

Jin Chen, Master of Medicine

CONTACTS

Address: 907, Amiti Minami Rokugo, 3-18-1, Minami Rokugo, Otaku, Tokyo, Japan, 144-0045
E-mail: jinchen7199@gmail.com
Cellphone: +81 80 4369 8278

WORK EXPERIENCE

- | | | | |
|--|--|---|--------------|
| 2013.8 - | Nippon Boehringer
Ingelheim | Healthcare market
researcher | Japan |
| <ul style="list-style-type: none"> ▶ Conduct market research programs for various brands ▶ Main job contents include market research planning, project management, internal reporting and presentation. ▶ Major research programs involved include message tracking study (KPI evaluation), market segmentation, MR detailing content study and patient support campaign. | | | |
| 2012.12 – 2013.8 | GfK Custom Research
Japan | Healthcare market
researcher | Japan |
| <ul style="list-style-type: none"> ▶ Conduct market research programs for various medicinal products ▶ Main job contents include research design, research material translation (inter-translation of English and Japanese) and reporting. ▶ Experienced therapeutic areas – targeted therapy in hematologic malignancy. | | | |
| 2011.10 – 2012.11 | Freelancer | Healthcare market
researcher | Japan |
| <ul style="list-style-type: none"> ▶ Conduct market research programs for various medicinal products ▶ Main job contents include research design, research material translation (inter-translation of English and Japanese), interview and presentation. ▶ Experienced therapeutic areas include generic medicines, biological products (monoclonal antibodies) and wound care products. | | | |
| 2010.3 – 2011.10 | Intensive Japanese Study | | |
| 2008.5 – 2010.3 | TNS China | Healthcare market
researcher | China |
| <ul style="list-style-type: none"> ▶ Conduct market research programs for various medicinal products ▶ Main job contents include research design, research material translation (inter-translation of English and Japanese), moderation and presentation. ▶ Experienced therapeutic areas include oncology (both solid tumor and Hematological malignancy), diabetes, hypertension, infectious disease, CNS disease and vaccines. | | | |
| 2006.5 – 2008.5 | Medical Training | Resident Physician | China |
| <ul style="list-style-type: none"> ▶ Management of neuro-rehabilitation for post-stroke patients | | | |

Language

English	TOEIC 870	Fluent in business negotiation, translation, report writing and presentation
Japanese	JLPT N 1	Fluent in business negotiation, translation, report writing and presentation.

Education

2005.7-2008.7	Master of Medicine	China Anhui Medical University
2000.7-2005.7	Bachelor of Medicine	China Bengbu Medical University

Appendix: Projects Experience

Medicines		Project	Market	Methodology
Hodgkin's Lymphoma (Targeted Therapy)	2012.12-2013.4	Usage understanding study To verify the most suitable timing and price modulating the adoption of biologic treatment and explore the most relevant stakeholders with the aim of fostering an efficient market access strategy <ul style="list-style-type: none"> ▶ understand the treatment flow of relapsed and refractory Hodgkin's Lymphoma ▶ understand the regimen choices and the barrier to the adoption of biologics treatment 	Japan	Respondent type: physicians Research Methodology: in-depth interview
Biological Medicines	2012.2-5	Market understanding study <ul style="list-style-type: none"> ▶ understand the current situation of bio-tech development on China market ▶ Pipeline analysis on bio-tech company 	China (Business Research)	Respondent type: Managerial level staff in Bio-tech pharmaceutical company Research Methodology: In-depth interview
Diabetes (Blood glucose lower agents)	2009.4-8	Market access study <ul style="list-style-type: none"> ▶ provide overall understanding of the glucose lower agents for type 2 diabetes on the China market ▶ understand the current prescription habits of doctors 	China	Respondent type: Physician Research Methodology: in-depth interview questionnaire
Branded generic	2008.12-2009.4	Market access study (China market) To identify the value drivers of a payer strategy for a branded generics business <ul style="list-style-type: none"> ▶ explore the key stakeholders from a payer perspective ▶ evaluate reimbursement potential for branded generics 	China	Respondent type: Administer, physicians and patients Research Methodology: In-depth interview
Anti-diabetic agent	2009.1-4	Pricing Study <ul style="list-style-type: none"> ▶ identify the suitable price for target product 	China	Respondent type: Physician Research Methodology: in-depth interview and questionnaire
Hypertension	2008.7-2011.10	Post-market drug performance tracking study track the sales activity within China market <ul style="list-style-type: none"> ▶ optimize the brand performance ▶ understand doctors' prescription habits 	China	Respondent type: Physician Research Methodology: questionnaire
Anti-depression	2009.5-8	Sale promotion study <ul style="list-style-type: none"> ▶ understand the cardiologists' usage and attitude towards the anti-depression drugs within cardiovascular department ▶ Promotion program design and implementation 	China	Respondent type: Physician Research Methodology: questionnaire
Alzheimer	2008.11	Usages understanding study To design an effective consumer encourage program to drive the anti-dementia market by understanding the current bottleneck among the market <ul style="list-style-type: none"> ▶ Market size calculation and prediction ▶ Patient flow understanding ▶ Drug usage understanding ▶ understand on the target group's (patient's caregivers / payers) perception and expectation toward the disease, treatment, product and brands 	China	Respondent type: Physician and caregiver Research Methodology: in-depth interview

Allergic Rhinitis	2009.3-4	Usage understanding study ► evaluate the drug package and dosing design	China	Respondent type: Physician Research Methodology: in-depth interview
Glaucoma	2009.8	Advertisement study ► product message evaluation	China	Respondent type: Physician Research Methodology: in-depth interview
Vaccine	Project Time	Project		Methodology
Infection(MRSA)	2009.5-7	New product launch study ► understand current situation on MRSA infection within hospital in China ► evaluate the vaccine purchase flow in hospitals ► find out market entry barrier for new product	China	Respondent type: Physician, administrators, Research Methodology: in-depth interview
Hygiene Products	Project time	Project		Methodology
Wound Care dressings	2011.10-12	Usage understanding study (Japan Market) ► get an overall understanding on the use of dressing products for advanced wound care in Japan market ► develop regulatory strategy for current and future product development.	China	Respondent type: Nurse and physicians Research Methodology: In-depth interview
Medical Device	Project time	Project		Methodology
In-vitro Diagnostic Equipment - Oncology diagnostic - Oncology screening - HIV diagnosis - Hospital Acquired Infection Diagnosis - Gynecology (HPV)	2008.5-2010.3	Market understanding study ► provide market understanding of the selected segments and assess the market potential on the IVD market ► Market size calculation and prediction ► compare of the diagnostic flow of the clinical laboratory among different countries. ► understand the challenges of physicians' daily work	China	Respondent type: Physician Research Methodology: in-depth interview and questionnaire
Cardio Emergency (Bio-marker)	2009.3-5	Market access study To provide insight on product development ► Market size forecast ► Product concept test ► Unmet needs understanding ► Physicians and patient usage understanding ► Competitor evaluation	China	Respondent type: Physician Research Methodology: in-depth interview and questionnaire
Diabetes monitor Blood glucose meter	2009.3-5	Post-market product promotion study ► To understand HCPs' underlying jobs and challenge to collect insight for new product development ► New product promotion ► Patient usage tracking ► Market education program launching	China	Respondent type: Physician Research Methodology: in-depth interview and questionnaire
Clinical Trial	Project time	Project	Market	Methodology
Anti cancer agent	2009.5-2009.11	Post-market surveillance trial (phase IV) ► Clinical study protocol translation ► Initial site visit ► IRB registration ► EDC system education and doctor training ► Adverse event collection	China	