M3, Inc.

M3 Acquires Frogwell, a Salesforce Consulting Service Provider in Japan
~ Accelerate the DX of Sales and Marketing Initiatives in the Healthcare Industry ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: https://corporate.m3.com/en/; "M3" below) has announced the acquisition of Frogwell Corporation (Headquarters: Tokyo, Japan; CEO: Hiroyuki Ota; URL: https://frogwell.co.jp/; "Frogwell" below), a Salesforce consulting service provider.

■ **Background and Overview of the Acquisition**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare-related information to its 320,000+ physician members in Japan. In the AI-enabled cloud electronic medical record application M3 DigiKar, the number of installations has exceeded 5,000, helping clinics to improve the efficiency of their medical services. In addition, in October 2021, M3 launched DigiKar Smart, a one-stop app for reservations, automated reception, medical interviews, cashless payments and CRM functions to make the patients' medical experience more convenient, and is promoting and expanding DX support to improve the productivity of the entire medical consultation process.

Founded in 2020, Frogwell provides Salesforce implementation consulting, build support, development, and maintenance. In April 2023, Frogwell was selected as the winner of the Salesforce Japan Partner Award 2023 in the Growth category [Industry of the Year <Healthcare & Life Science>] in the Salesforce Japan Partner Award 2023 in April 2023, and has a particularly strong presence in the healthcare industry.

■ **Frogwell Overview**
Company: Frogwell Corporation
Established: 2010
Headquarters: Tokyo, Japan
URL: https://frogwell.co.jp/
CEO: Hiroyuki Ota
Business:
・ Salesforce consulting
・ Data collection and processing of healthcare-related data
・ Data analysis and consulting