

# How Takeda is Preparing for Healthcare's Next Act: Virtual-First Care

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As a leading global biopharmaceutical company, Takeda is looking to be a leader in the evolution of digital transformation within the biopharmaceutical industry. The goal is to create a platform to scale innovation and ensure sustainable growth by evolving the way we work and how we invest in technology. Pharma has long seen the value in the “beyond the pill” approach, but Takeda is taking it another step further to improve health outcomes.

Our purpose is to create better health for people, brighter future for the world. Technology is an important part of our strategy to ensure better access to care and improved outcomes, helping us deliver on our commitment to patients. The Virtual First Care (V1C) model embraces the rapid shift to value-based healthcare that puts patients front and center. V1C has taken rapid advancements in technology and dramatically improved the overall healthcare experience. By investing in innovative virtual care models, we can provide a complete solution for patients beyond traditional therapeutics, reinforcing our transformation into a digital biopharmaceutical company.

Healthcare is in the throes of digital disruption and the ecosystem is changing at a rapid pace. The future of health is shifting from restoring health and treating sickness to promoting health and delaying symptoms. Virtual-First Care provides a holistic “proactive” approach for patients when it comes to their health. Better care on the front end means less “reactive” sick care later. At Takeda, we're looking beyond the horizon when it comes to supporting our patients by being a pioneer in the V1C space with our Takeda Digital Ventures investment team.



**VIRTUAL  
FIRST CARE**

October 25-26th 2022  
Boston, MA

Register for the Summit:  
[www.virtualfirsthealthcare.com/register](http://www.virtualfirsthealthcare.com/register)