

Medical Business Strategy: Asian Emerging Markets

# Support for Training of Endoscopists and Contribution to Strengthening Medical Infrastructure in Asian Countries

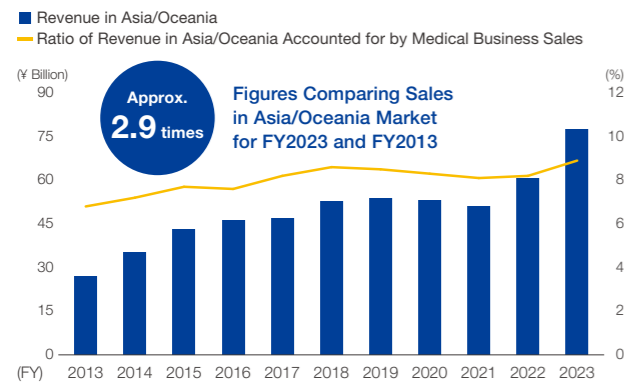
Following China's lead, it is in Asian emerging markets where it is conceivable that the spread of medical devices will rapidly advance in the years to come. We will further enhance training for healthcare professionals and strive to develop medical technology infrastructure.

Image of Thailand

## India Seen as Promising Follow-on Market after China

Published by the United Nations Population Fund (UNFPA), the *State of World Population 2023*<sup>\*1</sup> reported that India's population would reach approximately 1.43 billion in April 2023, making it now the most populous nation in the world, surpassing China. In addition to population growth, the number of cancer patients is expected to increase further in the years ahead due to rapid economic development. Against this backdrop, the number of endoscopists per million people is 282 in Japan and 7<sup>\*2</sup> in India, meaning that there is a shortage of doctors who can perform precise diagnosis using endoscopy, which is essential for the early detection and treatment of cancer. The survival rate of cancer patients is lower than in developed countries. For example, whereas the five-year survival rate for colorectal cancer patients has reached about 70%<sup>\*3</sup> in Japan, it is about 30%<sup>\*4</sup> in India. In response to these social issues, Olympus is collaborating with local academic societies and hospitals, supporting more than 150 endoscopy training programs a year and providing prompt repair services for medical devices. In the Indian market, where it is conceivable that the spread of medical devices will

### Sales Growth Trends in Asia/Oceania in the Medical Business



\*1 UNFPA State of World Population 2023: [https://tokyo.unfpa.org/sites/default/files/pub-pdf/swop2023-english-230329web\\_0.pdf](https://tokyo.unfpa.org/sites/default/files/pub-pdf/swop2023-english-230329web_0.pdf)  
 \*2 Compiled by Olympus using publicly available data  
 \*3 National Cancer Center Japan, Cancer Information Service, Aggregation of Hospital-based Cancer Registry Survival Rates [https://ganjoho.jp/public/qa\\_links/report/hosp\\_c/hosp\\_c\\_reg\\_surv/index.html](https://ganjoho.jp/public/qa_links/report/hosp_c/hosp_c_reg_surv/index.html) (in Japanese, accessed March 16, 2023)  
 \*4 World Health Organization. (n.d.). GCO-SURVCAN. Retrieved from International Agency for Research on Cancer: <https://gco.iarc.fr/survival/survcn/dataviz/table?survival=5&populations=0&cancers=90>

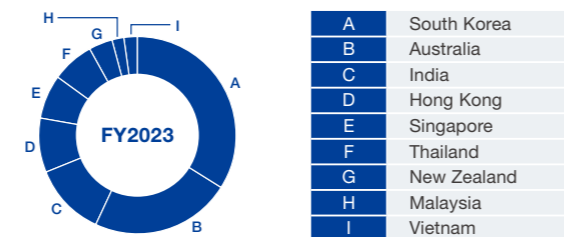
rapidly advance in the years to come, Olympus will contribute to the dissemination and development of endoscopic diagnosis and treatment through the training of endoscopists.

## Support for Endoscopist Training in Asian Countries

In 2016, Olympus established a training and education center in Thailand targeting healthcare professionals in Southeast Asia. Equipped with lecture halls and training rooms resembling actual operating rooms and endoscopy rooms, the center is used not only for Olympus-sponsored training on procedures and products but also for training sponsored by endoscopy societies in various countries and regions as well as academic societies in various fields of surgery. The facility also serves as a forum that contributes to improvements in patient diagnosis and treatment.

In addition to training associated with the introduction of

### Sales Ratios by Country in Asia/Oceania Region



### Number of Endoscopists per Million People<sup>\*2</sup>

Thailand	31
Malaysia	18
Vietnam	11
India	7
Philippines	4
Indonesia	2
[Reference] Japan	282
[Reference] US	47
[Reference] China	28

Approx. **19,000** people

Number of healthcare professionals in Asia/Oceania region who participated in training courses in which Olympus was involved in FY2023<sup>\*5</sup>

Around **50** years

Number of years over which Olympus has been building up its own sales system in Southeast Asia<sup>\*6</sup>

\*5 In addition to those organized by Olympus, total number of participants in online/hybrid/on-site training courses, including those co-sponsored by NGOs, academic societies, and hospitals  
 \*6 Established representative office in Singapore in 1975

### Service Centers, a Training Center and a Manufacturing Site in Southeast Asia



● Service Centers ● Training Centers ● Manufacturing site

EVIS X1 and VISERA ELITE III, in fiscal year 2023 we also conducted a host of activities that included workshops in collaboration with academic societies such as the NPO MESDA<sup>\*7</sup>. The number of training participants increased due to the development of online and hybrid training programs. Issues such as the shortage of endoscopists and surgeons as well as the room for improvement in terms of medical technology remain in many Southeast Asian countries. By providing education and training opportunities for healthcare

professionals at our training centers, we are committed to making access to endoscopists more widespread in Southeast Asian countries and to the development of medical technology infrastructure. In the years ahead supporting the training of endoscopists, focusing on early diagnosis, minimally invasive treatments, and the dissemination of procedures using endoscopy, we will contribute to improvements in patient QOL.



View of a MESDA hybrid workshop on laparoscopic liver surgery at T-TEC (far left) and surgery demonstration live-streamed via Zoom (left)

\*7 MESDA: Mekong Endo-Surgery Development Association (NPO) An all-Japanese project to help train Asian endoscopists supported by a consortium with members such as Japan's Ministry of Economy, Trade and Industry, Medical Excellence JAPAN, the Japan Society for Endoscopic Surgery, and medical and other Japanese universities as well as by a consortium consisting of Japanese companies operating in Thailand.

## COLUMN

### Public-Private Collaborative Activities: Resolving Social Issues and Contributing to Medical Development in Asian Countries

In India, Thailand, Vietnam, and other parts of Asia, the increasing number of cancer patients has become a social issue, and demand for endoscopic screenings, which are essential for the early detection and treatment of cancer, is expected to increase. In contrast, there is a shortage of doctors with the advanced knowledge and skills required for endoscopic screenings. Olympus has joined the Ministry of Internal Affairs and Communications of Japan projects in India, Thailand, and Vietnam to support the specialists training local doctors, to verify the effectiveness and dissemination of AI-assisted colonoscopy, and to contribute to the development of the healthcare environment in the Asian region.

From November 2022 to March 2023, Olympus, in collaboration with CYBERNET SYSTEMS CO., LTD., conducted research on the effectiveness and future use of the AI diagnostic support system EndoBRAIN-EYE<sup>\*8</sup> at Cho Ray Hospital and 108 Hospital in Vietnam. In addition, physicians from Japan's Showa University Northern Yokohama Hospital and Shizuoka Cancer Center provided expert guidance to doctors at major Vietnamese hospitals. They trained doctors in techniques for detecting diseases and differential diagnosis with colonoscopes using EndoBRAIN-EYE, and they also instructed on how to train the next generation of endoscopists.

\*8 AI endoscopic diagnostic imaging support software that assists physicians in diagnosing lesions by alerting if a polyp or other lesion is detected using regular colonoscopy images. (Manufactured by CYBERNET SYSTEMS CO., LTD.)



Kick-off meeting of the Vietnam project



Training in Ho Chi Minh, Vietnam

Details: Activities in India: <https://www.olympus-global.com/news/2020/nr01866.html>  
 Activities in Thailand: <https://www.olympus-global.com/news/2021/nr02181.html>  
 Activities in Vietnam: <https://www.olympus-global.com/news/2022/nr02442.html>