

## **Mitsubishi Tanabe Pharma America Expands Executive Leadership Team, Names Kevin O'Brien as Vice President of Market Access**

**JERSEY CITY, N.J., November 21, 2017** – Mitsubishi Tanabe Pharma America, Inc. (MTPA) today announced the appointment of Kevin O'Brien as Vice President of Market Access and a member of the organization's executive leadership team. In this role, O'Brien will oversee the development of U.S. market access strategy and implementation, as well as payer contracting and reimbursement initiatives, to enable patient access to RADICAVA® (edaravone) and future pipeline products.

"Kevin O'Brien has a breadth of experience leading field reimbursement teams, developing meaningful patient support programs and directing national payer teams across many therapeutic areas," said Atsushi Fujimoto, President, Mitsubishi Tanabe Pharma America. "With his extensive expertise in access, reimbursement and distribution, Kevin will be a key leader in our organization as we build upon the company's solid foundation to drive continued growth in the U.S."

O'Brien brings MTPA more than 30 years of commercial experience in the pharmaceutical and medical device industry, having served in a wide range of roles ranging from field sales to executive leadership. Prior to MTPA, O'Brien served as Vice President of Market Access at Bioventus, where he was responsible for leading payer, trade, marketing, contracting, and government teams. Previously, O'Brien spent six years at Endo Pharmaceuticals, as Senior Director of Managed Markets.

### **About Mitsubishi Tanabe Pharma America, Inc.**

Based in Jersey City, N.J., Mitsubishi Tanabe Pharma America (MTPA) is a wholly-owned subsidiary of Mitsubishi Tanabe Pharma Corporation's (MTPC) 100 percent owned U.S. holding company, Mitsubishi Tanabe Pharma Holdings America, Inc. MTPA is dedicated to delivering innovative products that address the unmet medical needs of patients in the U.S. It was established by MTPC to commercialize approved pharmaceutical products in the U.S. with plans to expand its product line through collaborations with partners. For more information, please visit [www.mt-pharma-america.com](http://www.mt-pharma-america.com) or follow us on Twitter at <https://twitter.com/MTPharmaUS>.

### **Media inquiries:**

Debbie Etchison

908-340-8578

[Media\\_MTPA@mt-pharma-us.com](mailto:Media_MTPA@mt-pharma-us.com)