate action and makes efforts to reduce the number of claims made.

When a product-liability claim arises, we first collect the product item in question and gather information as quickly as possible. We use our on-line Product-liability System to promptly share information with relevant departments, work quickly to find the source of the problem, and then report the results to our MRs using the same system. This allows us to return to the customer who submitted the complaint with a speedy response. Both the efficiency and the effectiveness of this system is reflected in the results of the consumer surveys.

Feedback from Customers Regarding Response to Product-Liability Claims



Using Customer Feedback to Improve Our Products

Customer feedback is shared among departments within Eisai and is used to make improvements to our products. Some of these improvements are then showcased on our website under the section “Voice of Our Customers” (customer feedback page). For example, in FY2005, we highlighted improvements made to the content labels listing complete contents, used on our quasi drug product lines such as *Sahne*® and *Chocola BB*® drink, as well as the improvement made to the formulation of our *Selbelle*® stomach medicine.



Chocola BB® Royal

Information Dissemination by MRs

● Providing Information about Eisai's Prescription Pharmaceuticals

Our MRs in charge of prescription pharmaceuticals focus on transmitting correct and appropriate information about our products to hospitals and pharmacies to ensure that they are used correctly. In the event that adverse events are reported, they gather information and promptly inform the relevant departments within Eisai so that the appropriate action can be taken right away. They also work with physician and government groups to hold disease and illness education forums for patients and their families to promote the early detection of sickness and provide information regarding care.

● Providing Information about Healthcare Products

We offer a variety of consumer healthcare products to give customers the access to the types of self medication products that they need. MRs who work with pharmacies help to facilitate this process.

● MR Support System

Eisai has a support team called the MR Information Center that handles requests for information from MRs. This team provides MRs with feedback useful for their activities such as about product quality, conferences, reports in medical journals and information about medical treatment. The team also disseminates information about products, medicine and pharmacology through our in-house network.

Providing Information through Our Website

● Providing Information to Medical Service Providers

We have created a section on our website called "To Healthcare Providers" (Japanese only) where we post information about and changes to products in the form of documents and prescription information. We try our best to keep this information accurate and up to date. We also have an information section for pharmacists and an FAQ section that provides information on products that are inquired about frequently.

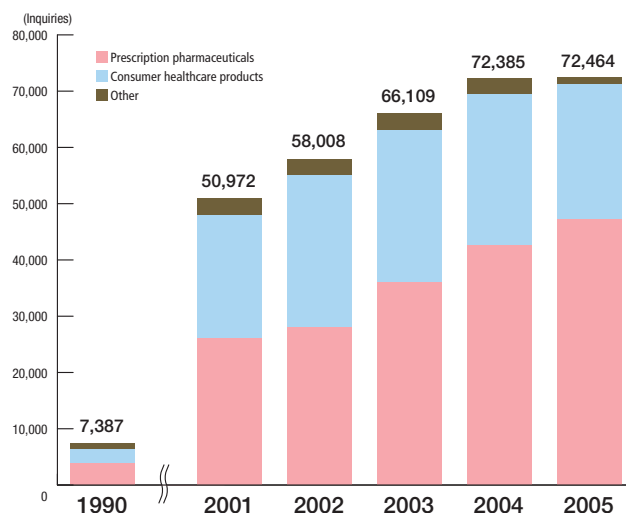
● Providing Information to Patients

Our website also includes Product Information and Product Inquiry sections to provide information to patients. These include information about prescription pharmaceuticals and healthcare products that is easy to understand. We also offer special information on a monthly basis about current topics of concern in our healthcare product Q&A and in the form of responses to inquiries.

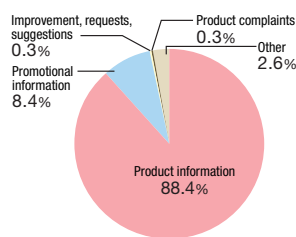
Customer Information Services Section

Our toll-free Customer Hotline run by the Customer Information Services Section is open 365 days a year to respond to customer questions and comments. We had a total of 72,000 inquiries in FY2005, which is about the same as the previous year (see bar graph below). The majority of these inquiries were from pharmacists asking about drug usage, dosage and interaction with other drugs (see pie charts below). Also, inquiries via our website have increased given the convenience of being able to submit questions at any time.

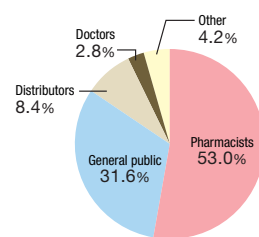
● Number of Inquiries to the Customer Hotline



● Nature of Calls



● Origin of Calls



Column Promoting Universal Design of Pharmaceutical Information

Eisai employs a number of tools to assist those with visual impairments in using our products properly. Since there are many things that should not be taken with the anticoagulant Warfarin for example, we created a Braille version of the Precautionary Information, which is distributed through medical facilities. Also, dosage information about our healthcare products is available on cassette and CD, and audio versions of other up-to-date information are also instantly accessible on our website.

In January 2006, our Customer Information Services Section staff members visited an organization for the blind near our headquarters in Bunkyo Ward, Tokyo, to offer information about how to use our products.

Dementia Education Programs

The Ministry of Health, Labour and Welfare established the Year of Dementia Awareness — a one year period that began in April 2005 — to promote many concrete activities related to raising awareness of dementia, which is a growing problem in the elderly community. As a pioneer in Alzheimer's disease treatment, Eisai has shown its initiative by holding a variety of campaigns and seminars on the subject.

● Dementia Town Meeting

Since 2001 Eisai has held its annual Dementia Town Meeting in cooperation with the Asahi Shimbun newspaper. The event was held again in FY2005 over a period of five months in six locations throughout Japan: Fukuoka, Sapporo, Kanazawa, Kagoshima, Tokyo and Nagoya. Over 7,600 people in all attended the meetings where we discussed early detection, treatment, precautions related to care and how to build communities where dementia patients can still enjoy their lives. Participants included local doctors, caregivers, and medical specialists who each offered their varying points of view in the dialogue.



The Dementia Town Meeting — held in six locations across Japan

● Clinical Conference Seminars — a Program for Doctors to Support Dementia Care

We have created a workshop program entitled the Clinical Conference Seminar to support doctors in practicing medical care in the area of dementia. We have also created a DVD series to help train presenters of the seminar with an introductory level covering care for patients and their families, and an intermediate level that explains differential diagnosis of dementia. This has allowed us to efficiently plan and hold seminars, which totaled 650 in FY2005 and welcomed about 7,000 doctors.

Workshop in Stockholm

On September 20, 2005, we held a Clinical Conference Seminar workshop in Stockholm as a pre-event to the 12th International Psychogeriatric Association (IPA) congress. The workshop was supported and planned by Japanese pharmaceutical companies and turned out to be very popular among participants from all over the world. We discussed the current dementia care situation in Japan, made a variety of proposals and held a constructive discussion.

● Yomiuri Dementia Care Awards

The Japanese Journal of Dementia Care met on November 20, 2005 in the Marunouchi Building Hall in Tokyo and had a turnout of over 300 participants, including members and dementia care specialists, etc.

After the awards ceremony, the third Tokyo International Seminar (sponsored by the Japanese Journal of Dementia Care and co-sponsored by Eisai and Pfizer) was held, which included a keynote speaker, a symposium and panel discussions by dementia care specialists and designated elderly care specialists (currently there are only 9 designated elderly care specialists in Japan).

Responding to Stakeholder Comments

Eisai started its Customer Hotline (run by the Customer Information Services Section) in 1990 and has been working since to respond to inquiries from patients and their families and healthcare providers. Also, to gain better insight into what it is like to be working in the field, our hotline staff visits pharmacies to meet and talk with pharmacists as well as our in-house production and research facilities to have the chance to communicate with those involved in product creation. Additionally, we hold training for our Customer Information Services Section staff to allow them to better understand the market and our customers and to make use of this knowledge of the field to better communicate with people making inquiries.

VOICE

Hideichi Ishizuka
Tokyo Department 1, Prescription Drug Division

A Medical Network to Combat Dementia



We are promoting the construction of a medical network to combat diseases and illnesses that can remain dormant, such as dementia, and require collaborative efforts between medical treatment and care. I often hear comments such as "By visiting the local home care support center I was able to consult with families of patients who until now did not know where to turn for advice. They were very grateful." from the doctors at the hospitals I work with. It is always wonderful to hear these kinds of comments. I think that one of the biggest motivating factors in my work is being able to play a part in building communities where dementia patients can live with peace of mind.

Future Targets and Tasks

We receive many inquiries about product packaging and labeling. We continue to work towards providing even better information on our website and through our MRs to meet the needs of our customers.