

SENJU

COMPANY PROFILE



President's Message

The characters that comprise Senju's company name in the Japanese language are "Sen" and "Ju", which literally mean "thousand" and "bringing happiness", respectively. Senju, bringing much (a thousand) happiness, has an objective to bring a "happiness" to the people associated with us through the development of original pharmaceutical products for the care of the five senses (eyes, ears, nose, throat and skin), which ultimately improves the joy of living.

This is our management policy; "Good Company".

We strongly believe that Senju should be a trustworthy and essential company by putting ourselves into the other person's shoes and acting under the Action Guideline; "If I were you".

Yukoh Yoshida
President & CEO





Management Policy

Good Company

At Senju Pharmaceutical, our mission is to pursue happiness for every person associated with the company.

"Being a good company" is our management policy.

As a company that aims to be reliable, necessary, and valuable to society, we are committed to pursuing happiness for all people associated with the company, rather than simply becoming a "Big Company" that pursues only greater growth and increased sales.

Action Guideline

If I were you

"If I were you"

Considering others' viewpoints is the starting point for all of our business activities.

We should not do to others what we would not like to be done to us.

To treat others in a way that would make us happy if we were treated that way, we need to think about and do things from others' points of view at all times.

These are the action guidelines that Senju Pharmaceutical employees aim to follow.

SENJU SENSE

SENJU SENSE is a systematic collection of the concepts and values that have been carefully handed down over the generations since the founding of our company, including our Management Policy "Good Company". It is a collective name for Senju's values, which are so essential during decision-making and the execution of our responsibilities. By ensuring that each and every employee shares our SENJU SENSE and works with firm belief in the pursuit of happiness for all people associated with the company, we aim to come up with a variety of innovative new ideas, thereby ensuring that Senju remains a "Good Company".

Ethical Products for Medical Professionals

As a manufacturer of ophthalmological drugs, Senju Pharmaceutical has entered the promising fields on the front lines of medicine.



In addition to creating new medicines, particularly ophthalmic solutions in the field of eye medicine, Senju Pharmaceutical offers a broad range of generic products and we steadily implement measures to respond to changes in the market environment. What's more, we also work hard to develop and promote what's referred to as "orphan drugs", which treat rare diseases suffered by extremely small numbers of patients.

Senju Pharmaceutical will take on new challenges every day with the aim of "maintaining and improving vision" for as many patients as possible by increasing the added value of our products by strengthening the information gathering and communication capabilities we have built up over many years in the field of ophthalmology and by accurately identifying treatment needs in the medical workplace as well as by enhancing our marketing, sales and logistics functions for promoting activities to encourage the rapid popularization of our products.



M M S (Medical Management Supporter)

For Human, for Medical, for Tomorrow.



Senju Pharmaceutical has developed an MMS (Medial Management Supporter) business to provide various types of support for the operation of eye clinics with the aim of contributing to healthcare in local communities.

Strong clinic management is essential to providing high-quality health-care.

Through MMS we provide support to the many management challenges faced by ophthalmologists, including the handling of reforms to various systems, labor management, the fostering of human resources, the handling of tax issues, building partnerships with other facilities, and improving patient satisfaction.

What's more, in order to provide ever-changing healthcare information to ophthalmologists on a timely basis, we provide information via management magazine Medi-Net and our ophthalmologists' management information service website.



Management magazine Medi-Net



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