

# Internationalization of Medical Services Initiative

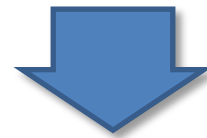
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*'Healthcare' is one of the most important policy goals of the Japanese government.*

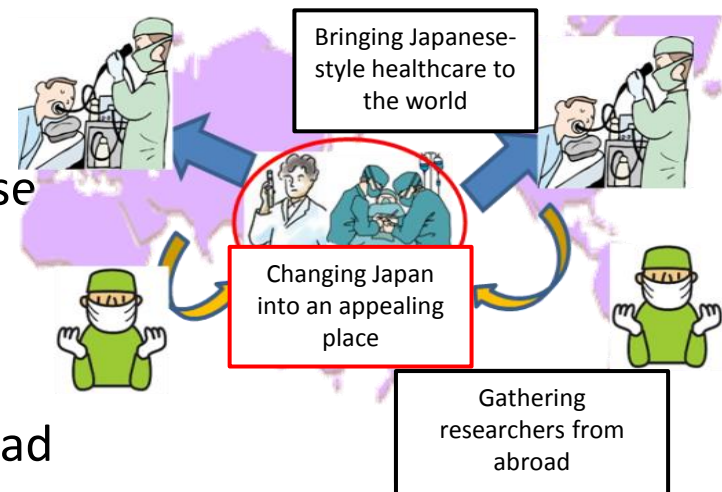
The Japanese government places great emphasis on 'Life' (healthcare and nursing care), in line with 'Green' (energy and environment), as part of its economic growth strategy.



### 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:

### Supporting international expansion

- In order to meet needs overseas, we help to promote international expansion of the best combination of Japanese medical services and medical equipment.

### 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.

### Promoting international medical exchange

- We promote international exchanges between healthcare professionals/hospitals.

## 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



<http://www.medical-excellence-japan.org/>

Languages: English, Russian, Chinese

### ◆ 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.

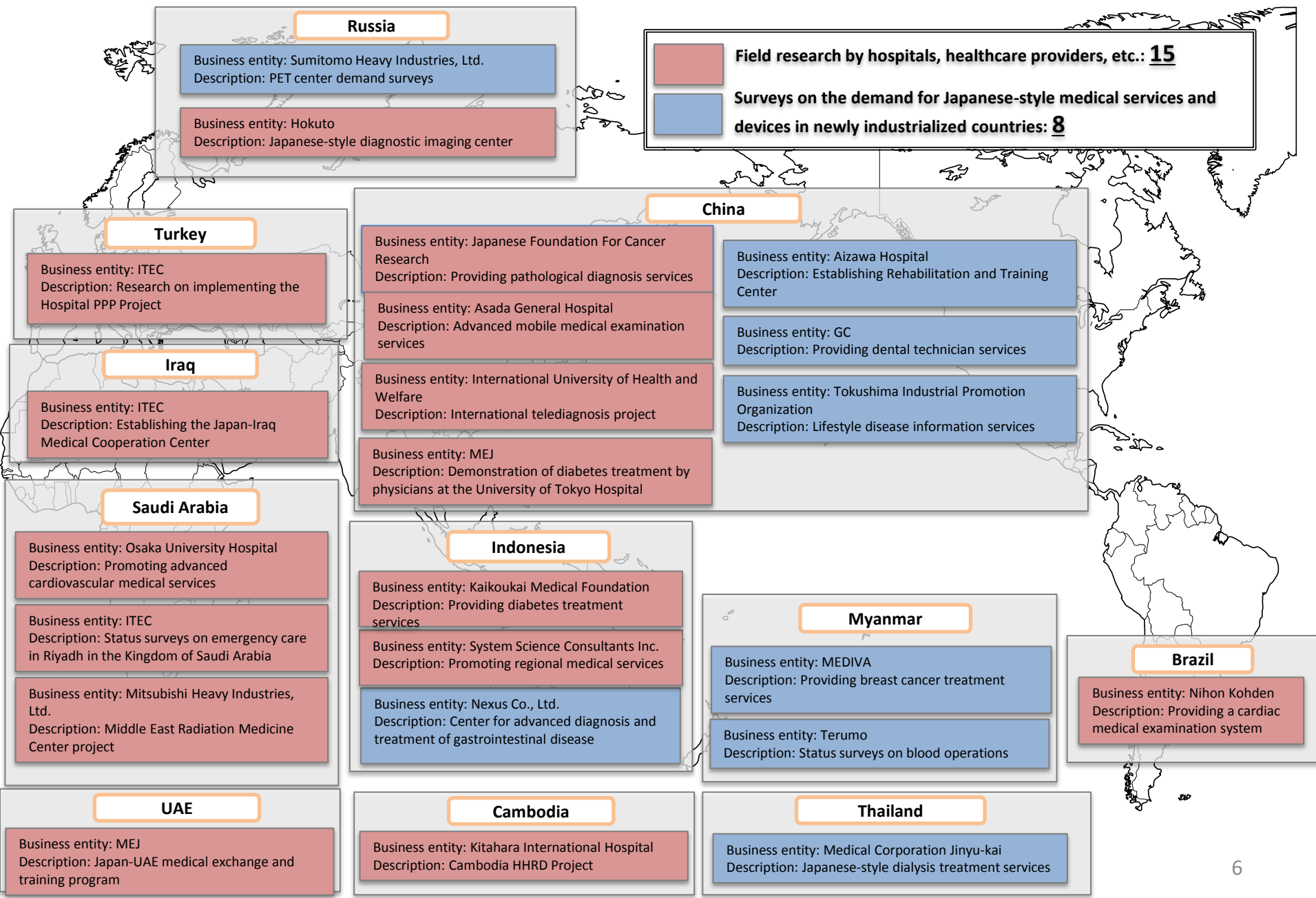
Enhanced  
functions



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

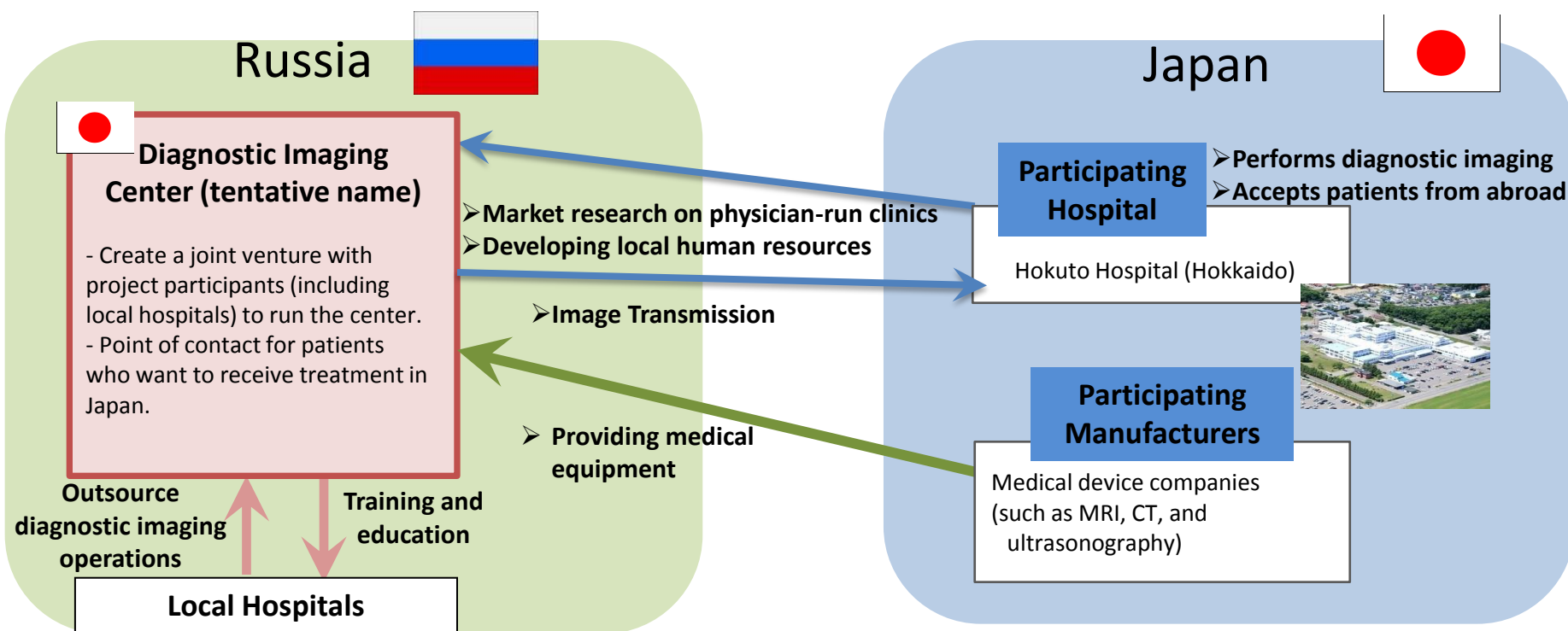


# Project for providing diagnostic imaging services in Russia (Vladivostok)

## Overview

- 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





**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**



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

## 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



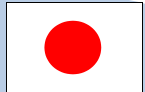
- Critical care, rehabilitation, and technical assistance provided by Japanese healthcare professionals

- 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.





**Hearing opinions from healthcare professionals**



**Demonstration research on rehabilitation**



**Kitahara Japan Clinic in Cambodia, Phnom Penh**

## Introduction of 'Visa for Medical Stay'

### Japan's government introduced the 'Visa for Medical Stay' in January 2011

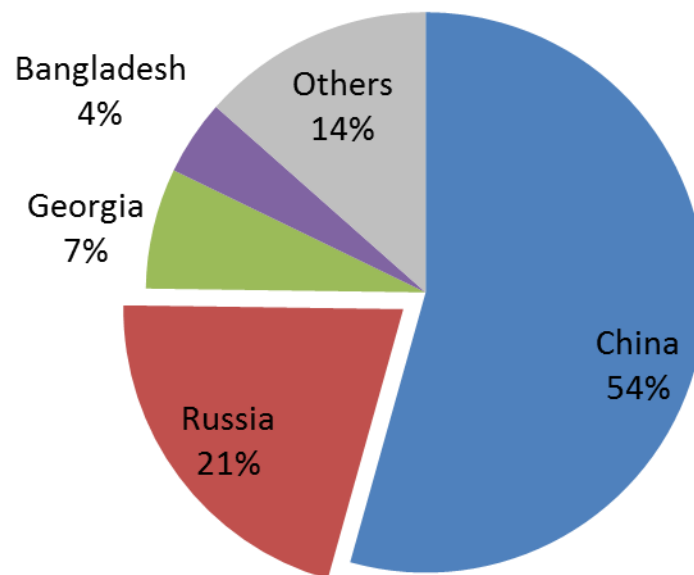
About 230 people have used the 'Visa for Medical Stay' to receive treatment in Japan (as of February 2013)

\*Number of people calculated from the guarantors registered with METI

#### ◆ Characteristics of 'Visa for Medical Stay'

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

#### ◆ User of the 'Visa for Medical Stay' by country



#### 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