



**M3 consolidates *Infrastructure for On Call Cooperation*, Which Provides “Buddy On Call™”, House Call Agency Service during Nights and Holidays, for Medical Institutions  
~Aiming to Build Infrastructure for Home Medical Care in Japan~**

M3, Inc. (Headquarters: Tokyo, Japan; URL: <https://corporate.m3.com/en/>; CEO: Itaru Tanimura; “M3” below) has announced consolidation of *Infrastructure for On Call Cooperation Co., Ltd.* (Headquarters: Tokyo, Japan; URL: <https://tochoku.com/>; CEO: Ryota Nakao), which provides “Buddy On Call™”, a house call agency service during nights and holidays, for medical institutions.

### **Background**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 330,000+ physician members in Japan, and offers marketing and clinical trial services.

Recently, M3 has been expanding its business for clinic DX support in order to maximize the service values to medical institutions, including the provision of AI-based EHR “M3 DigiKar” as well as “M3 DigiKar Smart”, a one-stop cloud service that offers consolidated services to optimize operations in medical institutions such as appointment managements, consultations and cashless payment in order to improve the productivity across the entire medical processes.

### **Expected Synergies**

*Infrastructure for On Call Cooperation Co., Ltd.* is the first service provider in Japan specialized in home medical care support which provides “Buddy On Call™” and “Buddy Call Center™”, outsourcing services for emergency responses during nights and holidays to mitigate burdens of primary care physicians. As the demands for home medical care increases alongside with the aging of Japanese society, it receives high satisfaction among clients through management of house calls by its “Medical Buddy™,” who received a unique education specialized in home medical care and its reports shared with primary care physicians. The company started its business in Kanto region in 2018, and has expanded the service area to Aichi prefecture (2020), Osaka prefecture (2022), and Fukuoka prefecture (2023). As of April 2024, it supports over 350 medical institutions and the number of completed end-of-life care services that it has provided is more than 7,000.

Going forward, it targets to accelerate the expansion of “Buddy On Call™” service area and build an infrastructure that will support home medical care across Japan by utilizing the M3 Group’s domestic physicians membership platform, and also aims to leverage the M3 Group’s global physicians membership platform to globally expand the home medical care know-how that has developed in Japan.

The M3 Group will continue to make efforts to deliver social impacts and solve as many healthcare issues as possible, in order to realize its mission of “increasing the number of people living long, healthy, and happy lives and reducing unnecessary medical costs.”

***Overview of Infrastructure for On Call Cooperation Co., Ltd.***

Established: April, 2018

Location: Tokyo, Japan

URL: <https://tochoku.com/>

CEO: Ryota Nakao

Business: House call agency and call center services for medical institutions