

Santen certified as Digital Transformation Business Operator by Ministry of Economy, Trade and Industry

February 10, 2022 - Santen Pharmaceutical Co., Ltd. (head office in Osaka City; hereinafter “Santen”) is pleased to announce that it has been certified as a DX business operator under the DX (Digital Transformation) certification program by the Ministry of Economy, Trade and Industry.

Under the three key strategies of “Profit ratio improvement in core businesses,” “Expansion of new areas” and “Strengthening of foundation as a global company,” Santen strives to achieve goals set out in its medium-term management plan by 2025. Based on these strategies, we are enhancing digital health potentials with a disease awareness application for consumers, and a medical education platform for healthcare professionals. We are also maximizing digital technologies in promoting new products and are introducing next-generation ERP (Enterprise Resources Planning) and smart factories¹ that realize fundamental operational efficiency. The company is also leading its “Work from Anywhere” program launched in July 2021 starting in Japan. This new work style allows employees to conduct work at suitable locations and at suitable times with digital technologies. This provides flexible options in work environment that do not limit in office location. This ultimately reinforces organizational resilience against changes in the business environment.

Santen gained DX certification after the METI recognized that the company’s DX initiatives meet the certification criteria set in the Digital Governance Code (“Vision and Business Model,” “Strategy,” “Achievements and Key Performance Indicators” and “Governance System”), which stipulates actions that business managers are expected to implement in order to boost corporate value, and that the company conducts appropriate information disclosure to its stakeholders.



“The way our business should be and business model are rapidly undergoing globalization,” says Minori Hara, Corporate Officer and Chief Information Officer (CIO) of Santen. “I believe our IT teams’ roles are to contribute to streamlining Santen’s overall value chain and accelerating its evolution by ‘providing support to global business operations from their respective regions’ and ‘offer digital solutions.’ The global healthcare market is rapidly shifting toward a business model of using data to create new products and services. We are committed to contributing to solving eye-related social issues further by boosting our competitive edge through the use of digital technology in business transformation and the reinforcement of the business structure for promoting DX strategy.”

Santen will continue to utilize digital and information technologies to accelerate innovation, thereby contributing to reducing the loss of social and economic opportunities due to eye conditions. We will continue to strive to bring about “Happiness with Vision” as stated in our company’s World Vision.

^{*1} A new way of manufacturing that introduces advanced technologies and improves productivity from multiple perspectives

DX (Digital Transformation) Certification program

The DX Certification program is based on the Act on Facilitation of Information Processing, which went into effect on May 15, 2020. It extends government certification to companies that implement initiatives which meet criteria in areas such as management vision, strategy and governance system, and are recognized as being ready to promote digital transformation in line with the basic requirements specified in the Digital Governance Code, a document that summarizes what actions business managers are expected to take to bring social transformation with digital technology.

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, and its products now reach patients in over 60 countries. Toward realizing “WORLD VISION” (Happiness with Vision), the world Santen ultimately aspires to achieve, and as a “Social Innovator”, we aim to reduce the social and economic opportunity loss of people around the world caused by eye diseases and defects by orchestrating and mobilizing key technologies and players around the world. With scientific knowledge and organizational capabilities nurtured over a 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).

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