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MIMS and Ashfield Communications combine operations in Japan

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MIMS Group, Asia's largest multi-channel provider of drug information, medical communications, events management and marketing services, and Ashfield Healthcare Communications KK, on 23 October 2019, announced that they have combined operations in Japan. The newly established organisation will be operating as MIMS Japan Co. Ltd.

MIMS and Ashfield Healthcare Communications formed a strategic alliance in January 2019. The synergy between MIMS and Ashfield Healthcare Communications will use local knowledge within the country to execute best in class and compliant regional and global programs at the local level. It will provide clients with strengthened capabilities from both organisations including Japanese and English medical communications and publications services for the local Japan-market, APAC region-wide scientific strategy and digital healthcare expertise and global solutions.

MIMS Group, now under the umbrella of SMS Co. Ltd. has been offering diverse expertise for over 50 years in 17 countries and markets in Asia, Oceana and the Middle East with a focus on providing marketing support services to pharmaceutical companies, error detection system integrated in healthcare institutions as well as services to empower healthcare professionals in their daily operations. MIMS marketing platform services is spread across 10 countries mainly in South East Asia and has over 2.5 million healthcare professionals registered on the mims.com website, with drug directory services, medical communications, as well as a media platform business. MIMS Japan Co. Ltd., headed by CEO Yasunobu Sakai, was established in April 2017, offering one-stop services in the Asia Pacific region to Japanese pharmaceutical manufacturers, healthcare and food manufacturing companies

"The alliance with Ashfield Healthcare Communications enables us to give a distinct benefit of delivering a global standard quality to our Japanese clients, in addition to the one-stop services for expanding in South East Asia being offered by MIMS Japan Co. Ltd.," said Yasunobu Sakai, CEO of MIMS Group.

Ashfield Healthcare Communications, part of UDG Healthcare plc, provides global solutions for clients, adding value by connecting scientific excellence, creativity and data capabilities to flawlessly execute powerful, multichannel communication solutions. Ashfield Healthcare Communications has a global network of 1,300 employees collaborating with more than 100 pharma, biotech, device and nutraceutical companies.

Ashfield Healthcare Communications Executive Director Richard Lawrence said: "Ashfield Healthcare Communications already works with several Japanese pharmaceutical companies on a global basis. Further strengthening our partnership with MIMs will enhance our ability to better serve these companies regionally and in the Japan market."

Victor Wright, MIMS Chief Client Officer for pharma marketing said, "As the largest medical communications company in the APAC region outside of Japan and China, MIMS Group has the local country expertise to help Japanese companies extend their programs and communications throughout the APAC region."