



Takeda Eastern Europe partners with MedUniverse to Launch A Digital HCP Engagement Plan

September 23, 2020

- Takeda will extend and expand its current partnership with MedUniverse to cover all fourteen countries in the Takeda Eastern European Cluster.

Stockholm, Sweden, September 23, 2020 - Takeda Pharmaceutical Company Limited ("Takeda") announced today that it will extend its current partnership with MedUniverse AB ("MedUniverse"). Takeda Croatia has been a successful MedUniverse partner for 5 years and the contract will now be prolonged and expanded to cover all fourteen countries in the Takeda Eastern European Cluster that includes Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Estonia, Hungary, Kosovo, Latvia, Lithuania, Montenegro, North Macedonia, Romania, Serbia and Slovenia.

With a view to accelerating patient access to medicines, Takeda, in partnership with MedUniverse will launch a digital HCP engagement strategy, to include practice-oriented communication with HCPs around fictitious patient cases. In addition to better HCP engagement, the use of the MedUniverse platform gives valuable insights on HCP behavioural activity which holds relevance for follow-up opportunities in conveying important messages around treatment adherence.

"After having successfully used the MedUniverse platform in Takeda Croatia we see that it is a natural continuation of our partnership to include the entire Eastern European region. This will allow us to analyse knowledge gaps around our product portfolio across different markets, leading to patients receiving even better medical care," said Takeda's Eastern Europe Head, Jiri Smejkal.

MedUniverse is excited that Takeda Eastern Europe signs a long-term contract to use the digital and interactive patient case engagement platform to inform, educate and engage Healthcare Professionals.



"We are excited to see that Takeda Eastern Europe considers MedUniverse the best partner to engage their key customers, i.e. the Healthcare Professionals, via our digital patient case platform. The fact that Takeda Croatia has been working with HCP engagement activities in the platform for several years, strengthens the business case, ultimately aiming at improving patient outcomes," said Anna Omstedt, CEO of MedUniverse.

About Takeda

Takeda is a global, values-based, R&D-driven biopharmaceutical leader headquartered in Japan, committed to bringing Better Health and a Brighter Future to patients by translating science into highly-innovative medicines. Takeda focuses its R&D efforts on four therapeutic areas: Oncology, Rare Diseases, Neuroscience, and Gastroenterology (GI). We also make targeted R&D investments in Plasma-Derived Therapies and Vaccines. We are focusing on developing highly innovative medicines that contribute to making a difference in people's lives by advancing the frontier of new treatment options and leveraging our enhanced collaborative R&D engine and capabilities to create a robust, modality-diverse pipeline. Our employees are committed to improving quality of life for patients and to working with our partners in health care in approximately 80 countries.

For more information, visit <https://www.takeda.com>

About MedUniverse

MedUniverse helps the Life Sciences Industry to drive increased HCP engagement and results through the power of interactive patient cases. The company has more than 15 global pharmaceutical companies as customers, within more than 20 therapeutic areas in 20+ markets worldwide. The vision is to become the industry standard platform for engagement and dialogue between HCPs and life sciences companies. For further reading please visit: www.meduniverse.com

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