

OUR SERVICES FOR ENTERING JAPANESE MEDICAL DEVICE MARKET

BEFORE ENTRY

# 01 REGULATORY

## Regulatory Assessment

- Comparison of similar products
- Strategy development
- Schedule & Cost Estimation

## Support for PMDA consulting meeting

- Paperwork
- Attendance at meeting
- Clarifying issues

## Support for MHLW meeting Reimbursement

- Paperwork
- Attendance at meeting
- Clarifying issues

## Preparation of regulatory application

- Paperwork
- Responding to inquiries

## Preparation of reimbursement request form

- Paperwork
- Attendance at meeting

# 02 BUSINESS

## Market survey

- Qualitative (Interview) survey
- Competitive survey
- Quantitative survey
- Stakeholder Analysis

## KOL mapping

- Identification of KOLs through interviews and desktop research

## Expert Company Matching

- Building partnerships with medical institutions
- Collaboration with CROs
- Introduction human resources

## Post-marketing

- Preparation of promotional documents
- Support for sales promotion
- Competitor analysis
- Price survey

AFTER ENTRY

# 03 D-MAH/MAH

## D-MAH/MAH

- Type1 marketing authorization holder 13B1X10351

# 04 HR

## Recruiting professionals and experts

- Leveraging our professional network and hiring the best people to lead your business in Japan

# 05 Sales & Marketing

## Sales & Marketing

- Expanding sales figure by leveraging our professional network and expertise

