

Jan. 27, 2012

## Open Course 2011

### Medical Industry Innovation Forum

Presented by the University of Tokyo Global COE program “Center for Medical System Innovation (CMSI)” (Course Manager: Pharmaco-Business Innovation), sponsored by Medical Innovation Industry Institute

[Date] November 22, 2011– March 27, 2012 (8 sessions)

[Time] 18:00 – 21:00

[Location] Tetsumon Memorial Hall (14<sup>th</sup> Floor, Faculty of Medicine Experimental Research Building)

Map: [http://www.u-tokyo.ac.jp/campusmap/cam01\\_02\\_09\\_e.html](http://www.u-tokyo.ac.jp/campusmap/cam01_02_09_e.html)

[Target Audience] - Under- and graduate students (including CMSI students)

- Healthcare professionals from medical institutes, academic societies, industries including pharmaceutical and medical device

- Other professionals with a strong interest in contemporary dynamics in the medical industry

- Medical Innovation Industry Institute members

[Number of Participants] 200 persons

[Course Description]

Japan is the most rapidly aging society in the world. This demographic reality demands new medical services and solutions to control ever-increasing costs, while balancing the need to provide access to safe, quality care. Japan’s response to create a sustainable solution is of significant strategic value as the leading market in the Asian region, and because ageing societies are global phenomena, for mature and emerging markets alike. How Japan copes with the necessity to control national health care expenditure is of interest to policy makers around the world. While each country faces unique hurdles - regulatory, economic, cultural - the challenges they face are remarkably similar.

The demand for new “Medical Solutions” within a new holistic healthcare framework is broadly accepted. However, there is an increasing sentiment that the necessary transformations are being delayed. From a strategic perspective, this is due to the difficulties of balancing conflicting interests and agenda between the different stakeholders. This has downstream impact with delays in reforming the regulation environment; and creating new and trained professional staff.

Japan was the original, global leader in elemental technology and advanced science that supported the medical industry, but it is not now involved in developing new products and services that are valued in the market. It has been mooted that Japan wanted to take this opportunity and move further up the value chain to provide a total solution. This would be achieved by reviewing the contemporary market needs from the standpoint of patients/consumers and to discuss how healthcare-social system should be reconstructed. To this end, Japan could contribute towards the development of a large medical industry strategy by inviting the world’s intellectual / leadership and management resources to Japan, which would act as a catalyst to bring back their business in Japan.

This year, in this course, we will share the vision of top leaders who each plays pivotal roles in the emerging new healthcare industry (medicine, medical equipment, medical treatment, telecoms, IT). It is hoped that such discussions can enhance realizing the necessary innovation among the multiple and interested constituencies.

[Registration] Please write 1) your name, 2) name of your company (school), 3) telephone number and 4) e-mail address, and send by e-mail to [office@miii.or.jp](mailto:office@miii.or.jp)

[Registration Fee] Regular: 40,000JPY, Student: Free

[Contact Information]

Forum office within Medical Innovation Industry Institute

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Schedule might be changed on the basis of lecturers' schedule

	Date	Lecture Title	Speaker	Affiliation	Title
1	Nov. 22nd (Tue.)	New medical industry	Hiromichi Kimura	Graduate School of Pharmaceutical Sciences The University of Tokyo	Professor
		National healthcare strategy and policy	Kouhei Ohtsuka	Member of the House of Councilors	The former Vice Minister of Health, Labour and Welfare
2	Dec. 6th (Tue.)	Medical supply chain/ online shopping	Genri Goto	Kenko.com Inc.	President & CEO
		Social system of hyper aging society(TBD)	Shohei Kimura	Secom Co., Ltd.	Chairman
3	Dec. 20th (Tue.)	Finance for medical services	Yasutake Tango	The Yomiuri Shimbun Holdings	Auditor
		Direction of global company	Yasushi Shingai	Japan Tobacco Inc.	Representative Director
4	Jan. 17th (Tue.)	Medical supply chain infrastructure	Makoto Kikawa	Yamato Holdings Co. Ltd.	President
		Medical device industry/ globalization	Makio Uchida Yuji Oka	Hitachi Ltd.	Chief Operating Officer Corporate Healthcare Group  Corporate Officer Deputy General manager
5	Jan. 31 <sup>st</sup> (Tue.)	Consumer goods/OTC industry	Sadayoshi Fujishige	Lion Corporation	Representative Director Chairman of the Board CEO
		Medical device industry	Yasuyuki Yoshida	Asahi Kasei Corporation	Director Primary Executive Officer
6	Feb. 7th (Tue.)	Pharmaceutical/ biotech industry	Yuzuru Matsuda	Kyowa Hakko Kirin Co. Ltd.	Executive Director of the Board President & CEO
		Medical device industry	Yutaro Shintaku	Terumo Corporation	President and Representative Director
7	Mar. 6th (Tue.)	Healthcare policy/social system	Hirobumi Kawakita	Kawakita General Hospital	Chairman of the Board of Directors
		Medical information infrastructure and solutions	Takuma Otoshi	IBM Japan, Ltd.	Chairman
8	Mar. 27th (Tue.)	Realization of medical industry innovation	Panel discussion Akira Morita	Graduate School of Public Policy The University of Tokyo	Professor