

Japan
04 DEC 2014
Vol. 70

THE OTSUKA WHATS & WHOS

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people creating
new products
for better health
worldwide

Joined Swiss Nephrology Congress 2014 to Raise Awareness in ADPKD



The 46th Annual Meeting of the Swiss Society of Nephrology (SSN) took place on December 4th and 5th in Interlaken, Switzerland.

Over 300 nephrologists, researchers, and nurses, including all the Swiss KOLs attended the meeting which consisted of plenary sessions, oral communications, poster sessions and satellite symposia.

New affiliate Otsuka Pharmaceutical (Switzerland) GmbH (OPCH) was present at the meeting with one of the first ADPKD disease awareness booths in Europe.

The booth combined elements of the disease awareness campaign, market access, and PAG engagement. Also several leave pieces have been distributed and a survey on patient journey has been carried out with some of the physicians.

Attendees of the congress were highly interested to learn more about Otsuka and its engagement in ADPKD. Especially in the lunch breaks the booth was well frequented. The exchange with many attendees has shown that the awareness of ADPKD among Swiss nephrologists is very high and the unmet medical need in this disease is largely recognized.

The presence of OPCH with a disease awareness booth marks a successful milestone in the ADPKD awareness campaign. We were able to connect the unmet needs in ADPKD to the commitment of Otsuka, and position OPCH as the new player in the disease area of nephrology in Switzerland.

We are looking forward to our presence at the 2015 Swiss nephrology congress.



ADPKD & Me film and disease awareness campaign animations were shown on a LCD screen