



FOR IMMEDIATE RELEASE: 2019/12/19

LINE Corporation
M3, Inc.
LINE Healthcare Corporation

Beta Launch of LINE Healthcare, a Consumer Healthcare Platform ~ Providing Access to Reliable and Timely Online Remote Consultations ~

LINE Healthcare Corporation (Headquarters: Tokyo, Japan; CEO: Shinichiro Muroyama; “LINE Healthcare Corp.” below), a joint venture between LINE Corporation (Headquarters: Tokyo, Japan; Representative Director, President and CEO: Takeshi Idezawa; “LINE Corp.” below) and M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; “M3” below), has launched “LINE Healthcare β” today, an online remote health consultation service, providing real-time chat and text mail based consultations.

The beta version has been launched for Android users initially offering consultations across TAs such internal medicine, pediatrics, obstetrics and gynecology, orthopedics, and dermatology. iOS launch is planned for Spring of 2020.

LINE ヘルスケア



Reflecting the significant progress in telecommunications technology in recent years, guidelines for online consultations were introduced as part of the national revision of the medical payment system in 2018. In November 2019, enactments of regulations surrounding quality, efficacy, and safety of pharmaceuticals and medical devices, included conditional deregulation of online communication on drug administration, further progressing IT utilization in the medical field. Moreover, it is becoming progressively easier for general consumers to access medical and health-related information online and SNS media.

However, it remains difficult for the general consumer lacking professional medical knowledge to correctly self-assess and treat ailments. Many healthcare professionals are calling for consumers to receive “accurate information via professional consult in high expertise areas such as medicine.” On the other hand, lack of medical care due to unavailability of doctors across more rural areas combined with the increase of patients due to an aging society, are raising issues such as long wait times at medical facilities await solutions on both the care provider and receiver sides.

LINE Healthcare provides an online health consultation service that aims to address such issues, taking the first step to improve accessibility of medical services by allowing users to directly consult doctors via LINE regardless of time and location.

【 LINE Healthcare β 】 <https://linehealthcarecorp.com/ja/lp/2019/1>

Serviced Therapy Areas *To be expanded

Internal medicine, pediatrics, obstetrics and gynecology, orthopedics, and dermatology

Service Availability Time *Doctor-patient matching may require some time during peak hours

24 hours, 365 days

Usage Method and Fees (β version prices)

➤ **Real-Time LINE consultation (2,000 yen (incl. tax) / 30 min.)**

- For users with symptoms that may require immediate consultation

Ex) “My child has a fever. It’s midnight but should I go to the ER?”

Ex) “I’ve developed a sudden migraine. When should I go to the hospital?”

Ex) “I forgot to take my daily hypertension meds. When do I take my next dose?”



➤ **Text Mail consultation (1,000 yen (incl. tax / 48 hours, up to 1,000 letters)**

- For users with concerns about daily health or questions that do not require immediate consultation

Ex) “I have a rash, and have doubts about self-treatment solutions I found through online research.”

Ex) “I received concerning results on my annual health checkup. I want to know more about it before re-examination.”

- For users with symptoms or health problems that want to consult a doctor in private
- Ex) Daily health management, health concerns of family members, questions regarding infertility issues



* LINE Healthcare’s consultation services follow the standards for remote medical consultation services by doctors provided in “オンライン診療の適切な実施に関する指針” (<https://www.mhlw.go.jp/content/000534254.pdf>)

LINE Healthcare Launch Campaign 1 Yen Consultations

Campaign website: <http://healthcare-blog.line.me/archives/4685343.html>

During the campaign period, up to 1,000 LINE users who used or reserved a consultation service and answered the survey following the consultation will receive 999 yen payback in LINE Pay points.

Period: December 19, 2019 - January 19, 2020

Serviced therapy areas: Internal medicine, pediatrics, obstetrics and gynecology, orthopedics, and dermatology



LINE Healthcare will aim to become a medical platform to provide appropriate medical solutions to the public through remote health consultation services, as well as other services including medical Q&A, online diagnoses, and delivery of prescription drugs, by combining LINE’s 82 million user base, M3’s 280,000 doctor and 160,000 pharmacist member base, and M3 group’s expertise in the medical field.



< Company Overview >

Name	LINE Healthcare Corporation
Headquarters	1-6, Shinjuku 4-chome, Shinjuku-ku, Tokyo
Established	January 4, 2019
Nature of Business	Online medical services and remote health consultation services
Capital	170 million yen (Including capital reserve of 85 million yen)
Investment ratio	LINE Corp.: 51%, M3: 49% (Consolidated subsidiary of LINE Corp.)

* Press release on establishment of LINE Healthcare Corporation: (<https://linecorp.com/ja/pr/news/ja/2019/2569>)