



24<sup>th</sup> August 2006

### **Macmillan Medical Communications makes key appointments in Japan**

Macmillan Medical Communications (MMC), a new strategic initiative of Macmillan Publishers Ltd in the field of medical communications, is delighted to announce several key appointments in Japan.

Susumu Onishi, former president of Elsevier's health sciences division Excerpta Medica, has joined MMC in Tokyo as consultant director to help build the Japan unit under the leadership of Antoine Bocquet, director of MMC in Japan, who also retains his position as Associate Director of Nature Publishing Group (NPG) in the Asia-Pacific region. A key strength of MMC is its exclusive access to NPG's high quality scientific and clinical medical research content. See [www.macmillanmedicalcommunications.com](http://www.macmillanmedicalcommunications.com).

Several projects are already under way including publication of a quarterly Japanese translation of selected articles from *Kidney International*, a major journal within NPG's academic journal division.

Three additional members with strong experience in medical communications have been recruited to the MMC team in Tokyo. Art Director Yuji Urao, who joined last month, previously ran his own design studio and prior to that worked in Elsevier's health sciences division. Sales Director Yoshiki Sano joins this month from Elsevier Health Sciences Japan, and medical writer Hiroshi Yamazaki from Wolters Kluwer (Adis Int Ltd). They are joined by Rinoko Asami, former sales manager for sponsorship and custom publishing at NPG in Tokyo, who will take on the role of project manager for MMC in Japan.

"I am delighted to see such an excellent and experienced team in place in Tokyo so soon after launch of our MMC initiative" commented Macmillan Chief Executive Richard Charkin. "It bodes well for the future and shows our commitment to medical communications in the Asia region with its growing population and health care needs."

### **About Macmillan Medical Communications**

Macmillan Medical Communications is a division of Macmillan Publishers Ltd, and is a strategic medical communications agency that provides customized products and services for partners in the pharmaceutical, healthcare, and biotechnology industries. MMC's bespoke packages target the specific needs of its partners' audiences and communities. It uses the full range of communication and publishing strategies to develop high impact campaigns and services including novel internet-based approaches. Please go to [www.macmillanmedicalcommunications.com](http://www.macmillanmedicalcommunications.com).

### **About Nature Publishing Group**

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through [news@nature.com](mailto:news@nature.com) and scientific career information through *Naturejobs*.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Tokyo, Paris, Munich, Hong Kong, Melbourne, Delhi, Mexico City and Basingstoke. For more information, please go to [www.nature.com](http://www.nature.com).

### **For more information please contact**

Antoine Bocquet  
Director of MMC in Japan  
[a.bocquet@mmcjapan.com](mailto:a.bocquet@mmcjapan.com) / +81 3 3267 8749