Specified Nonprofit Corporation
Health Policy Institute, Japan
Annual Report
FY 2007
1. Greetings

Health is the public policy field which both receives the greatest attention and causes the deepest dissatisfaction in Japan. According to a public opinion poll conducted by the Cabinet Office, the public regards health as the top priority in all areas of life and expects a greater focus on this field in policymaking. At the same time, survey results reveal that nearly 90% of the public is dissatisfied with current health policy. There is, therefore, a pressing need to improve health policy as quickly and effectively as possible. From a global perspective, the challenges of "global health", such as responding to the transnational threat of infectious diseases and improving health systems in the developing countries where most of the world population resides, have emerged as an important security and foreign policy issue. Japan is and should be expected to play a major role in overcoming these challenges. In order for the Japanese public to take the initiative in tackling these critical health policy issues at home and abroad and to determine the policy direction Japan should take, accurate information about the current state of the issues and the available policy options needs to be presented to the public, and active discussions must be held on the values and ideas that each policy option represents.

Based on such recognition, Health Policy Institute, Japan, makes it its mission to promote research, education and policy recommendation on health policy and to facilitate qualitative improvement in policy. The institute is committed to contributing to provision of higher quality healthcare in Japan and abroad by cooperating with domestic and international research and educational institutions and think-tanks working in this policy field.

Chairman Kiyoshi Kurokawa
2. Our Vision

Our Mission

To help citizens shape health policies by generating policy options and to bring stakeholders together as a think tank.

Health Policy Institute, Japan (HPIJ), aims at the realization of citizen-centered health policy as a vital step toward ushering in a truly civil society. For that purpose, and from a neutral stance as a nonprofit organization, we conduct research, carry out surveys, and organize symposiums that bring together a broad range of stakeholders, including policymakers, academics, and ordinary citizens, to discuss key issues and challenges in health policy. Through this process, we offer real policy options to the public, stimulate public opinion, and seek the consequent reflection of that opinion in actual policy.

Our Activities

- Decision Makers:
  - Discussing with the government, political parties, ministries, international organizations etc.

- Stakeholder Groups:
  - Supporting corporations, patient groups, and MD groups

- General Public:
  - Seeking and stimulating public opinion

- Education:
  - Providing opportunities for learning, discussing and sharing information

- Policy Recommendations:
  - Making policy recommendations based on our recent research.

- "Health Policy"
- "Health Policy Summit"
- "Commission on Citizens and Health"
- "Public Opinion Survey"
- "Breakfast Series"
- "Health Policy Clerkship"
3. Our Activities in FY2007

**Health Policy Summit**

-Takes place in February each year to discuss priority health policy issues for the next fiscal year.
-Gathers 100 of the most influential health policy decision-makers in Japan (invitation only).

(From left to right)
“Opening Remarks” Hon. Yoichi Masuzoe, Minister of Health, Labour and Welfare

“Healthcare Budget; Securing Finances and Raising Consumption Tax”
-Hon. Kaoru Yosano, Member, House of Representatives, LDP
-Hon. Yoshito Sengoku, Member, House of Representatives, DPJ
-Hon. Yutaka Fukushima, Member, House of Representatives, New Komeito

“Health Policy Issues in Japan, 2008”
-Left; Mr. Takeshi Erikawa, Vice Minister of Health, Labour and Welfare
-Center; Prof. Ryozo Nagai, the University of Tokyo
-Right; Prof. Haruo Shimada, President, Chiba University of Commerce

“Lifestyle Disease Prevention and Innovation”
-Left; Mr. Louis J. Burns, Vice President, Intel Corporation
-Right, Prof. Kohei Komamura, Keio University

“New Regional Health Plans and Citizen Participation”
-Left; Dr. Masaharu Ito, President, Federation of National Social Insurance Associations
-Center; Mr. Akira Naganuma, Mayor, Shiki City, Saitama Prefecture
-Right; Prof. Koichi Nobutomo, Medical Service System, Kyushu University
3. Our Activities in FY2007

Global Health Summit

- Focused on Japan’s leadership role in the global health arena in 2008 when it hosts the G8 Summit and Tokyo International Conference for African Development (TICAD).
- Recorded speeches are posted at http://www.global-health-summit.org/.

Keynote speaker, Hon. Junichiro Koizumi, Former Prime Minister

- Top left; Mr. Hiromasa Yonekura, Vice Chairman, Japan Business Federation
- Top right; Dr. Tachi Yamada, President, Bill and Melinda Gates Foundation
- Bottom left; Mr. Jay Naidoo, Chairman, Development Bank of South Africa
- Bottom right; Mr. Tadashi Yamamoto, President, Japan Center for International Exchange

- Top left; Ms. Joy Phumaphi, Vice President, The World Bank
- Top right; Ms. Akiko Maeda, Sector Manager, The World Bank
- Bottom left; Ms. Aiko Doden, Senior Commentator, NHK
- Bottom right; Mr. Koji Tsuruoka, Director General for Global Issues, Ministry of Foreign Affairs
3. Our Activities in FY2007

Patient Community Empowerment: Commission on Citizens and Health (CCH)

-Launched to realize public/patient oriented healthcare
-Empowering patients by providing necessary functions for policy change
-Supporting patients’ agenda shaping and advocacy

Provide IT infrastructure, meeting venues, health policy tool kit etc.

- Functions
- Agenda Shaping
- Advocacy

Patient Opinion Survey

Symposiums, Workshops

Left: Symposium (4/28)
Special guest: American Heart Association

Right: Workshop (12/8)
Co-hosted with American Cancer Society

Bottom: Symposium (3/21)
Special guest: Arrhythmia Alliance

Developed a patient-friendly PC with Intel

Healthy Debate
3. Our Activities in FY2007

Support for Medical Professional Community: MD Policy Forum (MDPF)

-Launched to promote the participation of medical professionals in health policy debate
-Reaches out to a wide range of medical professionals in collaboration with So-net M3 (used by 154,000 doctors in Japan)
http://www.healthpolicy-institute.org/mdpf/

Online Health Policy Dialogue
1. Shigeaki HINOHARA
   (The site received 200,000 hits.)
2. Hiroshi HONDA
3. Takeshi YORO
4. Hideki KOMATSU
The 3rd nationwide public survey on healthcare in Japan was conducted on 4000 citizens chosen at random, with 1082 people responding. The 2008 survey focused on analyzing attitudes toward the shortage of physicians and its financing, the pros and cons of balance billing ('kongo shinryo'), and disparities in access to healthcare by income level. The analysis was covered by TV, newspapers, and magazines across Japan.


“Results of Public Opinion Survey on Health Policy 2008”

3. Our Activities in FY2007

-Left; Mainichi Shimbun, April. 15
-Right; Nihon Keizai Shimbun, April. 8
3. Our Activities in FY2007

Breakfast Series

Bimonthly casual breakfast meeting with opinion leaders. Recorded speeches are posted on the website.

Tenth; Kiyoshi Kurokawa, Chairman, Health Policy Institute, Japan, “Health professional development in a global age; proposals for Medical Schools”

Eleventh; Dr. Keiko Amano, Director, Chiba Prefectural Institute of Public Health, “Narrative Based Medicine”

Twelfth; Dr. Masaharu Ito, President, All Japan Federation of Social Insurance Associations, “Healthcare Reform and Management Reform of Social Insurance Hospitals”

Thirteenth; Prof. Hisao Endo, Professor, Gakushuin University, “Contemplating Very Elderly Health Policy”

Fourteenth; Prof. Toshiki Mano, Professor, Tama University, “Interaction amongst Healthcare, Market and Risk Management”

Fifteenth; Dr. Ryosuke Tsuchiya, President, National Cancer Center Hospital, “Healthcare crisis and solutions for reconstruction”

Health Policy Clerkship

Hosted in March every year. About 20 medical school students from across Japan participate in the program to broaden their perspectives, acquire problem-solving techniques, interact with decision-makers, and review health policy. Enthusiastic participants continue to be involved in health policy as interns at our Institute.

(Above left) Meeting with political leaders
(Above right) Workshop with a pharmaceutical firm
(Left) Discussions with patient leaders
3. Our Activities in FY2007

Website

Visit our website for more information and upcoming events.

(HPIJ) http://www.healthpolicy-institute.org/

For specific activities, visit

- Global Health
  http://www.global-health-summit.org/
- Commissions on Citizens and Health
  http://www.kanjakai.org/
- MD Policy Forum
  http://www.healthpolicy-institute.org/mdpf/

Health Policy Paper 2007

The 2007 edition was again edited by the Institute and published by Japan Medical Planning Co., Ltd. It addresses a variety of health policy issues from a multifaceted perspective.

It includes information on key healthcare issues and introduces analysis from the “Public Opinion Survey on Healthcare 2007.”

Available at bookstores.
4. Our Plans for FY2008

Three Focus Points for 2008

1. Health Policy Unit
With Japanese health policy in the midst of a defining period of transition, we must now be active in both the political and public spheres, presenting ideas and information to galvanize public opinion and providing a forum for open and meaningful discussion of issues relating to healthcare policy and financing. In addition, we will undertake our fourth national survey of public opinion, drawing international comparisons to view Japanese healthcare from a global perspective, thereby highlighting the quality and standards the Japanese public should be demanding from the medical profession.

2. Citizen’s Health Networks
We aim at developing and maintaining supportive networks among patients with cancer, heart disease, and so on. In turn, this will offer opportunities to strengthen and improve patient advocacy and help voices at the grassroots level be heard by the government. In addition, for the improvement and standardization of medical care, we intend to disseminate widely the information generated by these networks.

3. Global Health
We want to support the opportunity the Toyako G8 Summit provides to address challenges in global health, and for Japan to take a leadership role in these endeavors. In addition, we aim to foster and support greater cooperation among the various stakeholders in Japan, and to extend this globally by promoting collaboration from bases in Japan and the United States.
5. Individual Membership

Please join us!
Online registration

Registered Membership (free)
Entitled to:
- Receive notice of forums, symposiums, and lectures.
- Download Policy Recommendation Series and other selected documents for free.

Supporting Membership (10,000 yen/year)
Entitled to:
- Receive notice of forums, symposiums and lectures.
- Download Policy Recommendation Series and all other documents for free.
- Special discount on participation fee for our Breakfast Series.
6. Messages from the Advisory Board

Mr. Hatsuo Aoki
President, Astellas Pharma Inc.
“With a rapidly declining birthrate and aging population and challenges in securing financial sources, the time has come for national debate on health policy in Japan. For more activated debate and ideal results, I hope the Health Policy Institute, Japan, will proactively assume the role of providing constructive recommendations.”

Dr. Keiko Amano
Director, Chiba Prefectural Institute of Public Health
“Given rapid technological developments in healthcare, doctors have become obsessed with the acquisition of healthcare technology, thus widening the gap between patients and themselves. Evidence-based medicine is, needless to say, important, but with a declining birthrate and aging population, we are in urgent need of a healthcare system that also recognizes the importance of healthcare responsive to the voices of patients. I look forward to the work of Health Policy Institute, Japan.”

Prof. Yuichiro Anzai
President, Keio University
““Nation-building is the task of the individual, not the ‘public’” This is a passage from Fukuzawa Yukichi’s “Yasegaman-no-setsu” (Fighting to the Bitter End). Policy recommendations devised from an independent perspective are essential for the resolution of the complex issues faced today and for humanity to enjoy the benefits of medical and bioscientific expertise. Established as a think-tank independent of government, Health Policy Institute, Japan, holds great promise for the future.”
6. Messages from the Advisory Board

Mr. Matthew Anderson
Group Director, Strategy & Corporate Affairs, News Corporation Europe & Asia
“Around the world, great strides are being made in the field of health communication and so-called "social marketing" campaigns. I commend the Healthcare Policy Institute, Japan, for exploring global best practice that involves all relevant stakeholders in initiatives that not only raise awareness, but also lead to meaningful behavioral change in the lives of patients and citizens at large.”

Dr. Masaharu Ito
President, All Japan Federation of Social Insurance Associations
“When discussing the future of the Japanese healthcare system, it is vital to review the decision-making process as well as the nature of the system itself. In addition to the perpetual issue of funding, the increasing diversity of political and social values presents enormous challenges in determining how the current universal healthcare system should function in the future. The Health Policy Institute, Japan, is expected to play an important role in determining future policy by helping to shape consensus among the numerous stakeholders.”

Prof. Hisao Endo
Professor, Gakushuin University
Chairman, Central Social Insurance Medical Council (MHLW)
“Both a scientific perspective (measurement of the cost-effectiveness of healthcare, etc.) and a perspective to equitably represent the public’s values (how large public healthcare expenditures should be, etc.) are essential in health policy. Both aspects remain at unsatisfactory levels in health policy making procedures today. I strongly hope that the Health Policy Institute, Japan, will contribute to the improvement of these aspects of decision-making.”
6. Messages from the Advisory Board

Dr. Keiko Okaya
RN., Ph.D. Dean, Professor, School of Nursing, University of KinDAI Himeji
“According to a survey conducted by the National Institute of Longevity Sciences, across all age groups, the percentage of Japanese feeling insecure about aging was over 80%. I commend the Health Policy Institute, Japan, as an academic institution presenting tangible and effective policy recommendations to reestablish the social security system so that the Japanese public will be freed of their fears and able to live in a sense of reassurance regardless of their health condition.”

Mr. Hisashi Katsumura
Member, Central Social Insurance Medical Council (MHLW)
Member, Patient Advocacy Group Member, Japan Council for Quality Health Care
“The current health insurance system is on the brink of disintegration before it has even been able to reform its emergency medical care program or standardize care delivery; thus, benevolent doctors are suffering from overwork. We are in need of a health policy that is clearly different from the conventional policy, which has evolved indifferent of lessons learned and in the absence of input from the public and patients.”

Prof. Hiroshi Kato
President Emeritus, Chiba University of Commerce
Professor Emeritus, Keio University
“Faced with an aged society with a declining birthrate, Japan’s health policy has become more chaotic than ever. The voices of doctors, nurses, patients and hospitals have been heard but remain mutually incompatible; we can have a secure health policy only when these opinions have reached a consensus.”
6. Messages from the Advisory Board

Mr. Kakutaro Kitashiro  
Senior Advisor, IBM Japan, Ltd.  
“In a society where rejuvenation is a pressing issue, healthcare is an area with promises of major innovations led by the private sector. I commend the Institution for integrating the sagacity of disparate fields to make visionary health policy recommendations.”

Prof. Hiroshi Komiyama  
President, The University of Tokyo  
“Health care will develop into a large market not only encompassing engineering, physics and pharmaceutical science, but will also have strong links with other fields including law and economics. I look forward to the Health Policy Institute, Japan’s contribution to innovative developments in the once untouchable healthcare field.”

Prof. Takeshi Sasaki  
Professor, Gakushuin University  
“As a channel for voices that have not been sufficiently represented in health policy, Health Policy Institute, Japan, is looked upon with great expectations, for which it bears immense responsibilities.”
Prof. Haruo Shimada
President, Chiba University of Commerce

“Health is a priority concern of the public in Japan, where society is rapidly aging. Health promotion entails many issues, including the improvement of lifestyle, to be addressed by individuals and society; the most urgent being whether or not each citizen can receive the appropriate healthcare service. Japan’s healthcare technology and knowledge are at the highest global standards in many fields, but there are many issues yet to be solved regarding healthcare services. Assessment data regarding the qualifications and performance of medical institutions and doctors for serious diseases, including cancer, cardiovascular disorder and organ dysfunction, in particular, are insufficient or unevenly distributed; thus many people are gnawed by anxiety, unsure whether they can receive the appropriate healthcare, how and from whom. The Health Policy Institute, Japan, seeks to resolve these issues by focusing on the analysis, assessment, compilation and provision of sufficient data and to develop a healthcare service framework suitable for a developed country. I ask for the kind understanding and support of a broad audience for the Institute’s involvement in such issues.”

Prof. Ryozo Nagai
Professor and Chairman, Department of Cardiovascular Medicine, Graduate School of Medicine, The University of Tokyo

“Today, we are faced with a host of healthcare-related issues. I believe the Health Policy Institute, Japan, should play a potent role in determining health policy through social consensus.”
Mr. Osamu Nagayama  
President and CEO, Chugai Pharmaceutical. Co., Ltd. 
“Given the significant developments in the life sciences and an increasing number of health conscious people, healthcare services compatible with the perspectives and needs of patients are called for. On the other hand, entering an era of aging society with few children and low economic growth, the appropriate management of aggrandizing healthcare expenditures has become the priority issue in relation to the sustainability of society.”

Prof. Shuzo Nishimura  
Executive Vice President, Kyoto University 
“It is often believed that healthcare-related decision-making requires specialized knowledge; thus, policy formation has tended to involve only specialists, such as doctors. However, I believe that it is extremely important for patients and the public to participate in policy-making.”

Mr. Taizo Nishimuro  
Advisor to the Board, Toshiba Corporation  
President & CEO, Tokyo Stock Exchange, Inc. 
“I have great expectations for the Health Policy Institute, Japan: gaining a clear view of the status quo of Japanese healthcare in a global context and exhibiting an ideal framework for the welfare of the future public.”

Prof. Hiroshi Yoshikawa  
Professor, The University of Tokyo 
“In order to maintain an insurance system covering all citizens, we must continue with constructive debate from a wide perspective; I hope the Health Policy Institute, Japan, will assume a leading role.”
7. Overview

Name  Specified Nonprofit Corporation, Health Policy Institute, Japan

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TEL 03-3267-2486  FAX 03-5511-8523  
(Commission on Citizens and Health) 2-5-3F, Kikigaracho, Nihonbashi,  
Chuo-ku, Tokyo, 103-0014  TEL 03-5614-7796  FAX 03-5614-7795

Board of Directors  
-Chairman; Kiyoshi Kurokawa
Professor, National Graduate Institute for Policy Studies
Special Advisor to the Cabinet Science and Technology
-Vice Chairman; James Kondo
Associate Professor, The University of Tokyo
-Director; Ken Shibusawa
CEO, Shibusawa and Company, Inc.
-Director; Michael Devlin
Principal, McKinsey & Company, Inc. Japan
-Director; Kenichi Hanioka
Associate Professor, The University of Tokyo
-Director; Yoshinori Hiroi
Professor, Department of Policy Studies, Faculty of Law and Economics, Chiba University
-Director; Hiroaki Yoshida
Executive Vice President, e-solutions, inc.
-Auditor; Tsuyoshi Dai
Attorney at Law, Tsuyoshi Dai Law Office
<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>2004/4</td>
<td>Establishment</td>
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<tr>
<td>2005/3</td>
<td>Symposium “Low Birthrate and Women’s Health” Co-host: University of Tokyo Healthcare and Social Policy Leadership Program</td>
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<td>2005/7</td>
<td>Symposium “Cancer Policy Sought by Patients”</td>
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<td>2005/8</td>
<td>Symposium “Regenerative Medicine: The Road to Clinical Application” Co-host: Tokai University</td>
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<td>2005/10</td>
<td>First Breakfast Meeting, since hosted bimonthly</td>
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<td>2005/12</td>
<td>Symposium “How to Redesign Japan’s Healthcare System” Co-host: Genron NPO</td>
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<td>2006/2</td>
<td>Symposium “1st Health Policy Summit”</td>
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<td>2006/3</td>
<td>Second National Convention of Cancer Patients</td>
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<td>2006/12</td>
<td>Symposium “Legislation for Regenerative Medicine”</td>
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<tr>
<td>2007/2</td>
<td>Symposium “2nd Health Policy Summit”</td>
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<td>2007/11</td>
<td>Symposium “Wellness and Innovation in the 21st Century” Co-host: University of Tsukuba</td>
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<td>2007/12</td>
<td>Cancer Policy Workshop Co-host: American Cancer Society</td>
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<tr>
<td>2008/2</td>
<td>Symposium “3rd Health Policy Summit” “Global Health Summit”</td>
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Our Mission

To help citizens shape health policies by generating policy options and to bring stakeholders together as a think-tank.

Guiding Principles


*Multi-stakeholder* Bring stakeholders together. Provide an open forum for debate.

*Agenda Shaping* Identify critical issues for citizens. Promote active exchange of ideas.

*Global* Cultivate a global perspective. Collaborate with world-class leaders in health policy.

*Pursuit of Excellence* Pursue excellence in all that the Institute does. Lead in the policy arena.