



FOR MANAGED CARE AND PAYER MEDIA

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NATIONAL *UNDER PRESSURE*™ HYPERTENSION DISEASE MANAGEMENT PROGRAM NOW SPECIFICALLY TAILORED FOR AFRICAN AMERICANS

The Daiichi Sankyo Program Provides a Culturally Relevant Option for Managed Care Organizations to Empower their Patients with Hypertension to Get to Goal

San Francisco, CA (June 18, 2008) – Daiichi Sankyo, Inc., announced today at Institute 2008 – America's Health Insurance Plans' (AHIP's) Annual Meeting that the hypertension disease management program the company provides to managed care organizations (MCOs), *Under Pressure*™, is now also available in a culturally competent version for African Americans.

Hypertension is a serious health concern for the African American community, affecting over 40 percent of African Americans over 20 years of age¹ and accounting for 20 percent of deaths²--twice the percentage of whites. African Americans also have the highest risk for hypertension-related complications—they suffer from a 50 percent higher rate of heart disease deaths, and possess a four times greater risk of developing hypertension-related, end-stage kidney disease than the general population³.

As individuals in this population seek to improve their health, some may be more likely than whites to face difficult cultural barriers. Studies indicate that for these individuals, obstacles can include a distrust of medical professionals, restricted access to health care, later diagnosis and greater burden of disease at

¹ National Center for Health Statistics. Health, United States, 2006. With a Chartbook on Trends in the Health of Americans. Hyattsville, MD: 2006. [http://www.cdc.gov/nchs/data/06.pdf](http://www.cdc.gov/nchs/data/hus/06.pdf). Accessed September 6, 2006.

² Cooper RS, Rotimi CN, Ward R. The puzzle of hypertension in African-Americans. *Sci AM*. 1999;280(2):56-63.

³ Rosamond W, Flegal K, Furie K, *et al*. Heart Disease and Stroke Statistics - 2008 Update. *Circulation* 2008; 117 (4): e25

diagnosis⁴, as well as noncompliance with therapy⁵. Lifestyle challenges, such as inadequate recreational activity, may be a contributing factor⁶.

To identify and address the unmet needs of this important population, Daiichi Sankyo has adapted their current interactive educational and motivational hypertension program specially for the African American community. The program works to help patients develop a positive patient/healthcare provider interaction, provides convincing African-American personal testimonials, culturally relevant diet and exercise lifestyle recommendations, and activities and checklists that help promote behavior change.

Both programs include educational components appropriate for patients at all stages of hypertension. The programs can be tailored to the needs of each MCO customer to assist their members in achieving their blood pressure goals. Success of the initiative is based on feedback from participating MCOs, healthcare providers and program participants.

"Clearly, heart disease is a major health issue. The Centers for Disease Control and Prevention estimates that cardiovascular disease kills more than 700,000 Americans each year. That is about 29 percent of all U.S. deaths," said William R. Sigmund II, M.D., Daiichi Sankyo Vice President of Medical Affairs. "Successfully motivating patients to commit to positive lifestyle changes has always been a tough challenge for physicians. Through the *Under Pressure* disease management program, Daiichi Sankyo is hoping to assist MCOs and physicians in managing hypertension."

Health plans drive the initiative by inviting appropriate plan members to participate in the general campaign. Once patients opt-in, they receive regular educational mailings including an innovative DVD, and are directed to the web site, www.BPUnderPressure.com with content created by Mayo Clinic Health Solutions, that reinforces the educational mailings.

Individuals who would like further information on the program should contact Christina Droukas, Daiichi Sankyo Senior Manager, Healthcare Quality, at (973) 630-8691.

About Daiichi Sankyo, Inc.

Daiichi Sankyo, Inc., headquartered in Parsippany, New Jersey, is the U.S. subsidiary of Daiichi Sankyo Co., Ltd., Japan's second largest pharmaceutical company and a global leader in pharmaceutical innovation since 1899. The company is dedicated to the discovery, development and commercialization of innovative medicines that improve the lives of patients throughout the world.

The primary focus of Daiichi Sankyo's research and development is cardiovascular disease, including therapies for dyslipidemia, hypertension, diabetes, and acute coronary syndrome. The company is also pursuing the discovery of new medicines in the areas of glucose metabolic disorders, infectious diseases, cancer, bone and joint diseases, and immune disorders. For more information, please visit www.dsus.com.

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⁴ Douglas JG, Ferdinand KC, Bakris GL, Sowers JR. Barriers to blood pressure control in African Americans. *Postgrad Med.* 2002;112(4):51-70. http://www.postgradmed.com/issues/2002/10_02/douglas2.shtml. Accessed April 21, 2008.

⁵ Wang TJ and Vasan RS. *Circulation.* 2005;112:1651-1662.

⁶ Ferdinand 51-70.