



**News Letter August 2003**

***Ultrasound Technology***

*Perfect Accuracy*

*Perfect Hygiene*

*No Calibration*

*No Maintenance*

**ndd takes on Japan**

**IMI**, the exclusive ndd distributor for Japan received the import license from the Ministry of Health and Welfare in mid July 2003.



The joint “Japanization” efforts by IMI and ndd such as the katakana syllable language, the new Japanese standard predicted values of the Japanese Respiratory Society and more were finished just in time.

August 1 was the big day: EasyOne was shown with all the fanfares of a starting sales and marketing campaign on the occasion of the annual meeting of the Japanese Respiratory Society.

After the Japanese “OBON” holidays the actual sales campaign initiated on August 18 and IMI’s vast network will now start to become effective.

A press release in the famous “Nihon Keisai Shinbun” also known as “**Nikkei**” (yes the one with the stock index) announced the news to Japan.

At the same time the August issue of the **in-flight magazine of ANA** has a 2-page advertisement by Boehringer Ingelheim/ Pfizer calling the readers to be aware of COPD and have their lungs checked for COPD.



**11 regional IMI offices**, a large (over 100 people) **direct sales and service** force and over **50 associated regional and local dealers** throughout the country will spread the word and demo the EasyOne. In Japan the main target is also the primary care, but here the main **primary care sites** are the hospitals' outpatient departments. Also targeted are **points of care sites** within the hospitals: pre-anesthesia lung function test. The EasyOne is the first instrument that meets the high demands hygiene accuracy and maintainability. Once these targets have been informed and the necessary references are established the general primary care, the **clinics and doctor's offices** will be approached.

Japan has over 200 big hospitals (>500 beds) out of 10'000 hospitals (>20beds). IMI has already very encouraging **EasyOne references** formed during the time before the Government license was achieved. This was possible by direct import of EasyOnes by the following reference sites.

- **Prof. Saito** a well known anesthetist has given a paper on the bedside use of EasyOne on patients prior to surgery. He studied the influence of different positions of the patients when operating the EasyOne on the values achieved.
- **Prof. Honda, National Cancer Center**, Tsukiji tested the EasyOne for hygiene and was totally satisfied. EasyOne meets his high demands on total hygiene best and so is a choice instrument to be used with highly susceptible patients in chemotherapy and similar situations.

- **The Saitama Cardiovascular and Respiratory Center's** testing laboratory's chief engineer Mr. Hasegawa tested the EasyOne against their "gold standard" a rolling seal Morgan laboratory equipment. The EasyOne "passed with high marks". With these basic endorsement of *accuracy, hygiene, and portable usefulness* as well as with the all the 3 papers in common made **proof** of the major EasyOne characteristics: *easy to use, completely maintenance and calibration free* IMI has done the home work.

The strategy now is also marked by the typical Japanese sense of logic: doing all a **step at the time**.

Many **leads** have been received through the **references** and the mouth to mouth publicity.

Participation at the JRS annual meeting has **created** a nice buffer of leads in different areas.

Intensive **marketing efforts** now beginning will produce a **market feed back** that will soon **determine the correct** market priorities and **sales approaches** to be taken for **success**.

One thing however is already very clear in the mind of IMI president Mr. Tsumuga: Determination to resolve all the obstacles that will be discovered when introducing the first imported Spiro meter to Japan. His flexibility and openness in confronting new situations is known. **Know the product** you are dealing with. Learn where the market is and what it **needs** and then offer what is adequate to **bridge the gap** that is always there. The gap that allows the smart ones to become successful over the others.

Mr. Tsumuga was able to grow his company in the past years even under severe difficulties for Japanese importers. His answer to the increased price and running cost awareness of public and private customers was both: **surprising and successful**: generous rental and lease agreements without strings attached. He swept the competition off of their feet. I am sure he has more cards up his sleeves.

We **welcome IMI** in the ndd family and wish them all the best. We will actively support their activities to make the EasyOne as successful as it is in the USA, in Switzerland, in Australia, in France, in Korea.

Japan is the **second biggest market for Spiro meters** in the world and the COPD activities are at least similar to the ones in the US and perhaps higher than in Europe.

**Professor Fukuji** of the famous **Junetendo University** has in his **study "NICE"** in February this year documented that the figures of **COPD prevalence** in Japan so far given by the MHW are **way underestimated** (over 20 times!!) and are actually at around 8-9% (he thinks around 10% but that needs further work).

Comparable to other countries in the world.



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ncd AG  
Zurich, August 2003