

# CMIC: Japan's premier personal health value creator

**CMIC Group is the largest clinical CRO in Japan, providing comprehensive services in drug development, clinical site management, clinical to commercial GMP manufacturing, and contract sales & marketing solutions. CMIC not only provides services spanning the entire pharmaceutical value chain, but also invests in solutions to support healthcare.**



"CMIC will accelerate globalization with its network and experience in Asia to enhance global trials capabilities. Healthcare will become a major focus for us over the next four years as we broaden our solutions beyond the pharmaceutical industry."

Keiko Oishi, President,  
CMIC HOLDINGS CO., LTD.

As the world's third largest pharmaceutical market with progressive healthcare policies that allow for the accelerated approval of innovative drugs, Japan remains a very attractive market for foreign companies. The first company to offer contract



research organization (CRO) services in Japan almost 30 years ago, CMIC Group can serve as the ideal partner for foreign companies looking for a leading one-stop service provider to support their entry and successful growth in the Japanese market, from pre-clinical and clinical trials, to approval, and sales & marketing.

"We provide an invaluable service to foreign companies wishing to come to Japan," says president, Keiko Oishi. "CMIC helps clients to shorten their overall timelines as we work very closely with both the au-

thorities and our clients. We provide unique solutions for pharmaceutical companies along their entire drug development value chain."

Over the past 30 years, CMIC has expanded its range of high-quality services to encompass the entire pharmaceutical value chain, and today is composed of 24 affiliated companies mostly operating in the fields of CRO, Site Management Organization (SMO), Contract Development and Manufacturing Organization (CDMO) and Contract Sales Organization (CSO). With its growing network of overseas subsidiaries, CMIC can also support companies targeting the Chinese, South Korean and fast-growing Southeast Asian markets.

"Having multiple functional service providers creates a number of synergistic effects. For example, there are many collaborative projects between non-clinical organizations and CDMO," says Ms. Oishi. "This can lead to a smooth project transition to gain speed and potential reduction in cost for our clients. This level of teamwork between our companies and clients also allows us to have discussions on critical issues like CMC quality issues which can help avoid delays in clinical trial timelines."

Still channeling the pioneering spirit that led the company to become the first CRO service pro-



vider almost 30 years ago, CMIC is leading the change when it comes to digital transformation within the healthcare industry. In October, it established a new company called harmo Co., Ltd., which will be responsible for the digital platform services of the harmo brand, including its electronic prescription record system and its vaccine information management system.

With the harmo digital platform, CMIC will be able to collect large streams of valuable data onsite that will be used to provide tailored



analysis and essential information for clients, as well as individuals and local governments. "We describe the product as a 'communication e-channel'," Ms. Oishi explains. "Over the next couple of years, we expect harmo to rise as a leading digital technology platform, creating a new and unique type of company within CMIC Group."

In response to changing market and societal needs, CMIC has transitioned its business model from Pharmaceutical Value Creator (PVC) to Personal Healthcare Value Creator (PHVC). And this is the core of its strategic pillars, along with the revo-

lution of healthcare and globalization.

"In terms of globalization, there are foreign companies from the US and Europe that are very interested in selling or marketing their products here in Japan and some new trials brought in through our inward projects are now increasing. CMIC is a strategic partner that continues to support our clients' market access and expansion of product values in Japan," says Ms. Oishi. "Meanwhile, healthcare will become a major focus for us over the next four years as we shift our focus beyond the pharmaceutical industry. This will be a challenging but exciting journey."

## PERSONAL HEALTH VALUE CREATOR (PHVC)

CMIC Group pioneered the CRO business in Japan 30 years ago. Since then CMIC has continued as a leading innovator in the industry, with broadened services spanning the entire pharmaceutical value chain and investment in solutions to support healthcare.

