

The 2006 most admired pharmaceutical companies in Japan by P Reed Maurer

Takeda has been ranked number one in the International Alliances Limited (IAL) 2006 survey of most admired Japanese pharmaceutical companies. This leading Japanese drugmaker has held on to that position for the eighth consecutive year (*Marketletter* March 6, 2006). Novartis and Chugai-Roche, both Swiss-owned, were the most admired foreign companies. Responders to the survey included personnel from pharmaceutical manufacturers, wholesalers and health care service providers.

The 15 Japanese companies evaluated in the IAL survey included: Astellas, Asahi Kasei, Daiichi-Sankyo, Dainippon Sumitomo, Eisai, Kowa, Kissei, Kyorin, Mitsubishi, Mochida, Taisho Toyama, Torii, Shionogi, Takeda and Tanabe,

The 15 foreign drugmakers researched included: Abbott, AstraZeneca, Banyu (owned by Merck & Co), Bayer+Schering, Bristol-Myers Squibb, Boehringer Ingelheim, Chugai (50.1% owned by Roche), GlaxoSmithKline, Janssen, Novartis, Novo Nordisk, Pfizer, Sanofi-Aventis, Schering-Plough and Wyeth

The scoring methodology involved eight performance indicators, for each of which a numerical score of 1 to 5 was given, with 5 being "Very Good" and 1 being "Very Poor." The indicators used were: quality of the firm's management, quality of products, potential for growth, new drug discovery, quality of development, quality of medical representatives, profitability in the future and overall opinion.

Takeda was ranked number one in all eight categories of performance. Its dominance was closely challenged in two categories. In terms of potential for growth Chugai-Roche, Novartis, Astellas, Pfizer and GlaxoSmithKline

were close rivals. In the new drug discovery category, Pfizer, Novartis and GlaxoSmithKline were all tied for second place.

In terms of quality of medical representatives, Novartis and Chugai made a strong showing. Five of the top 10 were foreign firms in this category which was dominated by Japanese firms in the past.

In the quality of management category, Eisai and Astellas were strong runners up to Takeda, while Chugai-Roche, Novartis, GlaxoSmithKline, AstraZeneca and Banyu were the leading foreign companies.

As to overall opinion, seven foreign companies placed in the top 11. Banyu improved its 2006 score over 2005 while Pfizer declined. Eisai was the most improved Japanese firm.

Newly-merged groups score well

The newly-merged companies Astellas, Chugai-Roche, Daiichi-Sankyo and Sanofi-Aventis were ranked in the top 10. Bayer-Schering scored higher than either Bayer or Schering alone in the 2005 survey. Dainippon Sumitomo was placed 15, an average score. Taisho-Toyama was ranked 25, and Kowa - which has acquired Nikken - came in at number 28. All the merged companies with the exception of Taisho-Toyama had higher scores than the individual companies received in the surveys previously carried out by IAL.

The complete report is available from IAL (web site: www.npp.ne.jp) and analyzes each company by type of responder, overall responses and trends over time in each of the eight categories of performance. P Reed Maurer is president of IAL.

