



FOR IMMEDIATE RELEASE: 2020/2/21

LINE Corporation

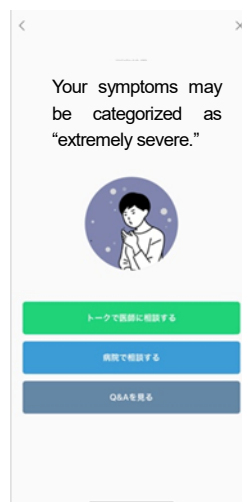
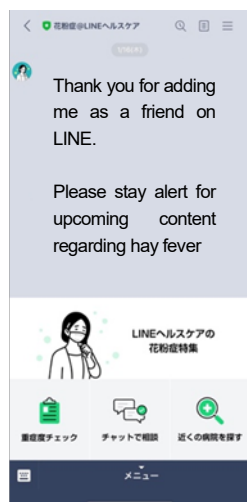
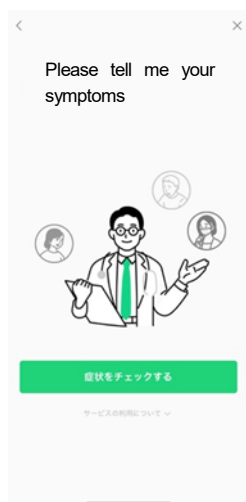
M3, Inc.

LINE Healthcare Corporation

LINE Healthcare Joint Project with Novartis: Official Account for Hay Fever
~ Online Symptoms Checker, Doctor Consultations, and Hospital Search & Reservations ~

LINE Healthcare Corporation (Headquarters: Tokyo, Japan; CEO: Shinichiro Muroyama; “LINE Healthcare Corp.” below) has launched “Hay Fever @ LINE Healthcare” in cooperation with Novartis Pharma K.K. (Headquarters: Tokyo, Japan; President: Kazunari Tsunaba; “Novartis” below) on “LINE Healthcare (β),” an online remote health consultation service platform providing real-time chat and text mail based consultations. “Hay Fever @ LINE Healthcare” is an official LINE account where users can self-check for hay fever symptoms, search for hospitals, and make reservations.

* LINE Healthcare consultation services follow the standards for remote medical consultation services by doctors defined by mhlw: www.mhlw.go.jp/content/000534254.pdf



LINE Official Account“
“Hay Fever @ LINE Healthcare”
<https://lin.ee/zEIqP3M>

Patients suffering from hay fever are increasing every year, making it a “national disease.” According to Novartis’ nationwide survey^{*1} on 9,400 patients in 47 prefectures regarding the effect of the symptoms on their work life, 49.6% were classified^{*2} as having “severe” to “extremely severe” symptoms. Not only are patients affected by direct symptoms such as runny nose and sneezing, but 58.2% of patients replied that their work and personal lives were also hindered by hay fever.

*1 “Survey on severity of hay fever symptoms” across 47 prefectures, by Novartis conducted Nov. 8 – 18, 2019.

*2 Severity was classified according to “Practical Guideline for the Management of Allergic Rhinitis in Japan, 2016.”

In response, “LINE Healthcare β,” in cooperation with Novartis, has launched “Hay Fever @ LINE Healthcare” as of January, 2020. Users can test the severity of their symptoms with an 8-question “Hay Fever Symptom Checker” free of charge, search for nearby hospitals that can treat severe hay fever patients, and make reservations on the spot with a phone call^{*3}.

*3 Applies to hospitals accepting phone reservations.

Starting February 17, 2019, otolaryngology was added as a therapy area services by LINE Healthcare's online consultation platform. Patients can now receive online consultations from doctors in accordance with the severity of their symptoms gauged by the Symptom Checker, for feedback such as advice regarding at home remedies and recommended timing for a visit to the doctor's office.

“Hay Fever @ LINE Healthcare” Features

- “Symptom Checker” (free)
 - Based on the official Guideline for Hay Fever Treatment², this 8-question checker determines hay fever type (sneezing and runny/stuffy nose) and severity of the symptoms.
- Online Health Consultations
 - Linked to the newly added otolaryngology consultation service on LINE Healthcare β, users can consult with physicians regarding hay fever treatment through the LINE platform. Gain insight by discussing timing of symptoms, effect on sleep quality and daily life, and other complications, prior to making a visit to the clinic.
- Search for and Reserve a Hospital on the Spot
 - Users can search for nearby hospitals that treat severe hay fever patients, and make reservations on the spot via phone calls.



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

Serviced Therapy Areas *To be expanded

Internal medicine, pediatrics, obstetrics and gynecology, orthopedics, dermatology and otolaryngology (new)

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