The Frontier of Medical Device Development

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Growth Opportunities

➢ Healthcare Policies
➢ Elderly Population
➢ High Quality Healthcare
➢ Manufacturing

World Medical Device Market

(US$ billion)

2014

2019

North America

Latin America

Europe

Africa

Asia

Japan

137%

Espicom "Worldwide Medical Market Forecasts to 2019"
Globalization of the Japanese companies

**TERUMO**
- Total sales: ¥489.5 B
- International sales: ¥408.4 B (63%)

**NIPRO**
- Total sales: ¥325 B
- International sales: ¥141.4 B (44%)

**PTCA**

**OLYMPUS**
- Total sales: ¥558.3 B (Medical)
- International sales: ¥452.5 B (81%)

**SYSMEC**
- Total sales: ¥221.4 B
- International sales: ¥178 B (80%)

**HITACHI**
- Total sales: ¥337.9 B (Healthcare)
- International sales: ¥208.9 B (62%)

**Dialyzer**

**Endoscope**

**Blood analyzer**

**Open MRI**

*2014年度売上データ、製品写真 各社HPより*
Pharmaceuticals:

Definite Needs

Push-type Development

Medical Devices:

Needs to be identified in the medical frontlines

Pull-type Development
Equation of Innovation

Value ( = Needs ) + Technology + Business
Innovation can be learned
Clinical immersion to identify needs

Team work

Quantity before quality

Business scenario
Programs to start in October, 2015

To develop innovation leaders of Medtech by all Japan

- 3 national universities (Tohoku, Tokyo, Osaka) and JFMDA.

- Programs
  1. 2 year fellowship (Postgraduate, Industry people)
  2. 6 month part-time course (Students, Industry people)
  3. Short-term seminar (Students, Industry people)

- The Japanese text book will be released in September
To deliver new values of medical devices to the medical field with speed