

## Eisai partners with Chong Kun Dang for drug sales

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Eisai Korea, the Korean unit of the Japanese pharmaceutical company, has chosen Chong Kun Dang as a partner firm to sell dementia treatments. The two companies recently signed an agreement to jointly sell Aricept and Aricept Evess.

Chong Kun Dang will focus on sales and marketing for clinics, and Eisai Korea, for general hospitals.

Chong Kun Dang, armed with good sales power among clinics, has become an active player in the dementia medicine market with its Gliatilin agent, a cognition-enhancing therapy.

Eisai wants Chong Kun Dang to concentrate on sales for clinics, and use its salespersons to focus on large-scale clients such as general hospitals and nursing hospitals.

Combined sales of Aricept and Aricept Evess rose from 65.2 billion won in 2015 to 71.1 billion won in 2016, but slightly fell to 71 billion won in 2017.