

JAPAN

Capital: TOKYO

Population: 126 million

Potential business figures on healthcare in 5 years: Because of aging society in Japan, national cost for medical service spend 8% of GDP, which means over 40 Trillion JPY. In addition, 2% of GDP is for elderly care service. Even though around 10% GDP as the total national cost for healthcare service is existing, it is estimated to grow up more of healthcare cost in Japan until at least 2060. To avoid too much burden of healthcare cost, Japanese government target to realize more effective healthcare service and technologies, e.g. Personalized medicine, digital healthcare and innovation of medical technology by using BioBank and healthcare data network.

Typical buyer of health services: "National Healthcare Insurance system" controls the medical service price including the price of medicine. There is also "Long term care Insurance system (national insurance)" that controls the care service fee. The market is regulated by national policy strictly. But most of the healthcare (medical and care) service providers are private medical/care organization or association. One of the challenging in Japan is "Buyers are private sector, but need to think about national level regulation very much."

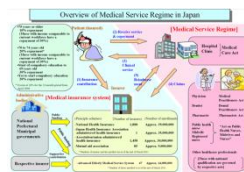
Governmental or legislative climate to support new services/innovations on health: As said, Japan faces on difficult task. The depression of healthcare cost should be the first priority, but there is a need for more healthcare service because of the aging society. Japanese ministries (Health ministry and Industry ministry both) set up their main goal effective healthcare technologies developing with innovation. Huge national budget is spending the R&D activities. This trend creates the market concentrate on healthcare innovation.

Typical buying and/or acceptance process in the country for new solutions: Because of highly regulate market by governmental policy, new solution needs the long process for 6-18 month with the verification done in Japan. But because of the strong pressure for innovation in Japan, epoch-making technologies like IP cell can get exceptional position based on the national strategy.

Finnish health players already with established business in country HUR, BC Platform, Korpinen

Opportunities for Finland: Personalized medicine, Digital healthcare platform, Health data network, BioBank, Elderly care solution

Regulation & Reimbursement environment:



(Link)

Trends & Strategy: Rapid growth of aging society has been the national problem in Japan as well as other countries in Asia. The solution for realize effective healthcare service should be needed in Japan. It is highly recommended for Finnish parties to approach not only exporting but also innovation proposal to Japanese market.

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BUSINESS FINLAND

Health & Wellbeing

QUICK FACTS ✓

Life expectancy: 85,3 yrs

GDP (PPP): 508 B\$ (39rd), Per Capita 90.724\$ (3rd)

Official languages: Japanese (English <30%)

Physicians density: 2,3 / 1000 pop.

Digitalization Maturity ✓: 15th /

DEI Index: 3,52 / Stand Out

Health expenditure: 10,2% (GDP)

Urbanization rate: 94,3%

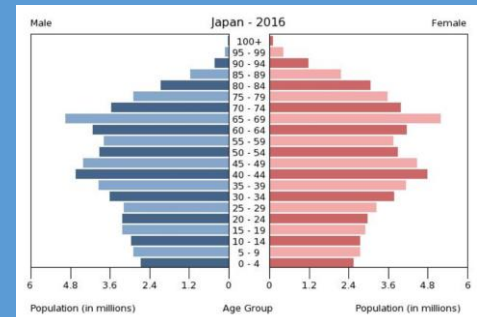
Hospital bed density: 13,7 /1000

Obesity rate: 4,3%

Median Age: 47,4 years

Health Expenditure: 10,2% GDP

Population Growth Rate: -0,21%



Deaths per 100.000 people	Finland	Japan
Tuberculosis	1,1	3,1
Respiratory infections	8,5	97,1
Diabetes	10,0	11,7
Neuropsych. conditions	116,1	18,6
Alzheimer and oth. dementia	92,5	8,2
Genitourinary diseases	7,2	21,6
Self-inflicted injuries	20,0	24,8
Malignant neoplasms (cancer)	204,8	275,0

National challenges ✓: Alzheimer disease, Ischemic heart disease, Cancer(s), self harm

Link to opportunities ✓ :
<https://bit.ly/2Ds0FY1>