Internationalization of Medical Services Initiative

October 2012

Healthcare Industry Division

Ministry of Economy, Trade and Industry
‘Healthcare’ is one of the most important policy goals of the Japanese government.

The Japanese government places great emphasis on ‘Life’ (healthcare and nursing care), in line with ‘Green’ (energy and environment), as part of its economic growth strategy.

Five-year healthcare innovation strategy (excerpt)

[Healthcare innovation strategy for achieving economic growth]

- International expansion of superior Japanese-style medical services
- Improving the R&D environment in Japan

Making Japan into an appealing place to gather for researchers from home and abroad
Our goal
We aim to provide the world with a superior healthcare system, medical technologies, and hospitable medical services, all of which Japan has, to improve the level of healthcare in Japan and overseas.

Key point
Business feasibility needs to be ensured for long-term, extensive internationalization of medical services.
We are making the following efforts:

**Maintaining an environment for patients coming to Japan**
- We maintain an environment in which patients from abroad can receive treatment and undergo examinations in peace in Japan.

**Supporting international expansion**
- We help Japanese hospitals and healthcare-related companies to promote international expansion to provide Japanese medical services outside Japan.

**Promoting international medical exchange**
- We promote international exchanges between healthcare professionals/hospitals.
Introduction of ‘Visa for Medical Stay’

Japan’s government introduced the ‘Visa for Medical Stay’ in January 2011

About 170 people have used the ‘Visa for Medical Stay’ to receive treatment in Japan (as of August 2012)

*Number of people calculated from the guarantors registered with METI

◆ Characteristics of ‘Visa for Medical Stay’

<table>
<thead>
<tr>
<th>Scope of medical services</th>
<th>All types of medical care, from advanced forms of treatment to ‘Ningen Dock’ examinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple visas</td>
<td>Multiple-entry visas issued based upon need</td>
</tr>
<tr>
<td>Accompanying person(s)</td>
<td>Visas made available to accompanying family and/or other travel companions</td>
</tr>
<tr>
<td>Period of validity</td>
<td>Up to 3 years based upon need</td>
</tr>
<tr>
<td>Period of stay</td>
<td>Up to 6 months based upon need</td>
</tr>
</tbody>
</table>

Disadvantages of a conventional short-stay visa:

✓ Unsuitable for long-term treatment due to the short duration of stay
✓ A separate visa required for an accompanying person

◆ Example: Using the ‘Visa for Medical Stay’ to Receive Treatment in Japan

Middle-Eastern male: Evaluation performed by receiving hospital showed condition of hepatocellular carcinoma that would require more than one hepatic arterial embolization. Patient was granted a multiple-entry ‘Visa for Medical Stay.’ Thus far, the patient has visited Japan twice to have treatment. One accompanying family member was also granted entry under the same visa.
Medical Excellence JAPAN (MEJ)

◆ What is Medical Excellence JAPAN (MEJ)?

✓ An organization established with METI support
✓ A single point of contact for foreign nationals wishing to receive medical treatment in Japan, which is also able to answer a variety of needs
✓ Supports international expansion of Japanese medical services

◆ The Functions of Medical Excellence JAPAN (MEJ)

Current:

✓ Point of contact for foreign patients
  Recommendations and referrals to medical institutions, translations of medical records, assistance with the visa application process, arranging lodging, interpretation services, and more.
  *By MEJ-authorized EAJ and PJL

✓ Overseas promotion of Japanese medical facilities with advanced capabilities
  Information disseminated through catalogs and websites.

Near Future:

In addition to current functions:

✓ Promote international exchange between hospitals
✓ Promote international exchange between healthcare professionals
✓ Help Japanese hospitals promote international expansion based on international needs
✓ Develop international human resources for healthcare services

Enhanced functions:

http://www.medical-excellence-japan.org/
Languages: English, Chinese, Russian
The task of MEJ is to contribute to meeting the medical needs of the world. MEJ can promote exchanges between Japan and foreign countries in the medical field.

*Currently about 50 institutions. Now increasing.*

- Cancer Treatment
- Hematology
- Cardiology/Cardiovascular Care
- Gastroenterology
- Neurosurgery
- Ophthalmology
- Pediatrics
- Obstetrics and Gynecology
- Orthopedics
- Dental and Oral Services
- Health and Medical Examinations
Inquiries from foreign patients handled through MEJ

Total: 1,696 inquiries

*Of the inquiries received between April 2011 and August 2012, 74 patients visited Japan to receive treatment.

*Regions with no numbers shown each generated less than 5 inquiries.
Examples of actual inbound patient cases

A great number of patients from around the world have visited Japan to receive advanced medical care, and particularly cancer treatment.

<table>
<thead>
<tr>
<th>Region of Origin</th>
<th>Medical Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS Country</td>
<td>Moderate mitral regurgitation, Chronic atrial fibrillation</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Multiple sclerosis</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Hepatoma</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Acoustic neurilemmoma</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Nonrheumatologic endocarditic</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Thyroidal disease</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Disc hernia</td>
</tr>
<tr>
<td>CIS Country</td>
<td>Prostate cancer bone metastasis</td>
</tr>
<tr>
<td>Asia</td>
<td>Cardiac valvulopathy, Cardiac dysrhythmia</td>
</tr>
<tr>
<td>Asia</td>
<td>Suspicion of heart disease</td>
</tr>
<tr>
<td>Asia</td>
<td>Hepatoma</td>
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<td>Hepatoma</td>
</tr>
<tr>
<td>Asia</td>
<td>Pulmonary hypertension</td>
</tr>
<tr>
<td>Europe</td>
<td>Angiosarcoma, Lung cancer</td>
</tr>
<tr>
<td>Middle East</td>
<td>Hepatoma</td>
</tr>
</tbody>
</table>
Patient voices

◆ Not only the high level of medical care, but also the polite and responsible support by hospital workers, interpreters, and international healthcare coordinators are appreciated by foreign patients.

Georgian female, in her 40s
Breast cancer/
Postoperative radiotherapy

“The treatment I received was just what I had expected.”

As a result of the examinations, I found out that there were treatment options open to me without undergoing a mastectomy, and the treatment I received was just what I had expected. I am particularly grateful to the excellent radiotherapist who treated me with high-precision radiotherapy.

Chinese male, in his 60s
Surgery for placing dental implants

“I feel safe while receiving treatment.”

I have not completed the full course of treatment, but thanks to all the polite and responsible staff, including hospital workers, interpreters, and international healthcare coordinators, I feel safe while receiving treatment.

Russian male, in his 60s
Prostate cancer
Bone metastasis/
Chemotherapy

“I felt that patients were given opportunities to receive treatment with advanced medical technology in Japan.”

My doctor proposed the best treatment for my disease and gave me hope. The hospital workers had a high level of professionalism and a sense of responsibility, and provided courteous and considerate care to me. I greatly appreciated the kind and sincere help from the international healthcare coordinators, to do with shopping or looking for currency exchange services.
<table>
<thead>
<tr>
<th>Country</th>
<th>Project Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>China (Shanghai)</td>
<td>Japanese-style diabetes treatment services project (Terumo, etc.)</td>
</tr>
<tr>
<td>China (Beijing)</td>
<td>Japanese-style advanced mobile medical examination services project (Asada General Hospital, BML, etc.)</td>
</tr>
<tr>
<td>China (Beijing)</td>
<td>Japan-China Dental Technology Research Center project</td>
</tr>
<tr>
<td>Russia (Vladivostok)</td>
<td>Japanese-style diagnostic imaging center project (Hokuto Hospital, Klikakiki Co., Ltd., Hitachi, etc.)</td>
</tr>
<tr>
<td>Russia (Moscow)</td>
<td>Project to develop and promote Japanese-style medical services</td>
</tr>
<tr>
<td>Vietnam</td>
<td>Telepathology and diagnostic imaging services project</td>
</tr>
<tr>
<td>Cambodia</td>
<td>Medical infrastructure and educational development research</td>
</tr>
<tr>
<td>Turkey</td>
<td>Republic of Turkey Hospital PPP Project</td>
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### International projects supported by METI in fiscal year 2012

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<tr>
<td>China</td>
<td>Japanese-style diabetes clinic project</td>
<td>Brazil</td>
<td>Providing a Japanese-style cardiac medical examination system in Brazil</td>
</tr>
<tr>
<td>China</td>
<td>Japanese-style advanced mobile medical examination services project</td>
<td>Russia</td>
<td>Market research on advanced medical devices in Russia</td>
</tr>
<tr>
<td>China</td>
<td>International pathological diagnosis services project</td>
<td>Russia</td>
<td>Japanese-style diagnostic imaging center project</td>
</tr>
<tr>
<td>China</td>
<td>Japan-China medical exchange and training programs</td>
<td>Indonesia</td>
<td>Project for opening Senayan Clinic</td>
</tr>
<tr>
<td>China</td>
<td>Demand surveys on expanding Tokushima-model lifestyle disease medical examination services in China</td>
<td>Indonesia</td>
<td>Research on promoting regional specialized medical services in Java</td>
</tr>
<tr>
<td>China</td>
<td>Demand surveys on establishing and business operation of rehabilitation clinics and training centers in China</td>
<td>Indonesia</td>
<td>Field research on establishing an Indonesia/Japan joint center for the advanced diagnosis and treatment of gastrointestinal disease</td>
</tr>
<tr>
<td>China</td>
<td>Research on providing Japanese-style dental technician services and education in China</td>
<td>Myanmar</td>
<td>A Japanese-style breast cancer treatment package in Myanmar</td>
</tr>
<tr>
<td>China</td>
<td>Telepathology and diagnostic imaging services project</td>
<td>Myanmar</td>
<td>Status surveys on blood operations in Myanmar</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Middle East Radiation Medicine Center project</td>
<td>Thailand</td>
<td>Overseas development of Kitasaito package dialysis</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Promoting advanced cardiovascular products and providing medical education in the Kingdom of Saudi Arabia</td>
<td>Cambodia</td>
<td>Medical infrastructure and educational development research</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>Status surveys on emergency care in Riyadh in the Kingdom of Saudi Arabia</td>
<td>Iraq</td>
<td>Japan-Iraq Medical Cooperation Center (tentative name); developing human resources in Iraq</td>
</tr>
<tr>
<td>Turkey</td>
<td>Field research on implementing the Republic of Turkey Hospital PPP Project</td>
<td></td>
<td></td>
</tr>
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</table>
Project for providing diabetes treatment services in China (Shanghai)

Overview

- Plan to establish a hospital specialized in team-based diabetes treatment, mainly consisting of diet and exercise therapy.
- (1) Assess the business feasibility of fee-based medical services; and (2) raise awareness of high-quality Japanese diabetes treatment.

Idea Map of Project Activities in 2012

China

- **Chinese Hospitals**
  - **Japanese-Style Diabetes Outpatient Department**
    - Medical examinations and treatment by Japanese physicians (team-based medical services provided with the support of nurses, dietitians, and others)
    - Local staff training, etc.

Japan

- **Providing Medical Services**
  - Physicians
  - Nurses (EAJ)
  - Registered dietitians (Nippon Amitas Inc.)

- **Participating Manufacturers**
  - Terumo (self-monitoring blood glucose devices, syringes, etc.)
  - Nippon Amitas Inc. (health food, etc.)
  - SJI (outpatient reservation system, electronic medical records, etc.)

- Dispatching physicians, nurses, and registered dietitians and providing diabetes treatment services
- Visits to Japan, training, etc.
- Providing medical equipment
- Establish a ‘Diagnostic Imaging Center (tentative name)’ in Vladivostok. The facility will provide high-level diagnostic imaging services in Vladivostok and will be a point of contact for patients wishing to receive treatment in Japan.
- (1) Assess the business feasibility of establishing a Japanese-style diagnostic center in the field (including market research on physician-run clinics); and (2) create a network with local hospitals.

**Idea Map of Project Activities in 2012**

- **Russia**
  - **Diagnostic Imaging Center (tentative name)**
    - Create a joint venture with project participants (including local hospitals) to run the center.
    - Point of contact for patients who want to receive treatment in Japan.
  - **Outsource diagnostic imaging operations**
  - **Training and education**
  - **Local Hospitals**

- **Japan**
  - **Participating Hospital**
    - Hokuto Hospital (Hokkaido)
      - Performs diagnostic imaging
      - Accepts patients from abroad
  - **Participating Manufacturers**
    - Medical device companies (such as MRI, CT, and ultrasonography)
      - Image Transmission
      - Providing medical equipment

**Overview**

- Participating Hospital
- Participating Manufacturers
- Japan
- Russia
Plan to cooperate with Vladivostok State Medical University

Proposed site for establishing the diagnostic center (inside a local hospital)

Meeting with a local construction company, medical device company, etc.

Plan to cooperate with Vladivostok State Medical University

Lecture at the university on Japanese-style medical examinations
Overview

- Plan to establish Cambodia’s first critical care center; subsequently, staged construction of hospitals providing advanced medical services and facilities for developing medical human resources.
- (1) Assess business feasibility by providing medical services; (2) investigate various regulations for introducing medical devices, information systems, and other products; and (3) raise awareness of Japanese medical services.

Idea Map of Project Activities in 2012

Cambodia

- Local Hospitals
  - Provide team-based Japanese medical services in clinical settings
  - Critical care, rehabilitation, and technical assistance provided by Japanese healthcare professionals

- Market research on clinical services provided by healthcare professionals
- Raise awareness of Japanese medical services

Visits to Japan, training, etc.

- Research on introducing medical devices, information systems, and other products

Japan

- Participating Hospital
  - KNI (Kitahara International Hospital)
  - (physicians, nurses, etc.)

- Participating Manufacturers
  - JGC Corporation (construction and business feasibility assessment)
  - Sojitz Corporation/Sojitz Research Institute, Ltd. (physical distribution and business feasibility assessment)
  - Other Japanese manufacturers (including NTT Communications, Nihon Kohden Corporation, Terumo, and Shimadzu Corporation) will provide support.

Medical infrastructure and educational development research in Cambodia (Phnom Penh)
Medical infrastructure and educational development research in Cambodia (Phnom Penh) Pictures

Hearing opinions from healthcare professionals

Demonstration research on rehabilitation

Surgery empirically performed on a local patient at the local hospital
Telepathology and diagnostic imaging services project in Vietnam/China

Overview
- Provide telepathology and diagnostic imaging services in local hospitals in Vietnam and China, and transfer patients as needed to Japan for treatment. In the future, the aim is to commercialize these services by establishing and developing a telepathology and diagnostic radiographic imaging center.
- (1) Conduct research on the market and infrastructure for pathological diagnosis and diagnostic imaging services in Vietnam and China; and (2) empirically provide diagnostic services by installing telepathology and diagnostic imaging devices in hospitals in Vietnam and China to assess the business feasibility.

Idea Map of Project Activities in 2012

Vietnam/China

- Cho Ray Hospital (Ho Chi Minh City, Vietnam)
- China Rehabilitation Research Center (Beijing, China)
- Experiments with devices to expand telepathology and diagnostic imaging services

Local Medical Institutions

- Telediagnosis
- Physician’s instructions to improve diagnostic accuracy
- Image transfer
- Introducing medical devices, etc.

Japan

- International University of Health and Welfare (Mita Hospital)

Participating Hospital

Participating Manufacturers
- Sakura Finetek Japan Co., Ltd. (devices for preparing pathological specimens)
- Hamamatsu Photonics K.K. (devices for digitizing pathological specimen images, and reagents)
- Panasonic System Solutions Japan Co., Ltd. (telepathology network investigations and experiments)
- Toshiba Medical Systems Corporation (remote diagnostic imaging system)
An experiment is conducted to demonstrate telepathology in cooperation with Mita Hospital, International University of Health and Welfare (interconnection using a NanoZoomer [Hamamatsu Photonics K.K.] and teleconferencing system [Panasonic] via the Internet).

Virtual slide scanner (Hamamatsu Photonics K.K.) performs high-speed scanning of glass slides for pathological examinations and converts the images into high-resolution digital data.

Providing devices for pathological examinations/consumables and technical assistance in preparing high-quality specimens (Sakura Finetek Japan Co., Ltd.)