

## The eHealth Market in Japan: Optimizing eHealth Tools for Reaching Consumers

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### Description

#### Introduction

The Internet is becoming a major source of healthcare and treatment information in Japan. In fact, Datamonitor research shows that surveyed consumers in Japan spend the most time online compared to surveyed consumers in the US and Europe. Regional and personal factors have contributed to consumers' high adoption of the Internet and have created new demands for online tools and services.

#### Scope

Evaluation of the current online behavior of consumers in Japan

Assessment of key trends that will affect how the pharmaceutical and healthcare industry in Japan communicates with consumers

Identification of key opportunities in the Japanese eHealth market, focusing on websites, online disease management and online health communities

Recommendations on how to effectively reach consumers in Japan by taking advantage of current market opportunities

#### Highlights

Health topics researched by caregivers in Japan vary significantly from the health topics researched by non-caregivers. Pharmaceutical companies can address caregivers' specific needs by designing caregiver-specific websites that include links to disease information and links to online health forums.

Pharmaceutical companies can take advantage of consumers' high use of mobile solutions in Japan to provide them with online disease management tools, possibly in the form of text message reminders, which are in high demand.

Moderated online forums can be a useful marketing tool for pharmaceutical companies to learn more about a targeted consumer audience, and also present an opportunity to build relationships with those consumers.

#### Reasons to Purchase

Identify factors that influence the online behavior of consumers in Japan

Recognize the opportunity to reach consumers in Japan by providing them with disease management and compliance tools via mobile solutions

Understand consumers' demands for online forums and take advantage of the opportunity to provide them with the tools they require

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The eHealth Market in Japan: Optimizing eHealth tools for reaching consumers focuses on how pharmaceutical companies can take advantage of consumers' demands for online tools and services to reach current and potential consumers of their products in Japan. 6

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Datamonitor recommends that pharmaceutical companies design caregiver-specific websites that focus on disease information and provide access to formulary lists and clinical trial websites in Japanese. 8

Datamonitor recommends that pharmaceutical companies increase investments in online disease management and compliance tools in Japan since demand is high and because consumer adoption of mobile solutions that can enable such services is also high. 9

Datamonitor recommends that pharmaceutical companies increase investments in moderated online health communities and online forums as market research and relationship building tools for consumers in Japan. 9

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