




**Industry Wide M3 Initiatives to Combat COVID-19**  
~ Solutions for the General Public, Medical Professionals, and Pharmaceutical Companies ~


M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) would like to inform you of its COVID-19 measures initiated as a group effort, with the objective to "reduce suffers from COVID-19 as much as possible."

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. Recent business expansion have been in areas such as AI diagnostic tool development, genome diagnostics provision, and stroke rehabilitation centers, no longer limited to pharmaceutical marketing. "7P Projects" aim to integrate such businesses in order to provide holistic solutions for multiple issues within individual therapeutic areas. Furthermore, presence outside of Japan include the U.S., U.K., France, China, Korea and India, with aggressive business expansion overseas that has amassed over 5.8 million physicians as members across our global platforms, allowing provision of a wide range of services.

With increasing concern surrounding this global pandemic, M3 hopes to serve all members of society, including the general public, medical professionals, and pharmaceutical companies by providing our best strengths as support. We have already received very positive responses to these initiatives, and are witnessing uplift in platform activity.

**M3's COVID-19 Initiatives**

 <b>for the General Public</b>	 <b>for Medical Professionals</b>	 <b>for Pharma Companies</b>
<ul style="list-style-type: none"><li>■ Free online physician consultations via LINE Healthcare</li><li>■ Free Q's archives search on AskDoctors, etc.</li></ul>	<ul style="list-style-type: none"><li>■ m3.com Corona information page</li><li>■ Remote medical society gathering support</li><li>■ Corona topic megaWebinars, etc.</li></ul>	<ul style="list-style-type: none"><li>■ Cross-product (across entire portfolio) MR-kun provision</li><li>■ MR remote work support with myMR-kun, etc.</li></ul>

 **Objective: to save as many lives as possible from COVID-19**

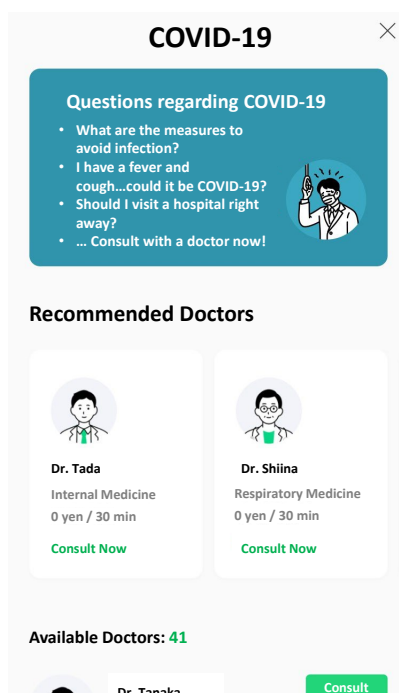


< Needs >

- Access to professional consult during times requiring restricted outings
- Reduction of in-person contact in general, especially for/with those at high risk
- 24/7 availability of such consult during emergencies, even when hospitals are closed

< M3 Solutions >

- **FREE Online Physician Consulting for MHLW's Official COVID-19 LINE Account** (Mar 2020~)
  - Providing free online physician consulting services linked to Ministry of Health, Labour and Welfare's official LINE account designed to deliver the information regarding COVID-19 to the general public
- **FREE LINE Healthcare (β) Online Physician Consulting** (Dec 2019~)
  - Providing free online consulting for the general public via LINE Healthcare official account
  - Adopted as a key support service for METI's COVID-19 Health Consultation Hotline
  - "Friends" have topped 4 million, with the number of consultations increasing 40x vs. Jan in Feb
- **FREE Online Archive Search and Physician Consulting via AskDoctors** (Feb 2020~)
  - Providing free physician consultations and free archive searches for all COVID-19 inquiries
  - Over 13,000 archive views, with 90.8% satisfaction from users (rating of 7 or above out of 10)





# for Medical Professionals

## < Needs >

- Accurate and timely provision of the latest information surrounding COVID-19, including direct from source regional news
- Information exchange between physicians, and dissemination of KOL insights

## < M3 Solutions >

- **Dedicated COVID-19 Page within m3.com (Feb 2020~)**
  - Domestic and global publications and press releases, congress and KOL interviews
  - Physician “vigilance level” tracking via survey
  - News direct from China via our Chinese physician platform, medlive.cn
  - Average over 10,000 PVs per day
- **Live COVID-19 webinars in planning**



< Needs >

- Secure digital bandwidth in preparation for upcoming squeeze on physician accessibility due to tighter visitation restriction
- Remote detail solutions for MRs at pharmaceutical companies

MR Visitation Restrictions at Medical Sites

n=146

Further restrictions  
are unlikely

※ Likely includes sites where  
strict visitations restrictions  
were previously in place

26.7%

Restrictions  
already/will be invoked

38.4%

Restrictions will  
likely be invoked

34.9%

 **Over 70% of hospitals already have strengthened or will strengthen MR visitation restrictions**

< M3 Solution >

- **Special Emergency Offers on M3 Digital Marketing Platform** (Feb 2020~)
  - More flexible, easier to adopt price schemes on key digital marketing tools offered by M3
  - Remote communication platform designed for direct communication between MRs and physicians
  - Already contracted, with 10 more corporates in negotiation under the emergency offer

Questions: [pr@m3.com](mailto:pr@m3.com)