

Information Provision and Consulting Business



Japan Medical Research Institute Co., Ltd.

Growth Strategy

Japan Medical Research Institute was launched in January 2012, with the aim of offering valuable information services to contribute to the sound development and growth of the pharmaceutical industry and to the improvement of people's lives, based on the healthcare data resources cultivated through various Nihon Chouzai Group companies. With its rapidly aging population, Japan is at the forefront of a variety of healthcare issues. Addressing these issues calls for providing services that meet a wide range of needs, including multiple types of healthcare data analysis, surveys, research, and healthcare policy proposals.

Japan Medical Research Institute seeks to meet the needs of pharmaceutical and healthcare companies, medical institutions, insurers, and pharmacies. To this end, we are helping to address healthcare issues affecting Japan as a whole—improving the quality of healthcare, optimizing medical expenses, and extending the healthy life expectancy of the population—based on prescription and health insurance claim data and a range of other medical big data. We offer four services through a team of consultants comprised mainly of pharmacists with a wealth of clinical experience.

Services

Contributing to ongoing healthcare optimization through four services

- 1 Drug Information Service**
 Analyzes the wealth of prescription information of Nihon Chouzai pharmacies throughout Japan to address issues of customers in the pharmaceutical sector.
- 2 Advertising Media Service**
 By offering an array of advertising media throughout the patient flow from entering to leaving a Nihon Chouzai pharmacy, generates points of contact between pharmacy visitors and the pharmaceutical and healthcare sectors.
- 3 Survey and Research Service**
 Addresses a wide range of issues through questionnaires and other outreach to patients visiting Nihon Chouzai pharmacies, pharmacists, and registered dietitians at pharmacies.
- 4 Data Health Support Service**
 Pharmacists with extensive clinical and data analysis experience support high-level data health projects, such as addressing problems related to medication, preventing progression, and supporting health awareness.

1 Drug Information Service Targeting pharmaceutical companies

Since FY2001, we have been gathering data on prescriptions filled by the Dispensing Pharmacy Business and conducting research and analysis based on this data. In FY2014, we launched RI-PDS, Japan's first daily data feed service, and have been providing up-to-date data ever since. In FY2017, we developed the analytical system RI-CORE to provide data that is better tailored to customer demands.

By integrating this data with pharmacy functions, we are able to fully harness synergies within the Group and obtain high-value-added information, including disease literacy, research, market surveys, and initiatives to improve patient adherence.

We are developing information provision, survey, research, and consulting businesses for pharmaceutical companies and research institutes.

Main services

- 1 RI-PDS (daily data feed)
- 2 RI-CORE (monthly, weekly data feed)
- 3 RI-SHOT (ad-hoc analysis)
- 4 PUMAP (support program for proper drug use)

2 Advertising Media Service For healthcare and pharmaceutical companies

We are developing in-store promotions (pharmacy-based advertising media services) for the more than 14 million patients who visit our pharmacies annually. In particular, pharmacists are able to provide multi-faceted medication guidance based on the latest information for daily visitors.

Going forward, a focus for this business will be using new media to help promote self-administered medication by patients.

Main services

- 1 Video broadcasts commissioned by companies and government entities aired on pharmacy monitors, as well as poster displays and leaflets
- 2 Providing useful information on self-administered medication in the form of brochures and free samples from companies, which pharmacists can provide directly to patients
- 3 Providing registered dietitians with information useful for dietary guidance and the use of samples to support pre-symptomatic disease and disease prevention

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3 Survey and Research Service Targeting organizations in medical fields

Since FY2020, Japan Medical Research Institute has continued to distribute reports via press releases and on its website, based on the independently operated RI-CORE prescription analysis system. The first was a series of COVID-19 market impact reports. This was followed by a report on market changes after the addition of new indications for a drug already used to treat diabetes, "Changes in Prescribing Trends Following Additional Indications for Dapagliflozin." The most recent release was a report on long-term repeat prescriptions prior to the introduction of a refill prescription system, included in the government's 2022 medical fee revision: "Analysis of Long-Term Repeat Prescriptions Before the Refill Prescription System Starts: Lifestyle Diseases Represent the Bulk of Prescriptions."

Main services

- 1 Patient questionnaires
- 2 Pharmacist questionnaires
- 3 Drug use survey

4 Data Health Support Service Targeting insurers

In supporting the data health businesses of insurers, Japan Medical Research Institute is helping to address two pressing issues in Japan: extending healthy life expectancy and optimizing medical expenses. We provide high quality consulting services to this end, including medical big data analysis, problem-solving related to medication and prevention of disease progression, and awareness-raising activities.

Main services

- 1 Analysis of medical expenses, health checkup information, etc. (health insurance claim data, health checkup data)
- 2 Appropriate drug use, appropriate medical consultations (duplicate medications, overprescribing, contraindications for concomitant use, overlapping medical consultations, excessively frequent medical consultations)
- 3 Encouraging medical consultation (specific health consultation, patients ignoring abnormal test results, patients discontinuing treatment for lifestyle diseases, etc.)
- 4 Promoting generic drug use
- 5 Preventing progression related to lifestyle diseases (at-risk patients, patients discontinuing treatment, patients undergoing treatment)
- 6 Information and awareness-raising for health promotion (events, seminars, educational materials)

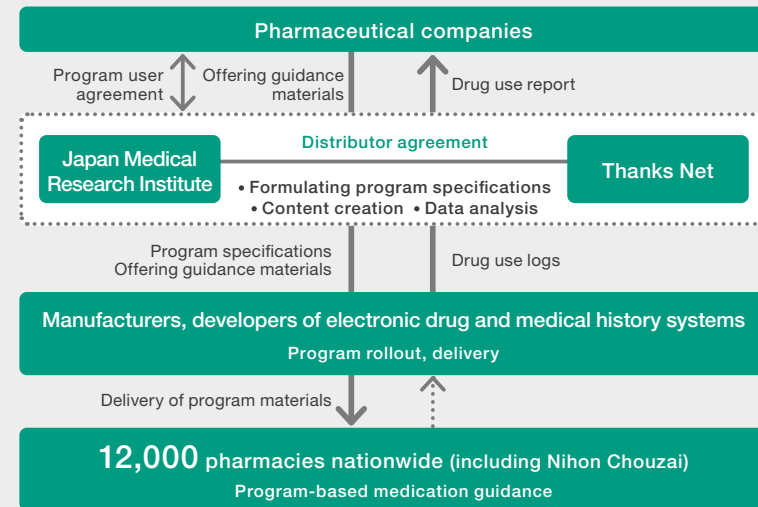
TOPICS

Distributor Agreement for PUMAP Program, Launch of Sales to Pharmaceutical Companies

Nihon Chouzai entered an agreement to sell PUMAP, a support program for proper drug use developed by Thanks Net Co., Ltd. PUMAP is a drug adherence guidance and support program focusing on the root causes of decreased drug adherence* by patients, which proposes guidance approaches to pharmacists to address these causes. The program is integrated into patients' electronic medical records so that pharmacists can access it before giving medication guidance. Pop-up windows appear offering hints and materials related to giving guidance on taking medication according to the circumstances and condition of the patient for whom the drug was prescribed. Going forward, we will accelerate sales of this program to pharmaceutical companies to further promote the proper use of drugs.

*Drug adherence: A patient's active participation in determining the direction of drug treatment and taking drugs in accordance with that direction.

Flow from Distribution of PUMAP-Based Program to Medication Guidance



Efforts to Curb Medical Expenses (More Widespread Awareness, Use of Formularies, Implementation Support)

Controlling medical expenses is an urgent task in terms of maintaining Japan's system of universal health insurance. The government's revised Fourth Medical Cost Optimization Plan for FY2024 recommends the creation of new formularies—the next step in bringing down medical expenses—to promote the use of generic drugs.

To keep the medical insurance system in place for the next generation, more people are looking to formularies as the next step to control medical costs. Going forward, Nihon Chouzai will support more widespread awareness and use of formularies as a resource for insurers to use in curbing medical expenses.

*Formularies are guidelines for the use of the most effective, safe, and cost-effective drugs for patients at medical institutions and in regional healthcare.

