

# **Implementing Global Trends in Healthcare – Medical Technology Aspects**

**John C. Wocher**

**MHA, F.A.C.H.E**

**Executive Vice President**

**The Kameda Medical Center**

# Introduction

John C. Woche, MHA, FACHE

- Kameda Medical Center
  - Kamogawa, Chiba, Japan
  - Executive Vice President



# What Are The Global Trends & Where Does Technology Fit?

- More Emphasis on the Healing Environment
- Acceptance of EBM
- Telemedicine
- Cutting Edge Medical Technology
- A Patient Focused – Patient Centered Approach
- An Electronic Medical Record
- A Higher Level of Amenity
- Medical Tourism

# Kameda Medical Center & Clinic

- Int'l & Community Medical Center
- Hospitals – 1000 beds
- Clinic - 65,000 patients visits/month
- Home Healthcare/Nursing Colleges
- 351 full time staff physicians
- 50 resident/intern physicians
- Latest Technology



# Continued...

- Nurses: 600 RN/LPN
- Total Staff: 2200
- Healthcare Annual Revenue: \$330+ Million Equivalent
- Funding – 98%+ National Health Insurance Sources
- DPC Reimbursed

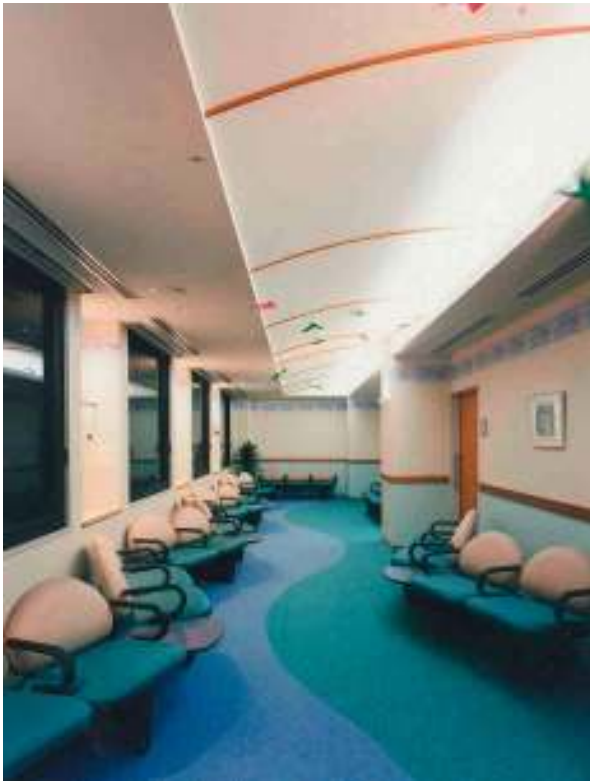
# Core

- Kameda Medical Center, an 802+ Private Teaching Hospital here in Kamogawa, and...
- Kameda Clinic, a Freestanding Ambulatory Care Facility Recording almost 60,000 Outpatient Visits a Month & Limited Inpatient Services

# Kameda

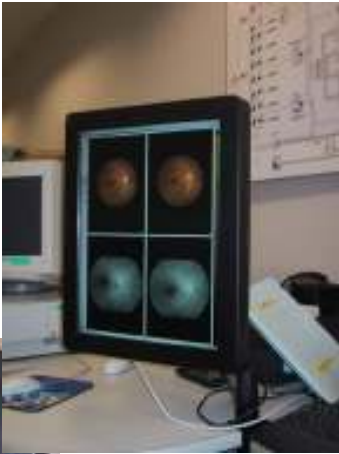


# Kameda (Continued)



# Kameda (Continued)





Opportunities

# Patient Demographics

- OUTPATIENT
- 50 KM radius
- Mostly From Minami Boso (South)
- 25% Kamogawa
- Some Specialty Referral From Afar
- INPATIENT
- 120 KM Radius (Extends into Tokyo)
- Most from Chiba Prefecture
- Most from 50KM radius

# Amenity, Creativity & Design Are Quality Of Life Imperatives



- Healthcare Facilities do NOT have to be: Dark, Dull, Square, Boring, Intimidating, Plain, or “Average”
- Goal: Delight Patients, Not Simply Satisfy
- Evidence Based Design
- Latest Technology

# Evidence Based Medicine (Wired Into IT Applications)

- Is a Universal Concept
- Can Be Internationally Benchmarked
- Supports Research
- Improves Patient Confidence
- Reduces Medical Errors
- Promotes Standardization
- Should Improve Quality
- May...reduce costs?

# Role of Technology in...

- Data Mining
- Data Warehousing
- Data Analysis
- International Comparisons
- Disease Management
- INNOVATION

# EMR

- Kameda:
- Paperless
- Filmless
- Web Based
- Totally Integrated



# Telemedicine

- Emerging Technology
- A Primary Care/Specialist Interface?
- A Rural Medicine Tool?
- A Key Component in Home Health Care?
- International Possibilities? Yes.
- Patient Participation? Yes.

# Medical Technology Hospital Perspective

## THE TYPICAL DILEMMA:

1. European development with approval based on efficacy, and then sequentially, approved for reimbursement.  
THEN:
2. USA FDA approval based on efficacy, and then sequentially, Medicare approval for reimbursement.  
THEN:
3. Japan, approval based on efficacy by Chuikyo, and then sequentially by national health insurance

Pharmaceuticals & Medical Devices Agency (PMDA)—  
Japan's version of the FDA recommended in October  
2006 that PMDA and FSDA work together to avoid the  
lengthy and duplicative sequential approval process.  
International joint clinical trials discussed. Results?

# Continued...

- Still a perception of long delays in getting new technology approved and reimbursed by insurance. Are improvements perception or reality?
- Reimbursement still seen as too low to take maximum benefit of technology. Is this perception or reality?
- BMJ: “Ban on mixed payments deprives Japanese patients the chance for advanced technologies and drugs”
- This is a Quality Of Life Issue

# Perception Or Reality

## True or False...

- Foreign Manufacturers Enjoy Very High Margins On Medical Devices Sold in Japan and Have Little Financial Motivation To Change
- Foreign Manufactures of Medical Devices Either Themselves or Through A Distributor Have Sole Import Approval, Effectively Creating A Price And Availability Monopoly. No One Else, Including Hospitals, Can Legally Import Approved Medical Devices And Be Reimbursed For Their Use.
- MHLW Does Not Want To Subcontract Approvals Because It is A Loss of Influence and Power

# Continued...

## (From AdvaMed Testimony 2006)

- Coronary Stents – 2 Generations Behind?
- Implantable Cardioverter Defibrillators (ICDs) – 4 Generations Behind and 3 Years behind Other Developed Countries?
- Cardiac Resynchronization Therapy – Still Not Available?
- Bioabsorbable Implants – Available In Other Countries Since 1997 – Still Not in Japan
- Abdominal Aortic Aneurism Stent Grafts – On the market for years outside Japan – Recently Approved?
- Pacemakers – Latest Models in Europe and USA – Not Available in Japan? And.....
- PET CT - An Interesting Dilemma

# Some Quotes

- “Our experiences with Japan’s regulatory system are in marked contrast to our experience in other major markets” – 11 July 2006 Ed Ludwig- CEO Becton Dickenson & Chairman of AdvaMed
- “Our survey clearly demonstrates that companies are cutting way back on their plans to bring new products to Japan as a result of its difficult regulatory process for medical technologies” – 11 July 2006 Phillip Agress, VP of Global Strategies for AdvaMed

# Hospital Frustration

- Practically instant access to information on new technology approved and in use outside Japan
- Many Japanese physicians attend conferences abroad and learn of new technology and its benefit to patients
- Japanese patients go abroad to have access to technology and drugs not available here in Japan
- Difficulty in recruiting and professionally satisfying an American trained Japanese physician.
- Difficulty in Satisfying Foreign Patients in Japan
- Lessens competition for lucrative medical tourism opportunities - Japan CAN compete on quality BUT CANNOT COMPETE on cost/latest technology.

# Evidence Based

- Evidence Based Design (EBD)
- Evidence Based Management (EBM)
- Evidence Based Medicine (EBM)
- Economic Based Medicine (EBM)
- Evidence Based Medical Technology (EBMT)

# Thank You!

御清聴ありがとうございました！



[johnwocher@kameda.jp](mailto:johnwocher@kameda.jp)  
<http://www.kameda.com>

