



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



A screenshot of the m3.com homepage. At the top, there is a search bar with placeholder text "検索ワードを入力して下さい" and a magnifying glass icon. Below the search bar, there are several news cards with titles like "平成の30年 医療史" and "医療費削減へ、政府が実証実験実施へ". On the right side of the page, there is a sidebar with links for "最新情報", "医療機関", "PubMed", and "医療コード". A red arrow points from the text "地域連携特設ページ Click" to a specific link in the sidebar.

Cancer Content Page



A screenshot of a cancer content page titled "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。" The page includes a date "2020年02月13日", a main text section about the hospital's mission, a portrait of Dr. Nishio, and a concluding message. A red arrow points from the "地域連携特設ページ Click" text on the left to this page.

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