

Term	Definition
Medical Affairs (MA)	A division independent of the divisions in charge of sales and marketing of products, and is responsible for generating and providing necessary information to healthcare professionals including physicians and optimizing medical value of the company products based on medical or scientific knowledge.
Medical Science Liaison (MSL)	<p>A person with a role independent of the divisions in charge of sales and marketing of products, who has high level of medical/scientific expertise and knowledge and internally/externally leads to promote proper use of products, optimization of product value, etc. from a medical/scientific perspective.</p> <p>Specifically, the person contributes to solving unmet medical needs through medical/scientific exchanges, conference activities, etc. with outside medical experts and researchers.</p>
Key Opinion Leader(KOL) Key Thought Leader(KTL)	An influential person who delivers messages and gives explanation to target persons by actively utilizing diverse media. In the Medical Division, a KOL/KTL refers to a healthcare professional/researcher who plays a leading part in the relevant disease area/research, contributing to identifying and solving issues in the disease area and standardizing treatment.
KOL/KTL Engagement	To build a trustworthy relationship with KOLs/KTLs through medical/scientific communication in various forms in order to solve unmet medical needs.
Medical Plan	An activity plan of MA developed to optimize medical value of the company products, which includes plans associated with publication and evidence generation.
Life Cycle Management	Development and implementation of strategies to maximize/optimize the value of a drug with life cycle of the drug taken into account, which is performed not only by the Medical Division, but also by the Research & Development (R&D) and the Marketing & Sales (M&S) Divisions. Life cycle management typically covers the period from development to patent expiration of a drug and includes plans for approval/launch of a drug as well as strategies and implementation plans for extended indication after launch, evidence generation, etc.
Unmet Medical Needs (UMNs)	Issues that healthcare professionals and patients expect to solve.

<b>(Medical) Insight</b>	An insight generally means not what consumers actually want, but ideas and creation illustrating consumer needs that result from using the product. For the Medical Division, an insight refers to an idea and awareness of a medical/scientific perspective that lead to UMN's.
Investigator Sponsored Study (ISS) Investigator Initiated Study (IIS) Investigator Sponsored Trial (IST) Investigator Initiated Trial (IIT)	A clinical trial, clinical study, health economics study, epidemiological study, non-clinical study, etc. in which a healthcare professional assumes responsibility from a planning phase to carry out.
Company Sponsored Study (CSS) Company Initiated Study (CIS) Company Sponsored Trial (CST) Company Initiated Trial (CIT)	A clinical trial, clinical study, health economics study, epidemiological study, non-clinical study, etc. in which a pharmaceutical or other company assumes responsibility from a planning phase to carry out (including a study conducted jointly with healthcare professionals).
Internal Stakeholders	Other divisions including R&D, Regulatory Affairs and M&S etc., which activities are affected by the Medical Division.
TPP (Target Product Profile)	Product profile that reflects potential characteristics (efficacy/effectiveness, safety, intended target disease, difference from existing drugs, added value, etc.) of the compound, and describes the number of patients, marketability, clinical research required, drug price strategy, extended indication after launch, etc., reviewed by the M&S, Regulatory Affairs, Clinical Development and Market Access Divisions, which address the NHI drug price and healthcare policies
Optimization	To produce the most benefit to patients by generating/providing information on the company products including efficacy/effectiveness and safety information, which does not always drive to maximization of sales of the company products directly.