**Yuji Segawa**

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A unique experience and proven results in Market Access, Pricing and Market research; Started as theater group scenario writer, to 8 years of multinational experience in the Healthcare sector as Market Access, Sales Forecast, Research / Insights Professional, 4 years healthcare strategic consultant for hospital management. Comprehensive reimbursement, data and custom expertise in pharma, wholesaler, payer, and hospitals.

* Strategic consultancy and Project Management
* Market Research and Insight
* Market Access, Pricing plus Demand Forecast
* Communication with APAC, UK teams

**Professional Experience**

**Freelance pharmaceutical consultant as the founder SM healthcare** Dec. 2014 - Present

* Provide my consultancy services in market research, market access, business intelligence, and Sales & Operation Planning mainly to Investors, consulting firms.
* Pharma Market research and analysis in US, Europe and Japan (Weekly Asian market commentary in pharma companies, Health plan forecast in US, etc.).
* Robotics and automation (US reseller market, Industry 4.0. Global supply chain operations),
* Pharma forecast planning in BD (Secondary validation or third country validation use)

**Marketing Department Manager at Clinigen Japan** Sep. 2016-June 2018

**(Pricing, Market Access, Software, BD planning; launch and establish Clinigen business)**

* Pricing；Applied to Economic Hardship Premium and received **30% price increase**
	+ Re-pricing strategy planning with estimated price ranges (Economic hardship and essential drug)
	+ Made all dossiers to MHLW (Ministry of Health, Labor and Welfare)
	+ Presentation and negotiation with MHLW
	+ Respond all inquiries from MHLW for their price revision
	+ Attend as an observer at MHLW committee Central Social Insurance Medical Committee, Drug price committee, and others
	+ Market Research Analysis both commercial drug and business development
	+ Foscavir and Ethyol market research , secondary market research and doctor interviews
	+ 8 drug market research for Business development
* Sales forecast and 3 year planning; 1st year result +1.8% vs original plan
	+ Make 3 year plan (monthly)
	+ Plus Make monthly latest forecasts
	+ Customer database making and maintenance
* Pre-wholesaler and wholesaler management; Transaction IT network (JD-Net) establishment with wholesalers, Pre-wholesaler distribution IT system establishment
	+ Establish transaction system (distribution and financial operation) and IT system with Clinigen distribution centers and wholesalers
	+ IT system project management
	+ Rebate and allowance planning
	+ CMC planning support
* Others
	+ Telephone & mail reception, office purchasing and others

Result; Pricing 30% up in 2018 price revision. In market projection year 1.8% up from the initial plan with good global API manufacturing result, Transaction system savings estimated $0.2-0.5 million, Running cost $0.1-0.3 million, BD issue analysis management. **Selected 2018 the company award in AAA region (1 person each year in all AAA affiliates employee).**

**Cognizant MANAGER Analytics unit, Japan** Jul. 2014 - Nov.2014

**(Strategic consultancy and Pharma experience aspects to presales and project management)**

* Japan business launch. Directly report to global unit head, assistant Vice president.
* On site project management; Tips; Sales force effectiveness, business intelligence.
	+ On site problem solving and management as a project manager
	+ Communication coordination India offshore, PMO, and other vendors
	+ Global head top sales coordination to Vice Presidents by my private network

Result; A client put my position as a new PMO, switched from other IT MNC ($0.5 million). Created new clients in Pharma marketing units.

**AbbVie (from Abbott Laboratories) MANAGER** Dec. 2011 - Feb. 2014

**(SOP & Sales forecast making, market access, from previous hospital management consultancy aspects)**

* To market forecast planning and executions
	+ Daily sales update and deliver latest insights from wholesaler team
	+ Wholesaler safe inventory level research and monitoring by brand
	+ Make dossiers for management board inquiries
	+ interviews with wholesaler managers, product managers, sales group managers
* Collaboration with Finance team as a one of SOP members
	+ Daily briefing and share both finance team and sales & marketing side issues
	+ Make agreement for the latest forecast and planning
* In-market analysis methodology making support
* Key account management
	+ Periodically visit to headquarters of group pharmacies and hospitals, and negotiations
	+ Attend related gatherings
* Wholesale operation and retail pricing
	+ Retail price research and rebate strategy making support, wholesaler champing material making support
	+ IT system operations AS400, BIPCS, In market sales monitoring by wholesaler
	+ Wholesaler sales data master data table maintenance
	+ Take over drug RFID related barcode update
	+ Research for generic erosion, and impacts by allowances

Report to wholesaler group manager, External relation director, and Japan demand management board team.

1. The forecast accuracy result (including monthly sales order management) was + 0.5-1.0% variance, with events dosage change, Quality assurance matter. My numbers were approved by Japan and APAC president for country sales target
2. Succeed to obtain incremental $3 million rebate budget (1% of top product sales)

**Medical Create Inc. (Ex-McKinsey consultants firm) STRATEGIC CONSULTANT** Mar. 2007 - May.2011

**(McKinsey style analyst and consultant role for Hospital, Investment firm, and Wholesalers)**

Analyst, Consultant role Including presales, project defining, market research, business intelligence, client interface, report to managers and directors. With all type of hospital internal, health insurance claim, and real-world data (DPC and FRS).

1. Business intelligence (real world data) software R&D and launch with a major hospital reimbursement system provider. And using this for hospital clients
2. Strategic consultancy for hospital management board (strategy, organizational and bed portfolio restructuring, institutional alliances, and patient marketing). Due diligences for a new cancer center, regional center in neurosurgery and cardiovascular surgery. Several projects brought good client feedbacks and further project requests.
3. Income statement projection with sales forecast, patient secondary market research, primary research (patient, doctor, and other related person interviews and questionnaires)
4. Oversea case studies
5. Business due diligence and turnaround; to Medical device wholesaler M&A, to Investment firms for their acquiring hospitals and nursing home. And Business Intelligence software development for hospital (real world data)

**Education, classifications, and references**

* **Hitotsubahshi University (world rank around 100),** B.A. in Economics (Mar 2003)
* **Medical Sales Representative Certification** of MR education and accreditation center of Japan (Jan 2013 – present, updated every 5 years), Almost the same level with registered OTC sales staff (on behalf of pharmacist); No 110156
* **Driver license;** (Apr 2001 - present)
* **Theater group “Ultra Marine Blue” FOUNDER and MANAGING DIRECTOR (**Oct. 2000 - Jan.2007)
* **Company Award 2018 Clinigen AAA region (1 person selected in all AAA and Africa division and employee)**

**SCLC Japan formal member** Jan. 2009 - present

**SCLC Japan is social gatherings with pharma MN**C unit managers, directors, pharmacy chain president, and wholesaler board members. Tips are in mainly market access related tips and Supply chain model innovation (DTP, RWM) in U.S. and Europe

1. Managed study delegation in Germany, Belgium, and UK; contact and arrange meetings with Alliance Boots, Celesio, Phoenix, GIRP, London University hospital, and AstraZeneca Europe at their head offices. And presenter for Japanese situation.
2. My articles to Japan Elsevier Journals about Europe, US and Japan wholesaler and retailer integrations