



Akasaka Intercity, 1-11-44, Akasaka, Minato-ku, Tokyo 107-0052  
Phone +81-3-6299-8905 Fax +81-3-6299-8922  
<http://corporate.m3.com> [pr@m3.com](mailto:pr@m3.com)

**Development of AI Diagnostics Open Platform “Doc+AI”  
~ Making Various AI Algorithms for Imaging Diagnostics Available ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/en/>, “M3” below) and OPTiM Corp. (Headquarters: Tokyo, Japan; CEO: Shunji Sugaya; URL: <https://www.optim.co.jp/>; “Optim,” below) has announced the launch of the joint development of an AI open platform, “Doc+AI,” which can on-board any global AI imaging diagnostic algorithm and is compatible with any in-site medical systems such as PACS (medical image management system.)

## **I. Overview of the AI Open Platform “Doc+AI”**

“Doc+AI” will be an open platform built upon the AI-IoT platform, “OPTiM Clout IoT OS,” designed to allow on-boarding by any medical imaging diagnostic AI algorithm across the globe, and will be compatible with any in-site systems and modalities (such as PACs, CTs and MRIs), with the objective to provide diagnostic imaging support that covers the entire human body and all diseases. The platform is being developed for release in autumn of 2018.

## **II. Background**

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 260+ thousand physician members in Japan, offering marketing and clinical trial services. Presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 4.5 million physicians as members across our global platforms, allows provision of services such as marketing support, marketing research, and job placement support that leverages on the platform’s powerful value as a media channel.

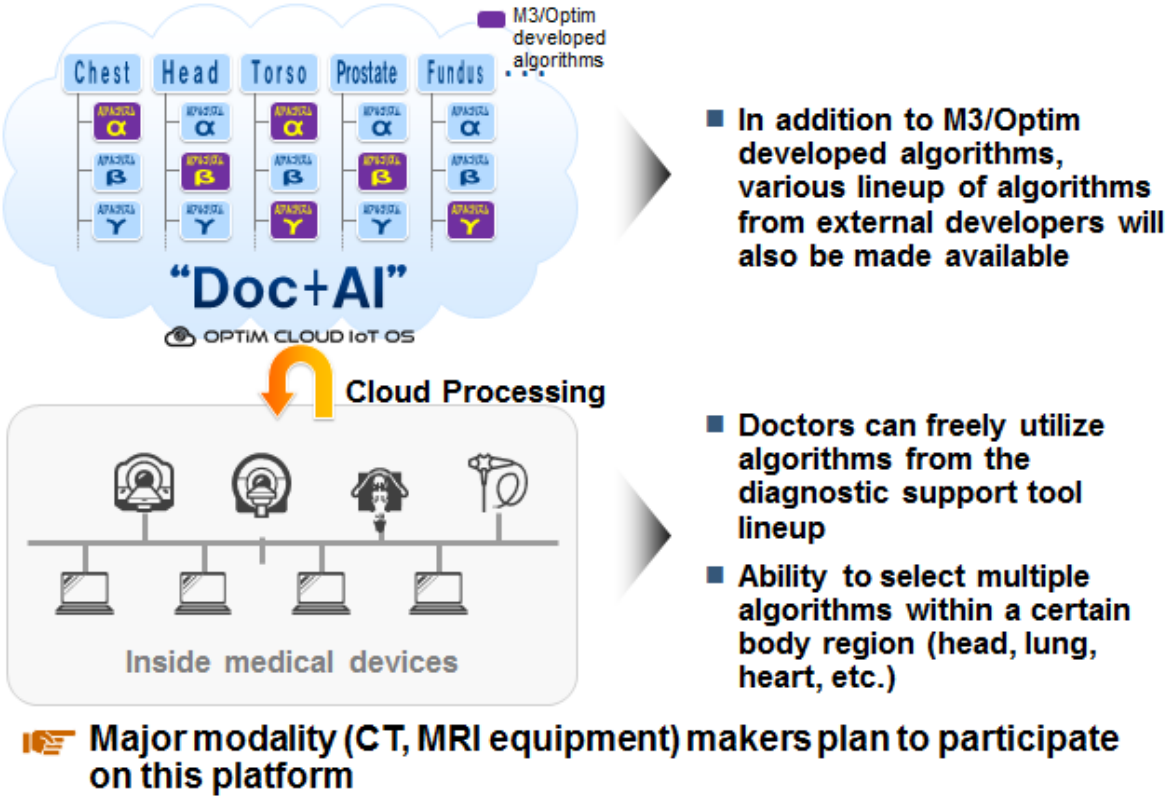
Recent initiatives around “advanced medicine strategy” include AI Labo, established in April 2017, which currently is expanding its business by supporting development of state of the art media technologies such as diagnostic imaging and AI medical devices.

Optim supports integration of various industries with information technology, and has provided their AI/IOT platform “OPTiM Cloud IoT OS” and other AI services to support the restructuring of trades such as medicine, farming, fishery, and construction, into a “fourth industrial revolution” industry. Within the field of medicine, Optim has jointly founded the Medical Innovation Institute with Saga University, and is developing an AI algorithm designed to measure risk of Glaucoma through fundus photography imaging.

Furthermore, the Health Sector of the Ministry of Health, Labor and Welfare has raised AI assisted imaging diagnostics as a key focus area, and is implementing the establishment of evaluation criteria for approval of such AI tools as medical devices. We expect AI medical device development to accelerate going forward.

With this backdrop, M3 and Optim have agreed to maximize M3’s physician platform and business development expertise, and Optim’s AI/IOT platform, in a joint initiative within the Medical x IT area to develop the open platform, “Doc+AI.” This project aims to promote utilization of innovative AI based products and services that assist in providing solutions to current issues surrounding clinical diagnosis.

# AI Platform “Doc+AI” Development



### III. Expected Contributions from “Doc+AI”

The development of “Doc+AI” is expected to provide the following contributions in the area of medicine in Japan, with the objective to expand AI utility.

- Expansion of venture and overseas businesses in Japan  
Algorithm developers will gain access to a distribution channel through this platform, and should promote venture companies and overseas entities lacking sales forces to expand their businesses in Japan.
- Improvement in diagnosis through utilization of the best algorithms  
Algorithms available through “Doc+AI” will not be limited by systems or devices particular to a certain medical site. Hospitals can choose the most suitable algorithm that is in line with their diagnostic policies to optimize diagnosis procedures.

◆ **Optim Overview**

Name: OPTIM Corp.  
 Established: June 2000  
 Capital: 443 million jpy  
 Listed Exchange: TSE1, 3694  
 CEO: Shunji Sugaya  
 URL: <https://www.optim.co.jp/>  
 Main Business: Licensing sales and maintenance support (Optimal) business (IoT platform service, remote management service, support service, others)

< **M3’s Third Growth Driver: Advanced Medicine Blueprint** >

Development of the advanced medicine business is positioned as the third growth driver for M3, following “internet based services” and “e x real operations” drivers. This initiative expands the development area of this third growth driver into the field of AI.

