Japan's traditional HML system leading the global PHC strategy -- from the viewpoints of ICT --

**CHALLENGES AND POSSIBILITIES FOR THE HOUSEHOLD MEDICINE LEASE SYSTEM**

CONTINUUM-CERTIFIED DEVICES ASSISTED COMMUNITY-BASED SELF-MEDICATION

**HML System is successfully working in Mongolia from 2007.**

1) **Key Words**

Apply to *Household medicine lease (HML) - Self-medication - Primary Health Care (PHC)*

- Use First Pay Later,
- Customer Relationship Management (CRM)
- ICT *From "Mobile phone" to Internet of Things (IoT)*

2) **HML Industry**

- Household medicine lease (HML) industry
- "Toyama-HML" originated in the Edo period (17C-19C)
- The local feudal government revitalized the economy by means of the promotion of HML industry.

**Success in Mongolia**

5) **Mongolian Successful Project**

- Popularization of Mongolian traditional medicine as alternative and/or supplementary to Western medicine for primary healthcare purposes.
- Helping establish a system that would make proper healthcare available to poor citizens who could not afford expensive Western medicine, thereby also reducing the likelihood of unneeded illnesses depriving them of their livelihood.

Starting model medical and/or pharmaceutical businesses not the Mongolia government or other support organizations could take over

- Fostering Mongolian traditional pharmaceutical industry by promoting the use of its products through the HML scheme.

6) **Emergency healthcare process**

- Utilization of HML kits, handbook, and ICT
- First aid, diagnosis, prescription, treatment, and refilling
- Data management service
- Utilization of HML kits, handbook, and ICT

7) **Challenges and Possibilities**

- Problems in Japan, Now
  - Increasing Medical expenses.
  - Shortage of medical doctors.
  - Increasing Medical doctors

- Inbound
  - Regular rounds
  - Visit, treatment
  - Health data management
  - Mutual help

- Outbound
  - Regular rounds
  - Visit, treatment
  - Health data management
  - Mutual help

- Healthy Community
  - Healthy World

8) **Paradigms of Healthcare**

9) **CONTINUUM-Certified Devices**

- World standard for data operation
- Utilization of HML kit, handbook, and ICT
- Data transfer
- Data management service

10) **CRM basis HML**

- Use of medicine
- Customer database
- Family members, tender and age
- Medical doctors, hospital

11) **CRM Structure**

- Inbound
  - Database
  - Medical care services
- Outbound
  - CRM (Customer Relationship Management)
  - Data transfer
  - Medical care services

12) **Conclusions**

- Definition of the mission of the household medicine lease (HML) system as "supporting and promoting everyday self-medication," and the definition of its "customer" as "all those who seek a healthy life."
- Introduction of Continua Health Alliance and the effectiveness of the Continua-certified devices for everyday health monitoring.
- The system concept of community-based self-medication (CBSM) where customers mutually cooperate using the HML system and Continua-certified devices.
- Definition of "customer," that is, the "community that can lead CBSM."
- Vision and challenges toward the Healthy Company, Healthy Community, Healthy Country, and Healthy World where CBSM is realized.
- In recent years, the world has focused on IoT. However, IoT also will need to follow the same procedure as Continua-certified devices.

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