

2026
March

Special Edition

Pharmaceutical DX Vol.4

Learn
from the
Pros!

How Generative AI and AI Agents Will
Shape the Future of Healthcare

Date : Thursday, March 26, 2026

Order Deadline:

Early Bird Discount ... Nov. 28(Fri.), 2025




Session Plan ... Jan. 16(Fri.), 2026

List Plan ... Feb. 6(Fri.), 2026

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MIX, Inc.

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Event Overview

Name	Pharmaceutical DX Vol. 4 (Special Edition) How Generative AI and AI Agents Will Shape the Future of Healthcare	Event Format	Multi-Sponsor Digital Event
Organized and Planned by		Number of Pre- Registered Attendees	Target: 200
In Cooperation with	 MIX, Inc.	Expected Viewer Profile	Pharmaceutical Company Marketing, Sales Planning, Sales Promotion, Product Management / Development, Corporate Planning, Medical Affairs, Training, Management
Date	Mar. 26(Thu.), 2026	Promotion & Audience Acquisition	 MIX, Inc.
Order Deadline	Early Bird Discount ... Nov. 28(Fri.), 2025 Session Plan ... Jan. 16(Fri.), 2026 List Plan ... Feb. 6(Fri.), 2026	Operations	ITmedia Inc.

Content is subject to change or cancellation without notice.

How Generative AI and AI Agents Will Shape the Future of Healthcare

| Keywords

- # AI Agent
- # Generative AI
- # Pharmaceutical DX
- # LLM # New Drug Development
- # Efficiency & Productivity Enhancement
- # Process Time Reduction
- # Cost Reduction
- # Multi-Agent System

| Key Challenges for Attendees

- Keeping up with market changes
- Data Analysis and Utilization
- The Role of the MR
- Digital Marketing
- Talent Development
- Utilization of Generative AI

* Please note that the content/details/schedule may be subject to change or cancellation without prior notice.

Timetable

Time	Duration	
13:00-13:40	40 minutes	Keynote Speech
13:50-14:20	30 minutes	Sponsored Session 1
14:30-14:45	15 minutes	Sponsored Short Session 1
14:55-15:25	30 minutes	Sponsored Session 2
15:35-16:15	40 minutes	Special Lecture
16:25-16:55	30minutes	Sponsored Session 3
17:05-17:20	15 minutes	Sponsored Short Session 2
17:30-18:00	30 minutes	Sponsored Session 4
18:10-18:30	20 minutes	Closing Session

*Program subject to change based on the number of sponsors.

Sponsored Packages

	Sponsored session Plan	Sponsored short session Plan	List Plan
Sponsored session (Live streaming + Archive)	●	●	—
Full Registrant List	Estimated 200	Max. 100 (Leads) ※Lead delivery will be on a first-come, first-served basis among applicants.	Estimated 200
Sponsor Questionnaire	●	●	—
Viewer data, Report site	●	●	—
Sharing the results of pre-questionnaire	●	●	●
Insertion of sponsor company's logo	●	●	●
Distribution of related materials	●	●	—
Event report	●	●	●
Newsletter Subscription Bonus (3,000 E-mails) ※Delivery to all positions within pharmaceutical companies, or to all email newsletter subscribers of pharmaceutical companies.	●	—	—
Price (All prices are tax excluded list price)	JPY 2,200,000	JPY 1,200,000	JPY 1,500,000
Order until Friday, November 28, 2025 Early registration discount	JPY 2,000,000	JPY 1,000,000	—

※The number of applicants is an estimated figure.
※Depending on sponsorship status, the event may be postponed. We appreciate your understanding in advance and your cooperation with the application deadline.
※The programs will be adjusted as necessary based on the number of sponsors.

Session Program Sponsorship Benefits

| Sponsor Direct Mail (EDM)

We promote your offerings to the job roles your solutions target, in conjunction with the Pharmaceutical DX presentations.



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- ※ Targeting emails are sent to eXpress News members who have consented to receive direct mail, segmented by job role.
- ※ All content is subject to prior review.
- ※ The actual number of delivered emails may differ from the initial estimate. Fees are calculated and invoiced based on the number of successfully delivered emails.
- ※ We cannot segment by criteria other than job role (e.g., department) or exclude specific companies.
- ※ We are unable to limit distribution to a specific quantity within the target list; the email will be delivered to all recipients on the targeting list.

Target Audience	MIX readers
Panel Source	MIX reader panel
Number of Deliveries	Once (before the broadcasting date of Pharmaceutical DX Vol.5)
Maximum Number of Recipients	Up to 3,000 (adjustable in consultation)
Material Specifications	<ul style="list-style-type: none">Text ± ImagesCharacter count guideline: No limitImages: Width ≤ 600 pixelsFile size: <150KB, up to 2 imagesAttachments: PDF <2MB
Submission Deadline	By 3:00 PM, 3 business days prior to delivery date
Delivery Time	7:00 a.m. or 12:00 p.m.
Performance Report	Open and click-through rates provided 5 business days after the delivery date

Metrics	Overview	Value
Expected Open Rate	Percentage of emails opened among those delivered	20–30%
Expected Click-through Rate	Percentage of URLs clicked within emails among those delivered	0.6–2%
Expected Conversion Rate	Average rate for document downloads and webinar registrations (number of conversions ÷ number of clicks)	Average 34.3% *Based on eDMs distributed from January 2024 to August 2024

eXpress News registration status: 24,961

Industry	Job role	Number of members	Number of eDM recipients
Pharmaceutical companies	MR	5,963	3,634
	Sales Management (Branch Manager/Sales Office Manager/Department Manager/Section Manager, etc.)	1,792	749
	Sales Planning/Sales Promotion/Marketing	2,318	1,407
	Distribution/Dealer Relations	316	200
	Product/Scientific Affairs	309	191
	Training	320	233
	Other Sales-Related (Administration Department, Operations Department, etc.)	37	35
	Corporate Planning/Business Planning/Business Development	493	334
	MA/MSL	357	236
	PV (Pharmacovigilance)	129	105
	Research/Clinical Development	985	819
	Regulatory Affairs/External Affairs	94	72
	Production	244	185
	Digital/DX Promotion	117	89
	Information Systems	13	9
	Public Relations/General Affairs/Human Resources/Labor Relations/Legal Affairs/Accounting	570	404
	Executive Management/Senior Management/Board Members	53	30
	Other	1,011	913

(As of August 29, 2024)

Schedule

Determine delivery date

Please check availability in advance.

Material submission

By 3:00 p.m., 3 business days prior to the delivery date

Test email

Send a test email to the sponsor company(ies).

Proofreading & revisions

Revise the marked sections and send another test email to the sponsor company(ies).

Final proofreading

By noon of 1 business day prior to the delivery date

※ Image is for illustrative purposes only.

※ This offer does not apply to the Short Session Sponsor Program.

Optional Services

| LIVE Session Recording Delivery (MP4)

Leverage Session Videos! Delivery of Presentation Recording Data

- Leverage Session Videos. Delivery of Presentation Recording Data. If you sign up for the “Session Included” plan, we will deliver the recorded data of your company's LIVE session that was streamed.
- It is in mp4 format.
- It will be delivered exactly as it was streamed, without any editing.

JPY **50,000** or more

| Session recording support

Professional Session Video Production Easily convey your appeal

- Supports recording 30-minute session videos.
- Provides dedicated professional equipment and recording venues.
- Supports online recording.
- Application required 1.5 months prior to event.
- Additional fees may apply depending on recording content, such as when there are two or more speakers.

JPY **200,000** or more

| Lead Follow-Up Service

Lead Follow-Up Service Promptly call acquired leads to conduct interviews and propose business meetings

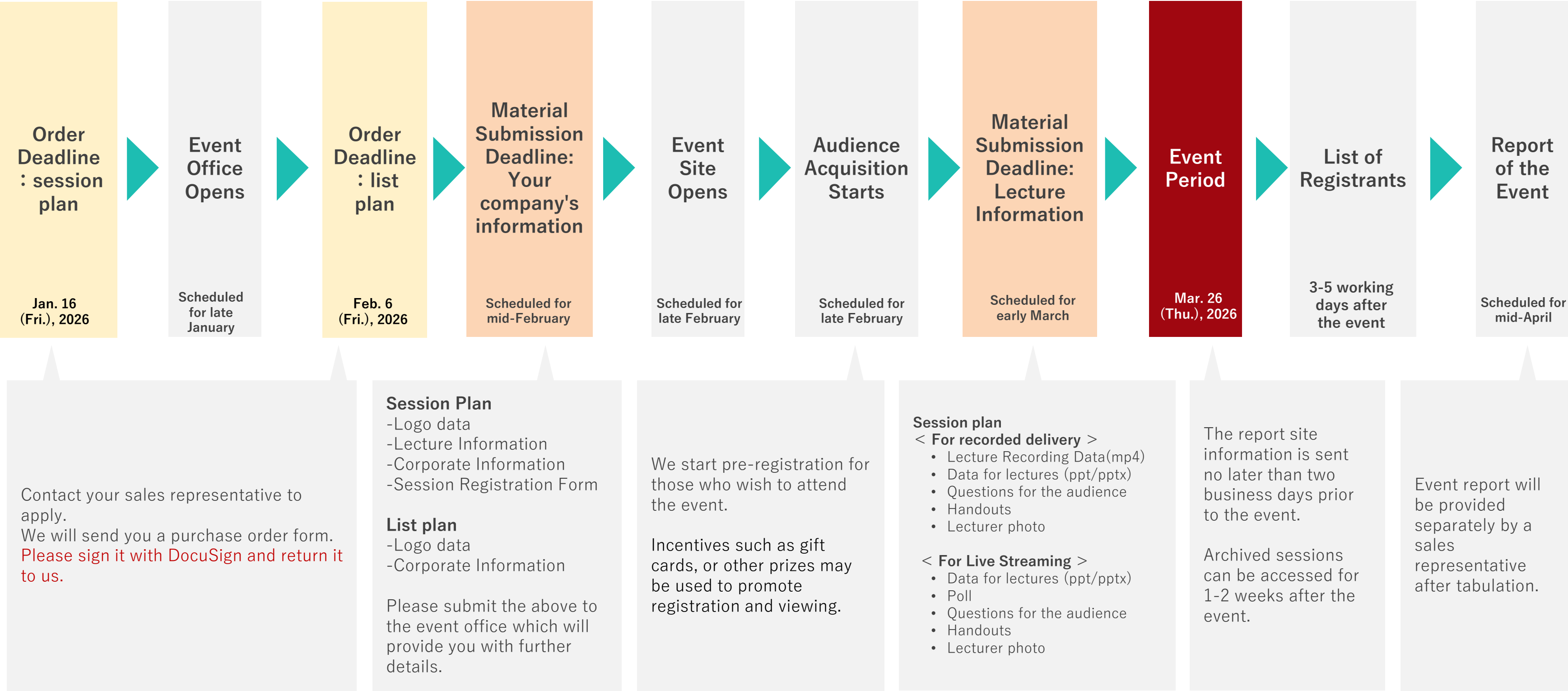
- After the event concludes, call a predetermined number of acquired leads.
- Effective implementation can achieve high response rates and customer acquisition results.
- Minimum volume: 50 leads
- Duration: 3~4 weeks (for 250 leads)
- Up to 1,000 leads

JPY **75,000** or more

※Options available only with sponsorship plans. (all prices are gross and do not include tax).

Application Workflow

This schedule is a guide only and is subject to change depending on circumstances.
The event office will contact you with the confirmed schedule after the event is decided.



※Please note that this content may be subject to change or discontinuation without prior notice. Should you have any queries, please contact your sales representative.

Important Notes

| Cancellation Policy

Please note that a cancellation fee will be charged if any of the following conditions apply
after the order form has been exchanged
after submission of registration form
after the start of the office guidance

In such cases, cancellation fees will be as follows;
up to 41 days prior to the event: 50% of the contract fee
within 40 days of the event: 100% of the contract fee

However, in the event that actual costs (such as venue cancellation fees, instructor assignment cancellation fees, etc.) are incurred in excess of the above cancellation fees, we will charge a cancellation fee that includes those additional costs.

| Consumption Tax

Consumption tax is charged separately.

| Distribution Platforms

The venue configuration and delivery platform, including operational systems, are subject to change for certain reasons.

| Online Streaming Risks

Live streaming always involves risks.
Please be aware of the risks below and the measures we have taken to prevent them.

- Risk 1: Trouble with Internet connection or ISP issues**
Both video and audio may drop out.
We will immediately switch to streaming on a backup PC and backup line.
- Risk 2: Failure in live streaming platform**
By storing a buffer during delivery, it reduces the phenomenon of video and audio interruptions due to the user environment.
The system is redundant so that backup delivery is always available as a countermeasure against failures, but in the unlikely event that the delivery platform fails, an apology for the suspension of delivery will be sent to viewers via e-mail, and they will be guided to the on-demand version at a later date.
- Risk 3: Power failure**
Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.
- Risk 4: Equipment failure**
Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.
- **Risk 5: Failure on the viewing side**
If fewer than 10% of total viewers report viewing failures, the issue is likely caused by the viewer's individual environment and will be handled on a case-by-case basis.
If 10 or more similar viewing failures are reported from the total audience, we will announce an apology for the streaming suspension and provide an on-demand version at a later date.

Digital Event Inquiries

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<https://promotion.itmedia.co.jp/contact>

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