



TOKIO MARINE  
NICHIDO

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Eisai Co., Ltd.

Tokio Marine & Nichido Fire Insurance Co., Ltd.

## EISAI AND TOKIO MARINE NICHIDO ENTER INTO BUSINESS ALLIANCE FOR CO-EXISTENCE AND PREVENTION OF DEMENTIA

Eisai Co., Ltd. (Headquarters: Tokyo, CEO: Haruo Naito, “Eisai”) and Tokio Marine & Nichido Fire Insurance Co., Ltd. (Head Office: Tokyo, President: Shinichi Hirose, “Tokio Marine Nichido”) announced today that the companies have entered into a business alliance agreement for co-existence and prevention of dementia.

Under this agreement, the following initiatives are scheduled: (1) “disease awareness initiatives” to dispel the misunderstandings and assumptions and to attempt for a widespread correct understanding of dementia, (2) “environment development” to implement the self-assessment of cognitive function on a daily basis, and (3) “measures to familiarize insurance product” to support people with dementia so they can continue to live their own lives. Eisai and Tokio Marine Nichido will work towards co-existence and prevention of dementia by mutually utilizing Eisai’s abundant experience and knowledge of medicine creation and disease awareness activities in the field of dementia as well as Tokio Marine Nichido’s expertise and networks cultivated in its insurance products and related services.

As part of dementia disease awareness activities, Eisai and Tokio Marine Nichido today began distribution of the booklet “*Wakaru to Kawaru Ninchisho – What is Dementia?*” that was co-produced based on Eisai’s dementia experience and expertise.

The image shows the cover and content of a booklet titled "Wakaru to Kawaru Ninchisho - What is Dementia?". The cover features the title in large red and black characters, a red cube with the characters "わか" (waka) on it, and the question "そもそも認知症ってなに?" (What is dementia in the first place?). The content page includes a photo of Dr. Ikeda, a quote from him, and a short article about dementia awareness.

**わかるとかわる  
認知症**

そもそも認知症ってなに?

**専門医に聞きました**  
**認知症の実像と世の中の  
イメージにはギャップがあります。**

一どのような人が認知症の専門外来を受診されているのでしょうか？

20年以上前は、認知症がかなり進んでから、家族が困って連れてこられるケースがほとんどでした。でも、1999年にアルツハイマー型認知症の治療薬が日本で発売され、2000年に介護保険制度が始まったころからは、比較的早期に受診されるケースが増えました。この5年、10年は、認知症ではないMCI（軽度認知障害）レベルの方もふつうに受診されます。一人で来られる方も多く、大学の複雑な受診手続きを、すべて自分で済ませられる方も少なくありません。20年前には考えられなかったことです。

池田 学 先生  
大阪大学大学院 医学系研究科  
精神医学分野 教授

池田先生は、認知症医療や脳と心の研究などに取り組んできました。熊本大学時代に「熊本モデル」と呼ばれる先進的な認知症医療ネットワークを構築するなど、地域活動にも従事しています。

一その一方で、一般的には、認知症の人イコール重度の人、徘徊する人といったイメージが強いようですが。

新聞やテレビのニュースで認知症が

取材：2019年7月18日 ANAクラウンプラザホテル大阪

\*Please visit <http://sodan.e-65.net/> to browse or download the booklet “*Wakaru to Kawaru, Ninchisho – What is Dementia?*”. (Japanese Only)

This booklet simply summarizes the symptoms and types of dementia and progression of Alzheimer’s disease. In addition, it includes interviews with specialists and medical staff about the images of dementia and the daily life of patients and their families living with dementia.

“Misunderstandings and assumptions, such as people with dementia can’t understand anything or they are not themselves once they develop dementia, create the impression that dementia is terrible and misery. I hope this booklet will help educate people about the the reality of dementia by providing accurate information and dispelling misperceptions,” said Dr. Manabu Ikeda, Professor, Department of Psychiatry, Osaka University Medical School, who supervised this booklet.

The booklet for dementia disease awareness will be serialized and issued continuously.

With the rapid aging of the population, it is predicted that one out of five elderly people over the age of 65 will have dementia in Japan. The “Outline for Promoting the Dementia Plan” was compiled by the government in June this year. The dementia barrier-free efforts are aimed at co-existence so that those with dementia can continue living the way they want in the communities they are used to living. The initiatives for prevention based on the co-existence foundation are expected to make significant progress.

Eisai and Tokio Marine Nichido will collaborate on initiatives for co-existence and prevention of dementia, including dementia disease awareness initiatives. The copmanies aim to contribute to the realization of the well-being of people with dementia and their families by considering collaboration with other companies and organizations that agree with the purpose of Eisai and Tokio Marine Nichido.

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[Notes to editors]

1. About Eisai Co., Ltd.

Eisai Co., Ltd. is a leading global research and development-based pharmaceutical company headquartered in Japan. We define our corporate mission as "giving first thought to patients and their families and to increasing the benefits health care provides," which we call our *human health care (hhc)* philosophy. With approximately 10,000 employees working across our global network of R&D facilities, manufacturing sites and marketing subsidiaries, we strive to realize our *hhc* philosophy by delivering innovative products to address unmet medical needs, with a particular focus in our strategic areas of Neurology and Oncology .

As a global pharmaceutical company, our mission extends to patients around the world through our investment and participation in partnership-based initiatives to improve access to medicines in developing and emerging countries.

For further information on Eisai Co., Ltd., please visit <https://www.eisai.com>.

2. About Tokio Marine & Nichido Fire Insurance Co., Ltd.

Tokio Marine & Nichido Fire Insurance Co., Ltd. has provided a variety of insurance products and the related services to support the challenges of all individual and corporate customers. In the field of dementia, we are advancing initiatives such as development and launch of the industry’s first “*Ninchisho Anshin Plan*” which is an exclusive insurance for people with dementia and their families.

We will also utilize technologies to further enhance the “power of insurance” and promote its penetration “wholeheartedly” as we strive to support people and corporations that take on challenges, thereby contributing to resolving social issues in Japan.

For further information on Tokio Marine & Nichido Fire Insurance Co., Ltd., please visit <https://www.tokiomarine-nichido.co.jp>.