

HEALTH 2.0 TOKYO CHAPTER III (2011) [CHAPTER MEETING REPORT]

Health 2.0 Tokyo Chapter Secretariat

October 14, 2011



Copyright (C) 2011 Eyes, JAPAN Co. Ltd. & Health 2.0 Tokyo Chapter.
All Rights Reserved.

1 Introduction

Health 2.0, as a novel service of "User Generated Health", starts from San Francisco, west coast of North America, and is right now spreading over Pacific Asian countries. On Oct. 14th, 2011, the Health 2.0 Chapter III was just successfully held at the Mitsubishi Building, Marunouchi, Chiyoda-ku, Tokyo, Japan.



Figure 1: Health 2.0 Tokyo Chapter III (2011) at Mitsubishi Building

It is right now the 3rd time of holding Health 2.0 Tokyo Chapter in Japan since its first landing into Asia through Fukushima in Japan. On the current Health 2.0 Tokyo Chapter III, there were over hundreds of participants, coming from the industrial companies and academic institutes all over the Pacific ocean countries, joined together at Tokyo to discuss and propose many kinds of novel medical solutions or services to greatly push Health 2.0 in Japan, and even all over Aisa.

2 Background

Health 2.0 refers to a number of related concepts including telemedicine, electronic medical records, mHealth, Connected Health, and the use of the internet by patients themselves such as through messageboards, blogs, and other more advanced systems. A key concept is that patients themselves should have greater insight and control into information generated about them. [6]

Because of the increasing health care markets and also the great progress in ICT, especially the Web 2.0 Technology, the community of Health 2.0 is warmed up and active all over world. The timeline of Health 2.0 conferences is listed in Table 1.

Health 2.0 right now represents 20 chapters across the United States, Canada, Europe, India, China, Japan and more.

Table 1: Health 2.0 Conference Timeline (Ref: [1])

Time	Conference	Continent
December 2, 2011	New Delhi Winter 2011	Asia
October 27-28, 2011	Berlin Fall 2011	Europe
September 24-27, 2011	San Francisco Fall 2011	North America
March 20, 2011	San Diego Spring 2011	North America
October 6-8, 2010	San Francisco Fall 2010	North America
June 7-8, 2010	DC Spring 2010	North America
April 24, 2010	Florida Spring 2010	North America
April 6-7, 2010	Paris Spring 2010	Europe
October 6-7, 2009	San Francisco Fall 2009	North America
April 22-23, 2009	Boston Spring 2009	North America
October 22-23, 2008	San Francisco Fall 2008	North America
March 3-4, 2008	San Diego Spring 2008	North America
2007	San Francisco Fall 2007	North America

3 Health 2.0 Tokyo Chapter III

Health 2.0 helps to ease the peer to peer collaboration among different types of medical services or business; see to Figure 3, which is introduced by Mr. Sugiyama, the Master of Ceremony for Health 2.0 Tokyo Chapter III. It would also be the hub for case study, community for collaboration, catalyst for progress, and driven force for innovation.



Figure 2: World Wide Health 2.0 Chapters (Ref: [2])

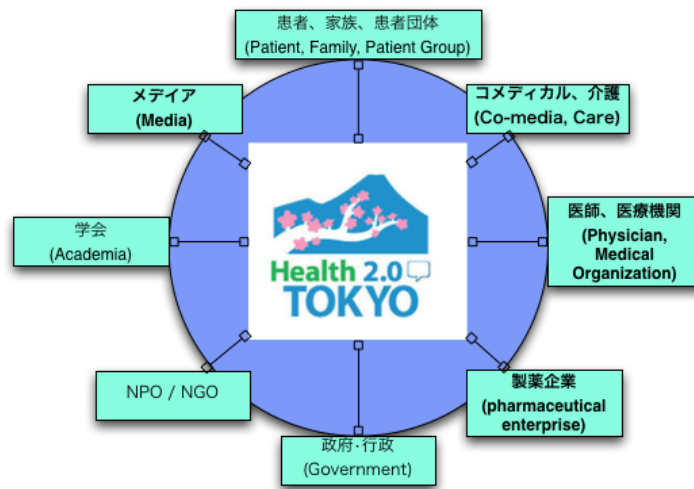


Figure 3: Peer to Peer Cooperation (Introduced by M.C. Sugiyama)

3.1 Participants and Organizing

Facing the fierce competition and unpredictable potentials, it is hard to imagine how the world will change in the next 5 years. In this Health 2.0 Tokyo Chapter III, people from different fields, such as academia, medical care, social media, pharmaceuticals, etc., will discuss about all kinds of views to the great change in the medial industry, see to the agenda in Table 2.

The main organizers of Health 2.0 Tokyo Chapter III are listed in Table 3.

3.2 Contents

Review of 2011 San Francisco Health 2.0 Mr. Toshio Wakimaru (脇丸 俊郎氏), Director of MedPeer Co. Ltd., a medical social media company, presents the review for 2011 Health 2.0 San Francisco Chapter. He firstly addressed the great impact of social networking service, such as Facebook, and then introduced the concept of "User Generated Healthcare" that was originally proposed by Matthew Holt[4]. Health 2.0 is right now greatly backed by world wide sponsors and abundant of social media. More and more companies or institutes, which focus on different types of health care services, are becoming the role player of Health 2.0, see to Figure 4. There are a lot of business model or service case studies involved, including Practice Fusion, Sharecare, Sermo, Keas, 23andMe, MedHelp, OneRecovery, stickK, etc. The current Health 2.0 is outstanding for its cloud service, convenience, and data analysis. In the near future, it would became more personalized, higher mobility, and also social network and large scale data analysis.

Table 2: Agenda in Health 2.0 Tokyo Chapter III (Ref: {3})

Sections	Institutes / Companies / Positions	Speakers
Health 2.0 San Francisco (2011年9月開催)の内容共有	メドピア株式会社	脇丸 俊郎氏
国内Health 2.0 サービス/事業事例共有	エーザイ・イースト・アジア・リージョン 事業戦略部 統合戦略室 ICTマネジメント 担当課長	開発 寛氏
国内Health 2.0 サービス/事業事例共有	アイ・エム・エス・ジャパン株式会社 代表取締役社長	湊 方彦氏
パネルディスカッション 「日本における Health 2.0の取り組み」	エルゼビア・ジャパン株式会社 Monthlyミクス編集長	沼田 佳之氏
	MSD株式会社 マーケティングオペレーションコマーシャル戦略	木村 尚美氏
	エムスリー株式会社 取締役	横井 智氏
	メドピア株式会社 代表取締役 医師・医学博士	石見 陽氏

Health 2.0 Services and Business in Japan Mr. Hiroshi (開発 寛氏), Strategy Officer of Eisai Co., Ltd, a pharmaceutical company, introduced the pharmaceuticals related services based on iPad. First of all, he promoted concepts of Human Health Care (HHC); after then, asserts that Medical Representative (MR) = Quantity × Quality. Mr. Hiroshi introduced the reason why and approaches how the mobile devices, such as iPad, can greatly help in medical care. Given that concepts and strategy, Mr. Hiroshi proposed a new types of treatment for nationwide cancer disease in Japan, by using iPads.

Technology-based Analytics and Services for the Global Health Community President Minato(湊 方彦氏), IMS Japan, presents IMS's leading technologies and services for the global health community. After then, President Minato introduced IMS's great efforts for human beings: for instance its Patient-Centered Analytics concentrates deep insights into micro health care issues, and the Social Media Monitor to address the macro health care issues. IMS's another great effort is the hard working of its Healthcare Informatics Institutes, with the great mission of offering most precise and creative solutions. President Minato also illustrated the explosive increasing usage of Android/iOS in global market and their also services for “安心処方” (Safe Prescription) in recent years.

Panel Discussion After then, there was a Panel Discussion about all kinds of issues. The representative participants (see to Figure 5) all concern the social media for medical care, involving Mr. Numate (沼田 佳之), Monthly Mix Chief Editor of Elsevier Japan, Miss Sumura (木村 尚美氏), Strategy Officer of MSD Corp. (Japan), Mr. Yokoi (横井 智氏), Director of M3,

Table 3: Conference Organizers (Ref: [3])

Role	Organizer
主催	Health 2.0 Tokyo Chapter 事務局
世話人	メディア株式会社
	株式会社メディエイド
	フライシュマン・ヒラード・ジャパン株式会社
	株式会社 Eyes, JAPAN
後援	アイ・エム・エス・ジャパン株式会社
	株式会社日本アルトマーク

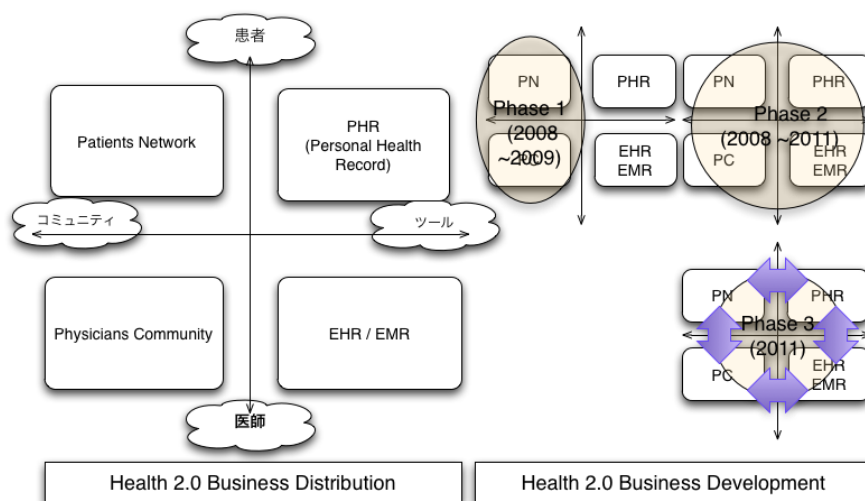


Figure 4: Health 2.0 Enterprise Distribution and Development (Introduced by Mr. Wakimaru)

Inc, and also Dr. Iwami (石見 陽氏), CEO of MedPeer Co., Ltd.

There are 3 types of social media involved for health care in Japan, including Paid Media, Owned Media, and Earned. The Elsevier which uses earned media, is a company provides mashup communication among MRs, patients and medicine companies. M3 mainly serves information support and have partnership with many companies abroad. MSD is a company providing medicine and medical products, they intend to increase their communication with other medical companies and social groups. MedPeer, as the combination of paid, earned, and owned media, is establishing a platform of experience and evidence for physicians.

Final Speech Finally, it comes the ending of Health 2.0 Tokyo Chapter III. Dr. Iwami announced the starting of Health 2.0 Japan Chapter (see to the middle side in Figure 6), and

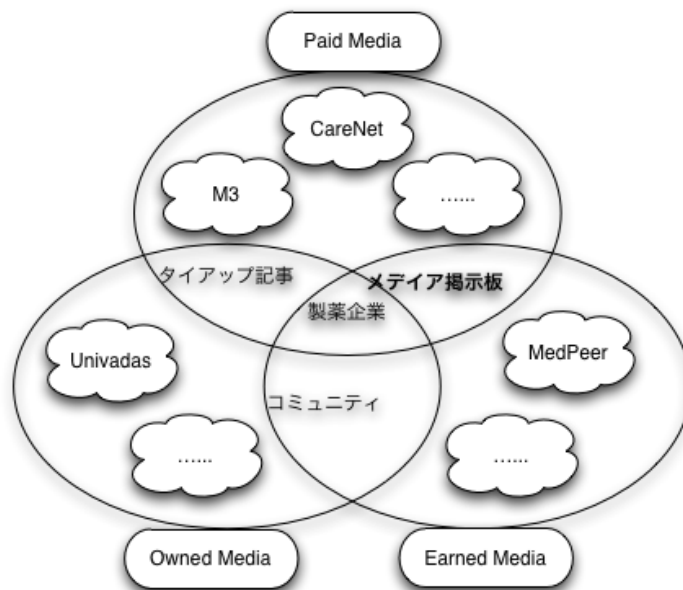


Figure 5: Panel Discussion

gave a short speech to express the great thanks to all the participants and the main organizers. After then, President Yamadera from Eyes, JAPAN Co., Ltd., who was one of the organizer for Health 2.0 Fukushima Prefecture, announced the coming Health 2.0 Fukushima Chapter II[5], at February 21-22, 2012, in Japan(see to the logo on right side in Figure 6).



Figure 6: Health 2.0 Japan Chapter

4 Summary

There are a big amount of novel health care services and business styles emerge everyday. The Health 2.0 international movement helps the enhanced progress of user generated health care. After Health 2.0 Tokyo Chapter III, more contributions would be make to the health care in Japan, an also to the great Asia.

References

- [1] Health 2.0 Secretariat. Health 2.0 Chapters. <http://www.health2con.com/conferences/partners/chapters/>, 2011. [Online; accessed October-14-2011].
- [2] Health 2.0 Secretariat. How to become a Health 2.0 Chapter. <http://www.health2con.com/conferences/files/2011/05/Health-2.0-Chapter-Information.pdf?cda6c1>, 2011. [Online; accessed October-14-2011].
- [3] Health 2.0 Tokyo Chapter Secretariat. Guidance for Health 2.0 Tokyo Chapter III Conference. http://medpeer.co.jp/press/pdf/Health_2.0_TokyoChapter_Guidance_20111003.pdf, 2011. [Online; accessed October-14-2011].
- [4] Matthew Holt. User-Generated Healthcare. <http://www.ncvhs.hhs.gov/090226p3.pdf>, 2009. [Online; accessed October-14-2011].
- [5] Health 2.0 Fukushima Chapter Secretariat. Chapter Guidance for Health 2.0 Fukushima Chapter II. <http://fuku-semi.jp/mc2011/>, 2011. [Online; accessed October-14-2011].
- [6] Wikipedia. Encyclopedia Introduction to Health 2.0. http://en.wikipedia.org/wiki/Health_2.0, 2011. [Online; accessed October-14-2011].