

## **Santen to Conduct Activities to Raise Awareness on Importance of Early Detection and Treatment of Glaucoma during World Glaucoma Week (March 8-14, 2020)**

March 5, 2020 - Santen Pharmaceutical Co., Ltd. (Head Office: Osaka; Chairman and CEO: Akira Kurokawa; hereinafter, "Santen") announced today that it will support glaucoma awareness-raising activities to be conducted around the world from March 8 to 14, 2020.

The World Glaucoma Association (WGA) has defined World Glaucoma Week (WGW) every March to encourage patients, eye-care providers, health officials, and the general public to learn more about glaucoma, a leading cause of blindness that affects more than 60.5 million people worldwide<sup>1</sup>, early detection, and continued treatment of glaucoma.

Santen is participating in WGW by engaging in global glaucoma awareness initiatives with the theme of "Patient Centricity";

**Japan:** Will foster public awareness by supporting *Light-up in Green*, an initiative introduced by the Japan Glaucoma Society to heighten public awareness of glaucoma, and sharing information about the condition on Santen's official Twitter account (<https://twitter.com/santenofficial>) and Facebook account (<https://www.facebook.com/SantenOfficial/>).

**Asia:** Will promote the "Glaucoma Vision Simulator\*" established by Santen.

**China:** Will support experienced experts to do daily online livestream lectures from March 8th to 14th to increase public awareness of glaucoma and its prevention and early detection.

**EMEA:** Will raise public recognition of WGW by featuring a test (<https://daywithglaucoma.typeform.com/to/QoOEVU>) that simulates the impact of glaucoma, which was created in collaboration with the International Glaucoma Association (IGA) (<https://www.glaucoma-association.com/>).

**U.S:** Will support advocacy efforts through the glaucoma awareness campaign that encourages the public to learn more about glaucoma and early detection via social media (<https://twitter.com/SantenUSA>).

The "Glaucoma Vision Simulator\*" is a mobile application created by Santen as part of our ongoing commitment to preserving vision. It can be used by all people around the world, including the general public, healthcare professionals, patients and their families. This global app simulates the experience of visual field narrowing caused by glaucoma as well as to promote understanding of the condition in addition to general information that are part of eye examinations.

It is important to encourage more widespread awareness of glaucoma, as early diagnosis and treatment may help to prevent patients from losing their vision. As a specialized ophthalmic company, Santen will continue contributing to the better eye health of people worldwide.

\* The Glaucoma Vision Simulation app is available for download from;

Apple Store: <https://apps.apple.com/us/app/glaucoma-vision-simulation/id1442489270?l=ja&ls=1>

Android: <https://play.google.com/store/apps/details?id=jp.co.santen.app.glaucoma.vision.simulation>

## **About Santen**

As a specialized company dedicated to ophthalmology, Santen carries out research, development, marketing, and sales of pharmaceuticals, over-the-counter products, and medical devices. Santen is the market leader for prescription ophthalmic pharmaceuticals in Japan and its products now reach patients in over 60 countries. With scientific knowledge and organizational capabilities nurtured over a nearly 130-year history, Santen provides products and services to contribute to the well-being of patients, their loved ones and consequently to society. For more information, please visit Santen's website ([www.santen.com](http://www.santen.com)).

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<sup>1</sup> Glaucoma Research Foundation. Glaucoma Facts and Stats. Available at <https://www.glaucoma.org/glaucoma/glaucoma-facts-and-stats.php>