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Contribution of the Medical Device Industry to Health Care Innovation and Economic Development

Submitted by: Japan Federation of Medical Devices Associations
(JFMDA)



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APEC JAPAN 2010 LSIF



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Contribution of the Medical Device Industry to Health Care Innovation and Economic Development

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Chairman & CEO, Nihon Kohden Corporation

Asia and Pan Pacific Region

Nearly half the people in the world live in this area.

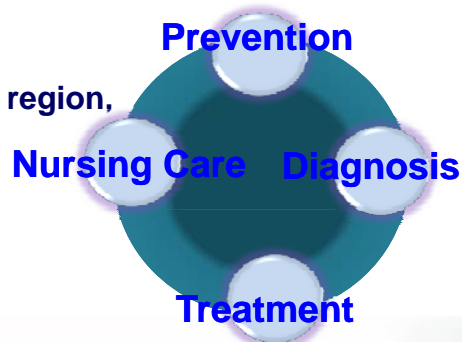
It is necessary to create a system that adequately provides the necessary health care to **anyone, anytime and anywhere.**



Care cycle

What is the best environment where people can enjoy life in good health?

The issue is the development of the health care system which can cover the complete care cycle from prevention to diagnosis, treatment and nursing care throughout the life of each person, in coordination with each region, transcending economies.



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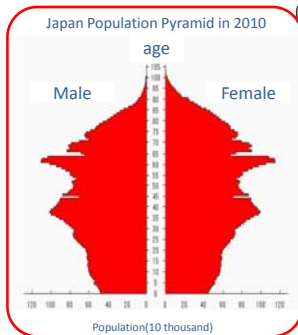
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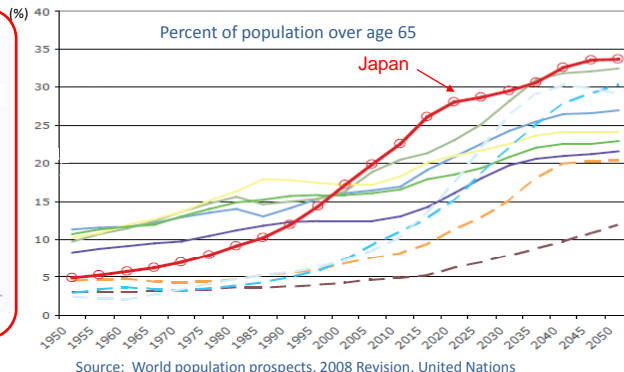
Trend of aging society is a significant issue

The aging population in Japan is in the shape of an inverted pyramid.

Many economies are facing this trend.



Source: National Institute of Population and Social Security Research



Source: World population prospects, 2008 Revision, United Nations



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Aging population is a worldwide issue that must be overcome

We should not think of efforts to solve life-related problems as **burden or non-productive cost**.

We must think of it as **a key to clear the path to a new era, a new society and a new economy**.

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Medical devices

300,000 to 500,000 types of different medical products

Wide range of areas: from gauze and bandages, to synthetic blood vessels and artificial bones that supplement the biological functions, to large-scale precision instruments such as CT and MRI.

Requested **upgrades, improvements in functions, materials and usability** ---- different from pharmaceutical products.

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Past and present

Since the development of X-ray technology over 100 years ago, many innovative medical devices have been developed and put to practical use all over the world.

Challenge for the future

The development of medical devices by technological innovations will **never stop**.

This will contribute to overcoming serious and intractable diseases, and the results of such development should spread throughout the region **quickly**.

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To promote the development of medical devices

- Regulations should be improved to fit the **characteristics** of medical devices.
- Cross certification systems between different economies should also be improved.
- Research and investigation in regard to **regulatory science** should be promoted.

ICT can contribute to our goals in many ways

ICT will make important medical and economic contributions in all areas, from **doctor to patient**, and **doctor to doctor**.

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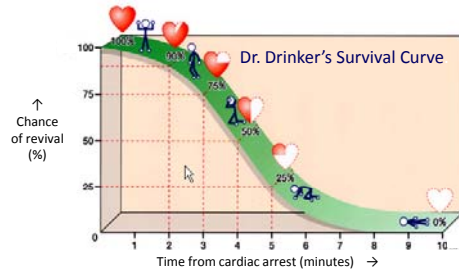
AED and easing regulations

(Automated External Defibrillator)

Resuscitation rate decreases to **50%** just **4 minutes** after cardiac arrest.

Life-saving is a race against time.

Ordinary people can save many lives with **AED**.



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AED and easing regulations - in Japan

- Ordinary people were allowed to use AED in July 2004.
- **270,000 units** are installed all over Japan in **6 years**.
- Ordinary people saved over **250 lives** in 2009 by using AEDs.
- The easing regulations of AED in Japan has generated about **US\$1 billion** of economic activity since 2004.



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Easing regulations not only saves lives but improves administrative efficiency, and stimulates and develops economy.

In this era of the aging society, we should provide advanced, high quality, efficient health care in a way that is safe, timely and low cost to ensure a stable quality of life as well as contribute to the economic development of each region.

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