


Improve Accessibilities to Medical Services

<p>Target for 2030</p>	<ul style="list-style-type: none"> (1) Reducing burden on doctors and medical staff by utilizing IT (2) Development and dissemination of infectious disease diagnostic system to contribute to global health (3) Offering technical diagnosis training and spreading effective health practices to emerging countries
	<p>The rapid aging of society is proceeding in Japan, and population and economic growth are advancing in emerging countries. As a result, these countries are experiencing expanding medical demands, giving rise to a variety of problems, such as the insufficient number of doctors and nurses, their harsh working conditions, and regional disparities in medical services. The death rate from infectious diseases is still high in developing countries, and eradication of infectious diseases, such as AIDS, tuberculosis, and malaria, is also one of the SDGs. The Fujifilm Group is contributing to the establishment of a sound medical environment and to supporting medical staff to realize disease prevention, make early diagnoses, and provide early treatment through combining our exclusive technologies acquired over the years with the large volume of data we have accumulated in the medical IT field, and with AI technology.</p>
<p>Outline of Activities in FY2017</p>	<div style="display: flex; justify-content: space-between;"> <div style="width: 70%;"> <ul style="list-style-type: none"> [Target] Expand and spread services using AI & IoT technology to reduce burden on medical staff <ul style="list-style-type: none"> ● Announced our medical AI technology brand, REiLI, in April 2018. Also, started joint research with AI technology vendors and medical organizations, including LPixel Inc., a bioventure company established by researchers from the University of Tokyo. [Target] Spread rapid tuberculosis diagnostic kits in developing countries <ul style="list-style-type: none"> ● Completed Phase 1 development of a highly sensitive rapid tuberculosis diagnostic kits TB-LAM. This kits are being developed by Fujifilm and FIND* with the Global Health Innovative Technology Fund (GHIT Fund), which aims at creating innovative therapeutic drugs, vaccines, and diagnostic drugs originating in Japan. [Target] Spread health check system and help improve the medical environment in emerging countries <ul style="list-style-type: none"> ● Fujifilm and the Saudi Arabian General Sports Authority signed a memorandum to establish the country's first women's health check center, aiming to contribute to women's health in a country where health check systems do not exist. ● Held the first FUJIFILM Mammography World Conference. Staff from Group companies in Japan, Europe, the US, the Middle East, Asia, and Oceania gathered to share technical information and knowhow. ● Participated in overseas business expansion and ODA projects, supporting medical environment improvement in five Mekong countries (Thailand, Laos, Myanmar, Cambodia, and Vietnam), Indonesia, Brazil, and Zambia. <p>* FIND (Foundation for Innovative New Diagnostics): Swiss non-profit organization that helps development and spread of new diagnostic techniques for infectious disease suitable for developing countries.</p> </div> <div style="width: 25%; text-align: center;">  <p>Introduction of REiLI, our medical AI technology brand</p> </div> </div>
<p>Future Activities and Targets</p>	<ul style="list-style-type: none"> ● Start full-scale R&D of medical AI technology. Plan to start each service in FY2019 to FY2020. ● TB-LAM was chosen for the Phase 2 GHIT Fund (FY2018 to FY2022). We will conduct further clinical trials toward WHO certification and commercialization, aiming to "terminate tuberculosis epidemics by 2030." ● Spread our diagnosis systems in emerging countries and continue to provide education for medical environment improvement.

● Utilizing AI and IoT in the Medical IT Field

The Fujifilm Group provides medical IT worldwide to efficiently utilize X-ray diagnostic imaging systems, endoscopes, ultrasonic diagnostic systems, etc. that offer high-precision diagnoses. Our Picture Archiving and Communication System (PACS),* SYNAPSE, boasts the largest market in Japan supporting doctors' imaging diagnosis through our exclusive image processing and recognition technology that make various types of lesions more visible.

We have developed AI technology that can support (1) medical imaging diagnoses, (2) streamline departmental workflows, and (3) automate medical equipment maintenance

services. In April 2018, we announced this AI technology under the brand name, REiLI. We are now creating AI technology by combining the image recognition technology that we cultivated to date with deep learning, and further fusing this AI technology with PACS. This fusion should enable us to develop AI technology and solutions that comprehensively support the diagnostic imaging workflow, such as helping detect a potential lesion image from a series of images and creating a semi-automatic report by comparing the image with past cases. In order to address various diseases, we offer an open platform from the development stage. We are also seeking business partners from AI technology vendors