



## **Astellas Pharma US Receives *CEO Cancer Gold Standard* Accreditation**

CARY, NC (October 1, 2012) – Astellas Pharma US is leading by example when it comes to promoting workplace wellness and encouraging healthier behavior. The *CEO Roundtable on Cancer* recently accredited Astellas with the *CEO Cancer Gold Standard* recognizing their efforts to reduce the risk of cancer for their employees and covered family members by promoting healthy lifestyle choices, encouraging early detection through cancer screenings, and ensuring access to quality treatment.

Christopher A. Viehbacher, chief executive officer of Sanofi, chairs the *CEO Roundtable on Cancer*, the nonprofit organization of cancer-fighting CEOs who created the *CEO Cancer Gold Standard*<sup>™</sup>, in collaboration with the National Cancer Institute, many of its designated cancer centers, and leading health non-profit organizations and professionals. Today, more than three million employees and family members are benefiting from the vision and leadership of the more than 130 employers who have chosen to become *Gold Standard* accredited.

“Health care industry leaders see firsthand the benefit that improved workplace health and wellness can have in cancer prevention and improved overall health,” said Viehbacher. I hope the leadership and commitment of Masao Yoshida and the team at Astellas will encourage other employers across all industries to join them in becoming *Gold Standard* accredited.”

The *CEO Cancer Gold Standard* calls for organizations to evaluate their health benefits and corporate culture and take extensive, concrete actions in five key areas of health and wellness to fight cancer in the workplace. To earn *Gold Standard* accreditation, a company must establish programs to reduce cancer risk by discouraging tobacco use; encouraging physical activity; promoting healthy diet and nutrition; detecting cancer at its earliest stages; and providing access to quality care, including participation in clinical trials.

"We are honored to be recognized by the *CEO Roundtable on Cancer* for our commitment to the health and well-being of our employees, " said Masao Yoshida, President & CEO of Astellas Pharma US, Inc. "As a company we are dedicated to improving the health of people around the world by developing innovative and reliable therapies that allow patients and physicians to take the next steps in tackling hard-to-treat diseases. Today we are striving to be at the forefront of the war against cancer and the *CEO Cancer Gold Standard* accreditation further strengthens that commitment."

In addition to the National Cancer Institute (NCI) and Centers for Disease Control and Prevention (CDC), fourteen NCI-designated cancer centers and twenty-five other hospitals and medical centers have earned *Gold Standard* accreditation. CEOs from across industries are keenly aware of the tremendous impact they can have in improving health, controlling health care costs and making a difference beyond their organization's walls in the fight against cancer and other chronic diseases. Other *Gold Standard* employers include insurers like Aetna, Cigna, State Farm and several Blue Cross affiliates; law firms, such as Hogan Lovells and Jenner + Block; technology companies such as Dell and SAS Institute; and a range of leading employers including American Century Investments, Johnson & Johnson and Lowe's.

Astellas Pharma US, Inc., is a U.S. affiliate of Tokyo-based Astellas Pharma Inc. Located in Northbrook, Illinois, the company serves as the headquarters for the Americas and employs more than 2,300 people. Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products.

### **About *The CEO Roundtable on Cancer***

The *CEO Roundtable on Cancer* was founded in 2001, when former President George H.W. Bush challenged a group of executives to "do something bold and venturesome about cancer within your own corporate families." The CEOs responded by creating and encouraging the widespread adoption of the *CEO Cancer Gold Standard* which calls for organizations to evaluate their health benefits and workplace culture and take extensive, concrete actions in five key areas of health and wellness to fight cancer in the workplace. For more information on the *CEO Cancer Gold Standard*<sup>™</sup> and the web-based accreditation process and support, please visit [www.CancerGoldStandard.org](http://www.CancerGoldStandard.org).

## **About Astellas**

The Astellas culture and brand is committed to building community, helping others, encouraging integrity and inspiring people to make a difference, today, tomorrow and every day. Astellas Pharma US, Inc., located in Northbrook, Illinois, is a U.S. affiliate of Tokyo-based Astellas Pharma Inc. Astellas is a pharmaceutical company dedicated to improving the health of people around the world through the provision of innovative and reliable pharmaceutical products. The organization is committed to becoming a global category leader in focused areas by combining outstanding R&D and marketing capabilities. For more information about Astellas Pharma US, Inc., please visit our website at [www.astellas.us](http://www.astellas.us) or follow us on Twitter at [www.Twitter.com/AstellasUS](http://www.Twitter.com/AstellasUS).

###

### **For more information:**

*CEO Roundtable on Cancer*

John Dornan, Executive Director

P: 919-531-0966

[John.Dornan@CEORoundtableOnCancer.org](mailto:John.Dornan@CEORoundtableOnCancer.org)

