

Jouhou Koukai

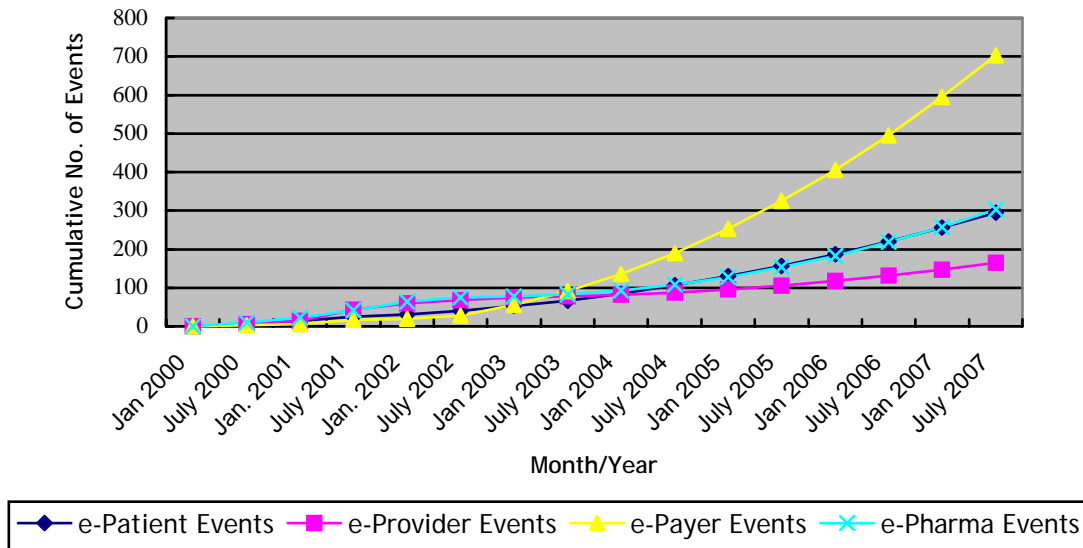
The information disclosure company

The number of milestone e-health events in Japan to increase

A new JKS study reveals that by year 2007 the number of milestone events in the Japanese e-health industry will increase.

Jouhou Koukai Services LLC has completed and published as a report the results of the most comprehensive to date study on the e-health issues in Japan. The large scale survey reveals new entrant activity into the Japanese E-health industry will continue to be bullish over the next three years with pronounced activity in the e-payer sector owing to two underlying growth fundamentals: 1) The eJapan Priority Policy Program - 17.7 billion US dollars to advance the nation's information and telecommunication networks will impact on accelerating implementation of electronic medical records in public hospitals nationwide and 2) Japan has the world's oldest population with one of the highest rates of home PC ownership (62.1% of households) and Internet via cellular phone usage (21.6% of citizenry; market value 630 million US dollars). Meanwhile the number of hospitals in Japan with an online presence is expected to steadily climb from 40.8% of the total number nationwide in 2001 to that of 85.0% by the end of this year. These predictions are reflected in JKS's survey findings, the first field research of its kind done on Japanese e-Health with full elaboration given in Japan e-Health Trends. The latter is a timely comprehensive analysis of the Japanese e-Health market for any investor serious about doing e-health business in key end user growth areas - patient, pharma and physician.

Cumulative Number of Milestone e-Health Events in Japan



The focus of the study, based on a combination of online survey and face-to-face interviewing methodologies, has been on Pharma, Patient and Provider areas where the change management issues have been most critical. The published “Japan E-health Trends” report evaluates the various e-health growth and barrier segments in view of current trends and healthcare professional, physician and consumer attitudes. The practical use for the readers:

- Understand the current and prospective Japanese e-Health market and identify business development opportunities and risks
- Healthcare marketing specialists – can evaluate (or reevaluate) their Japan strategy through new e-health findings by knowing and addressing the online requirements for healthcare professional/physician/consumer requirements
- Augment your organization’s online presence in the Japanese market by investing in success critical Internet-based services relevant to the current market.

To purchase the report from [JKS Document Store](#), click [here](#).

Additional free information on the report is available at the [E-health Japan](#) web site:

- For a full [Table of Contents](#), click [here](#)
- For [sample pages of the report](#), click [here](#)

Jouhou Koukai Services LLC is a leading provider of English-language information products and services to professional end users in regulatory, scientific and intellectual property (IP) information markets. The Company provides databases, intelligence, and services such as electronic publishing and document delivery primarily to regulatory, business development and research professionals worldwide with focus on the Japanese life sciences industries and pharmaceutical regulatory affairs.



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