



**National Cancer Center Hospital and M3 to Promote Regionalized Medical Care
~ Functionalization in Cancer Care via Provision of Latest Cancer Treatment Information ~**

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; “M3” below) has announced a cooperation with the National Cancer Center Hospital (“NCC” below) as part of its regionalized medical care support business to provide the latest information in and promote functionalization of cancer treatment.

1. Background

M3 operates m3.com, a specialized web portal for medical professionals that delivers healthcare related information to its 280,000+ physician members in Japan, and offers marketing and clinical trial services.

As Japan’s authoritative hospital in cancer care, NCC cooperates with hospitals and clinics nationwide, aiming to function as the hub hospital in providing the forefront in advanced cancer treatment in Japan.

M3 will utilize m3.com’s doctor platform to eliminate regional disparities in information among medical professionals in order to facilitate regional coordination and functionalization in cancer treatment.

Many cancer patients have a tendency to travel long distances beyond their corresponding secondary medical areas* in search of better treatment.

Conversely, there are currently no functional digital channels for medical professionals in each region to obtain detailed information on other hospitals, limiting their access to the latest hospital and clinical information.

Through this project, NCC will offer the latest information on cancer treatment through m3.com, a platform that covers more than 90% of the doctor population in Japan. NCC and M3 will aim to provide an environment where cancer patients can receive treatment at the optimal medical institutions at the optimal time, and also advance functionalization in cancer treatment.

* Secondary medical area: a medical administration territory

2. Access NCC Sponsored Content Pages via m3.com

m3.com Top



地域連携特設ページ
Click

Cancer Content Page

国立がん研究センター 中央病院より、当院の紹介や医師による臨床情報の配信を行ってまいります。
2020年02月13日

※本コンテンツは、医師の方を対象とし、当医療機関についての理解を深めていただけるよう作成しているものであり、一般の方を対象とする宣伝・広告等を目的としたものではありません。

初めまして、国立がん研究センター 中央病院 病院長の西田 俊朗(にしだ としろう)です。今月より、がん医療における連携強化を目的に、毎月当院から臨床情報を発信させていただきます。



西田 俊朗
病院長 消化器外科

是非ご覧いただき、当院に関するご要望や臨床のご相談をいただけますと幸いです。

がん医療のFlagship Hospitalであり、ハブとしての役割を果たして参ります。

国立がん研究センター 中央病院は、特定機能病院であり、臨床研究中核病院、がんゲノム医療中核拠点病院、希少がん中央機関です。当院は、専門的ながん医療の提供と相談支援・情報提供をだけでなく、明日のがん医療を担い、全国のがん拠点病院のハブとして機能し、全国に展開しています。



3. Content Release Schedule

(via m3.com's Regional Healthcare Special Informational Website)

- Feb 2020: Introduction to NCC; Breast Surgery
- Mar 2020: Breast Surgery
- Apr-May 2020: Gynecologic Oncology
- Jun-Jul 2020: Colorectal Surgery
- Jul-Aug 2020: Hepato-Biliary-Pancreatic Surgery
- Sep-Oct 2020: Head and Neck Surgery
- Nov-Dec 2020: Hematologic Oncology