

Innovative collaboration for better healthcare

[Session III: Some tools for the future healthcare system]

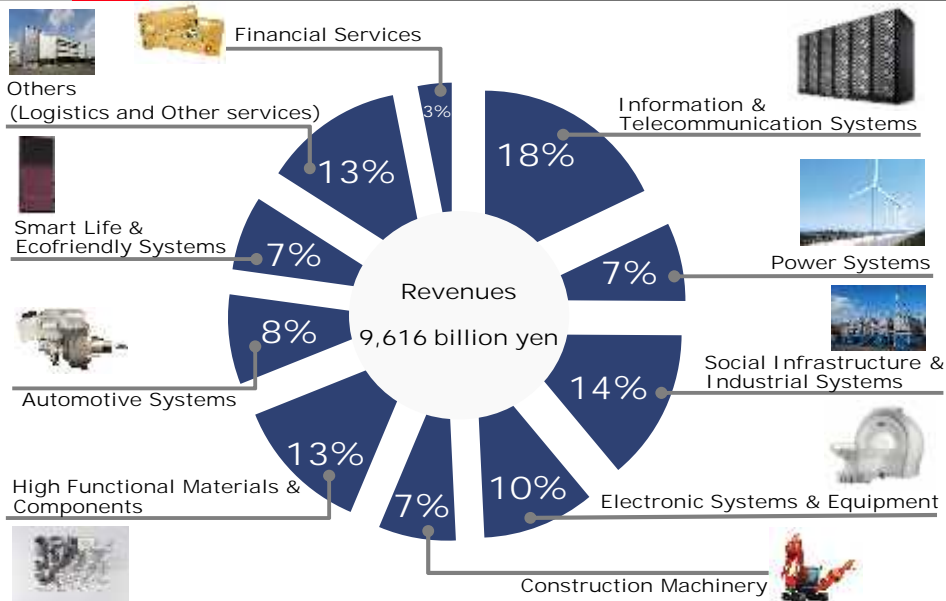
Hitachi Healthcare Company
- Our Strategy and Opportunities -

Masahiro Kitano

Senior Vice President and Executive Officer
President & CEO of Healthcare Group and Healthcare Company
Hitachi, Ltd.

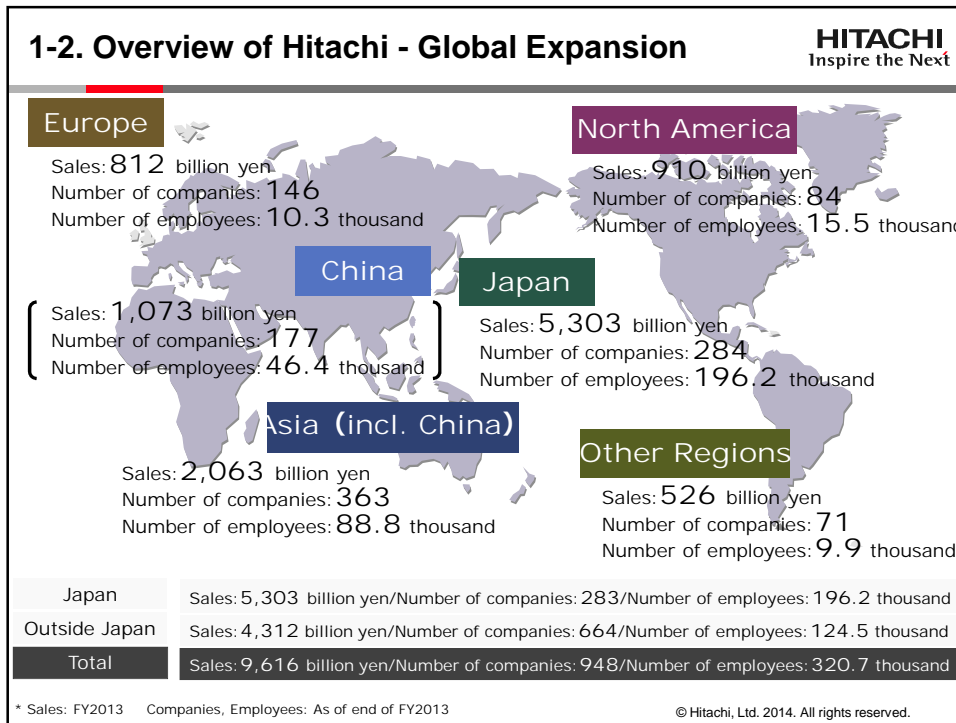
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1-1. Overview of Hitachi – Business Segments



* The percentages are based on the new segment classifications effective from FY2014

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1-3. Overview of Hitachi – Social Innovation



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Hitachi contributing the world by Social Innovation Business (SOCIAL INNOVATION - IT'S OUR FUTURE)

[IT] × [Social Infrastructure]





Energy



City management



Transport



Healthcare



Water



Logistics



Big data (IT)

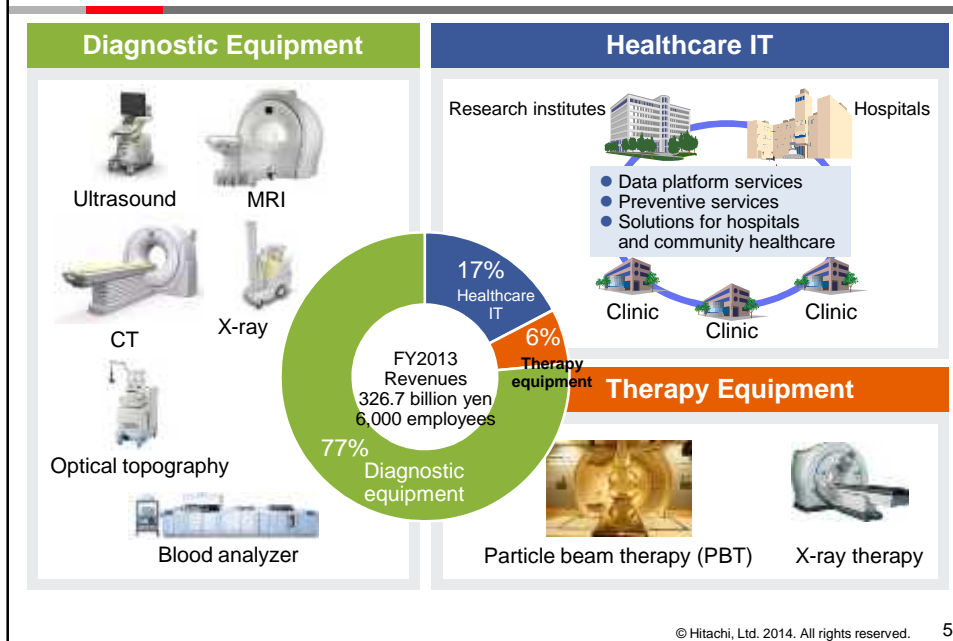


Finance

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2. Healthcare Related Solutions

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3. Healthcare Business Strategy

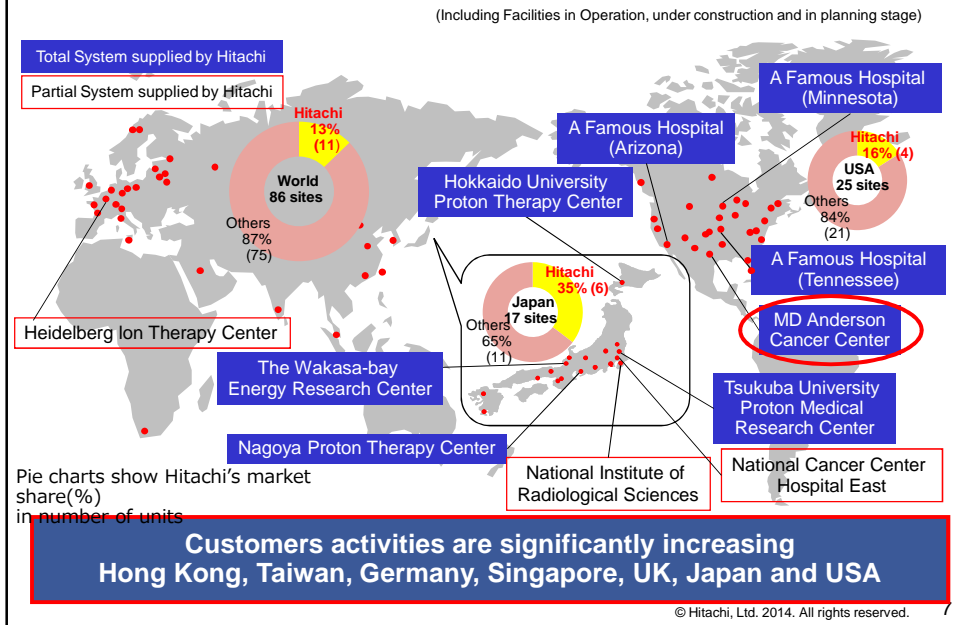
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	Current	Future
Target diseases	<ul style="list-style-type: none"> • Cancers • Diabetes (Heart, Brain diseases) • Psychiatry 	
Objective	<ul style="list-style-type: none"> • Diagnostic imaging 	<ul style="list-style-type: none"> • Improve quality of life(QOL) • Healthcare expenditures reduction
Technologies (Diagnosis)	<ul style="list-style-type: none"> • PET • X-ray CT 	<ul style="list-style-type: none"> • Non-invasive • Ultrasound • MRI 
Technologies (Therapy)	<ul style="list-style-type: none"> • Surgery • Chemotherapy 	<ul style="list-style-type: none"> • Surgery • Non-invasive • Radiation therapy(X-ray, PBT) • Chemotherapy • Immunotherapy • Gene therapy
Technologies (Big data analysis)	<ul style="list-style-type: none"> • HCR • EHR • PACS 	<ul style="list-style-type: none"> • Medical IT • Prognosis management and Preventive medicine • Population healthcare management • Patient vital data monitoring 

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4-1. Particle Beam Therapy - Facilities around the world **HITACHI** Inspire the Next



4-2. Particle Beam Therapy - Our Unique Features **HITACHI** Inspire the Next

1) Proven Spot Scanning Technology

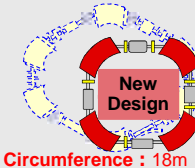
Restrained radiation dose to areas other than the cancer tumor through pinpoint irradiation according to tumor shape



2) Compact Synchrotron Design

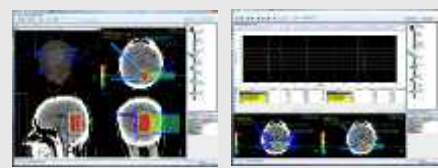
Conventional

Circumference : 23m

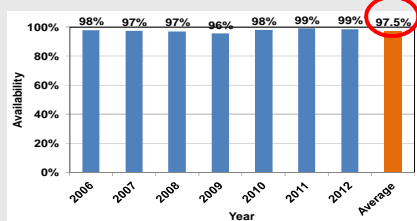


3) Treatment Planning System Software

Hitachi has developed its Treatment Planning System highly optimized for PBT.



4) Proven High System Availability



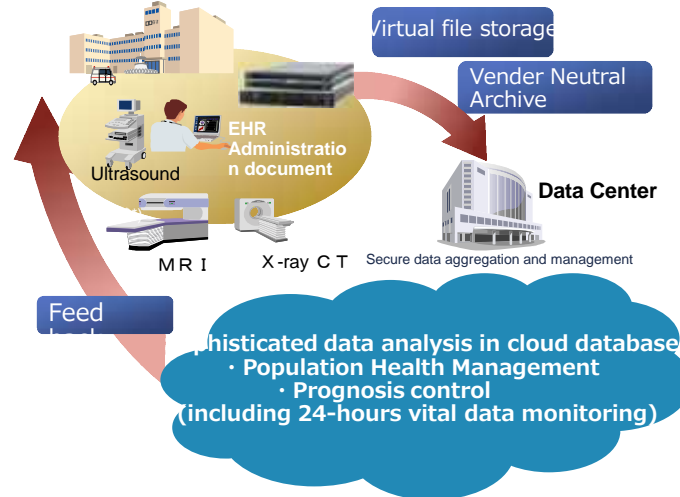
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5. Prognosis control and Daily monitoring

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- Integrate split data in each period of prevention, screening, diagnosis, therapy and prognosis into one healthcare cycle under secure storage technology to provide various services.



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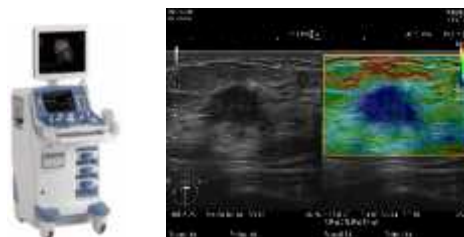
6-1. Minimum invasive diagnosis - Ultrasound scanner

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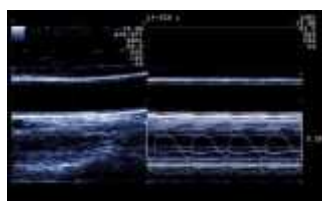
■ Ultrasound scanners

- No radiation
- Small/Movable units
- Elastography technology for Cancer diagnosis

Cancer imaging (by Elastography)



Vessel imaging



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6-2. Minimum invasive diagnosis - MRI

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■ Magnetic Resonance Imaging (MRI)

- No radiation
- Vessel imaging without contrast agent
- High contrast resolution

Vessel imaging without using contrast agent



1.5Tesla MRI
DWIBS

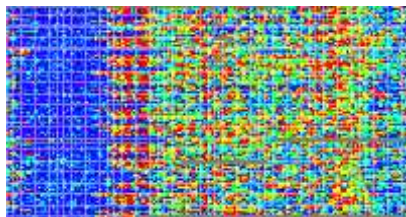


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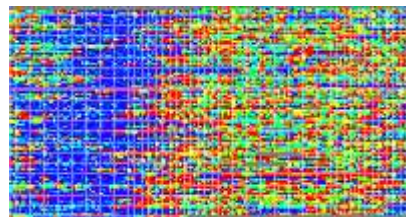
7. Life Tapestry

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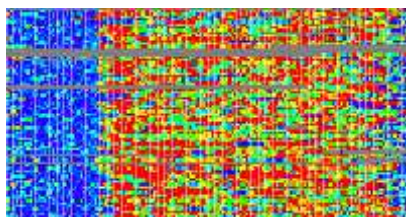
Regular life



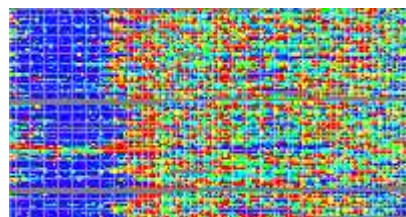
Irregular life



Active life



Oversea trip

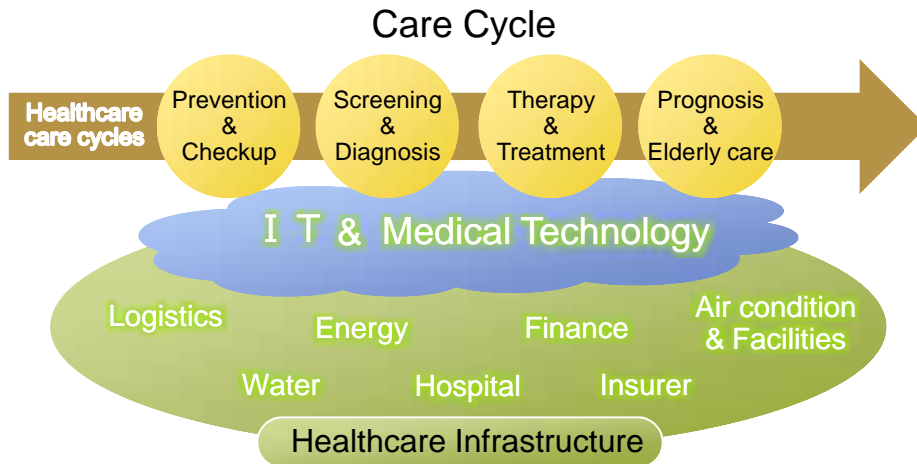


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8. Future image of Hitachi's Healthcare Business **HITACHI**
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Supporting various needs of care cycles
by Healthcare I T & Medical Technology



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