



Progress of introducing *Project ECHO* for Japanese medical professions

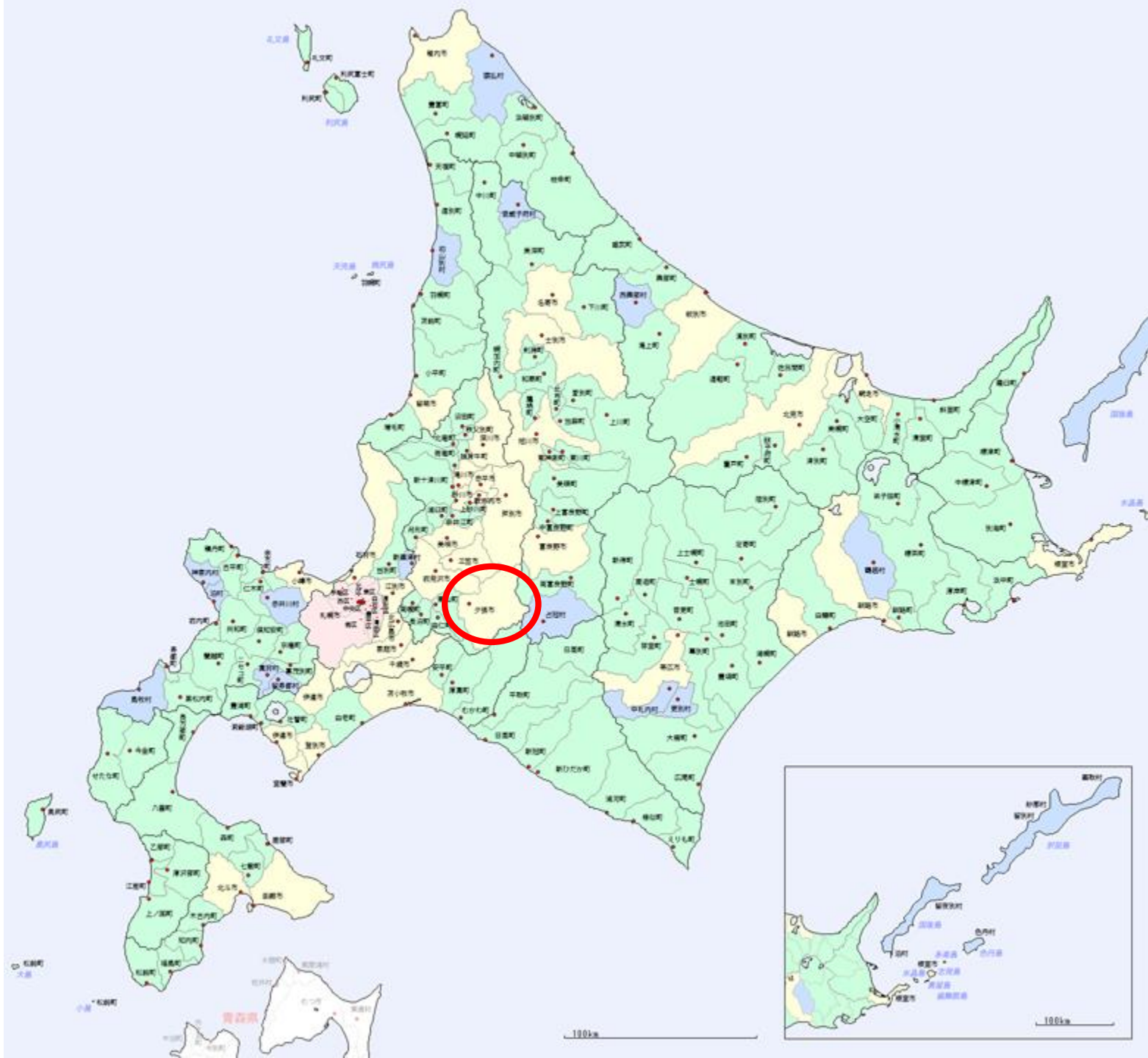
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Expected steps of introduction

1. Finding and enclosing key person(s) into considering advantageous features of ECHO for Japanese community health care.
2. Negotiating the tactics for inducing other beneficial professions and organizations into the opportunity of introduction about ECHO.
3. Identifying ECHO advantages and benefits through demonstration.
4. Expanding “professional communication” among those who are interested ECHO.

		Progress for ECHO introduction for Japanese medical professions (during Nov.to Jan.)				
	Date of meeting	key person(s)	Contents of negotiation	Responses		Expected tactics/outcome
	November,25	Prof. Tetsumi Irie (School of Pharmacy, Kumamoto Univ.)	Sharing opinion and information about probability of introducing ECHO into Kumamoto.	Quite negative because local medical leader recognizing community care setting in Kumamoto has been matured.		
*	late of November	Dr. Takeshi Uchida (former vice president of JMA)	Sharing outline and an advantageous features of ECHO. Asking as co-arranger of ECHO introduction opportunity in Yokohama area.	Very interested and supportive for ECHO introduction into medical community in Yokohama(including administrations, hospitals and universities)		Workshop: The strategy for community health care improvement through ECHO, March.4 at Yokohama
*	early December	Dr. Toshihito Nakamura (Manager of Yubari clinic in Hokkaido)	Sharing outline and an advantageous features of ECHO. Asking as co-arranger of ECHO introduction opportunity in Hokkaido.	Very interested and supportive for ECHO introduction into medical community in Hokkaido (including administrations, hospitals and universities)		Professional meeting: Introduction of project ECHO for community care leaders: what advantages, what problems, March.3 at Sapporo, Hokkaido
*	December,24	Prof. Nobukazu Nakazato (School of Medicine, Tohoku Univ.)	Sharing opinion about advantageous features of ECHO, and probability and tactics for introducing ECHO into Japanese medical environment.	Very supportive and optimistic for probability of introducing ECHO into Japanese medical environment. Co-work for providing introductive seminar in Yokohama.		
*	mid of January	Dr. Masaaki Miyagawa (Pediatician, President of the society for internal medicine in Kanagawa)	Sharing outline and an advantageous features of ECHO. Asking as co-arranger of ECHO introduction opportunity in Yokohama area.	Very positive and interested in ECHO essential ideas for introducing medical community in Yokohama and whole Japan. Co-work for providing introductive seminar in Yokohama.		

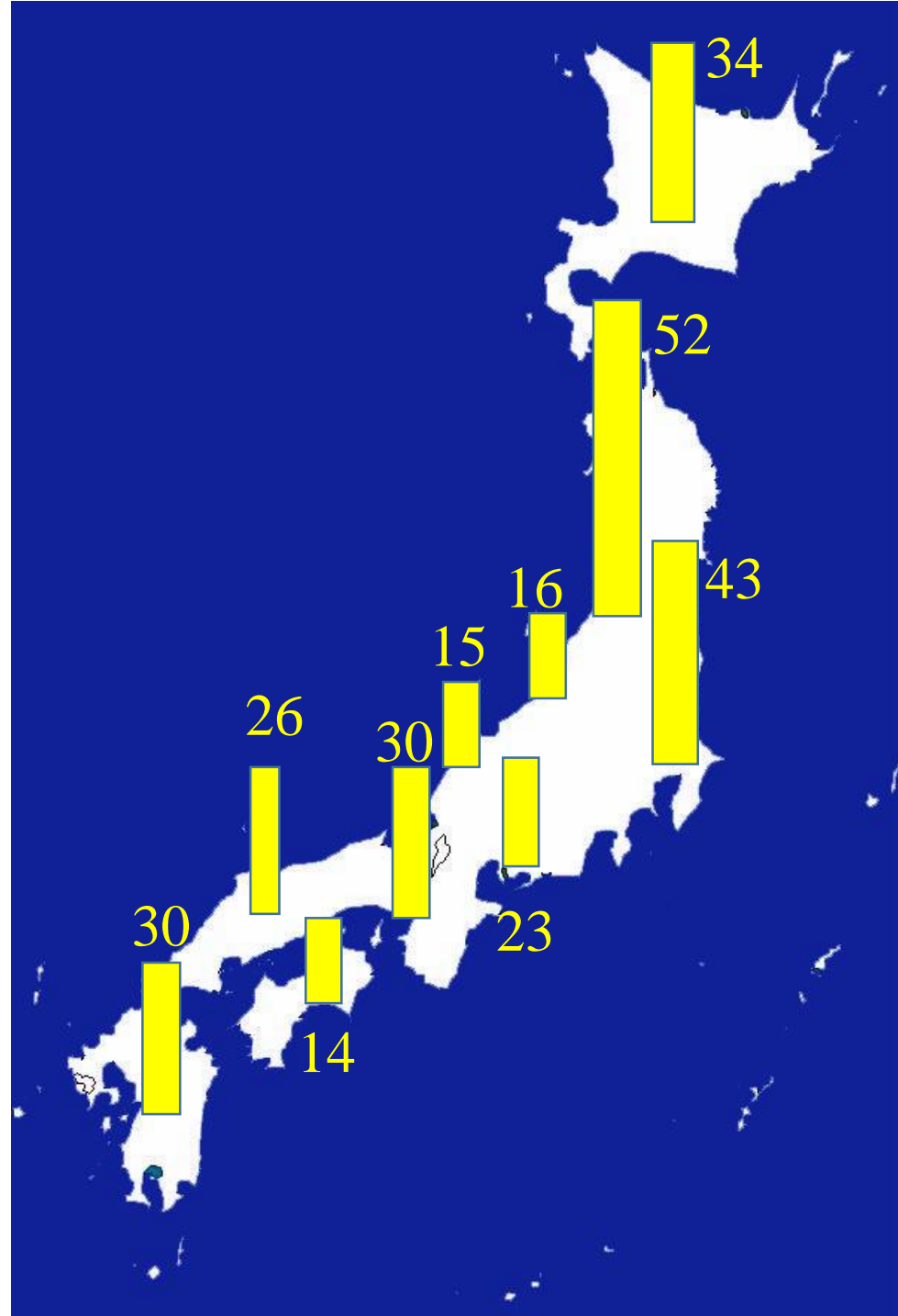


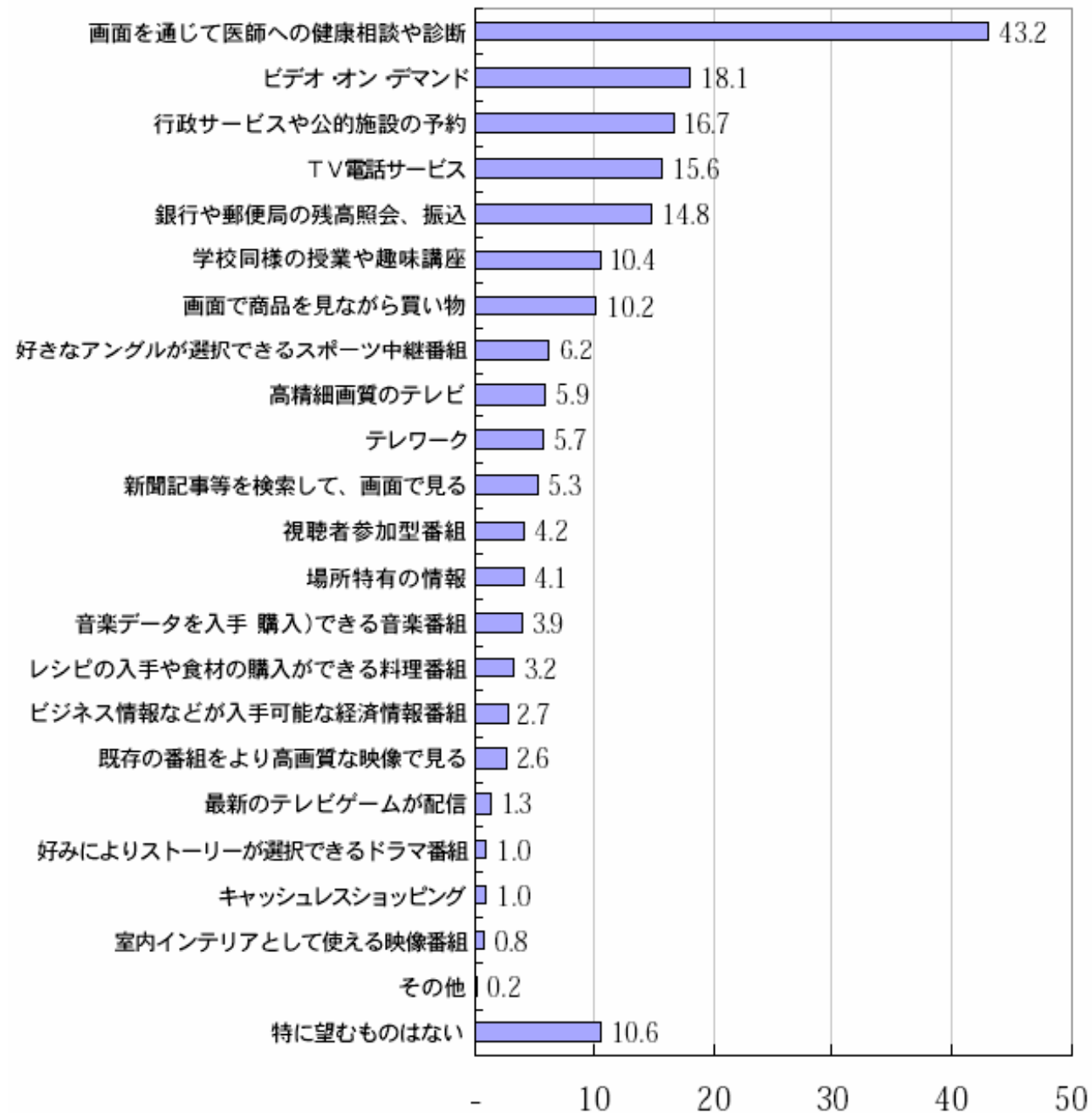
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Japanese Tele-medicine (through talking with key persons)

1. High recognition – Low practice (only 8 % activity among Japanese whole hospitals).
2. High demand in rural area – Tohoku, Hokkaido.
3. No supervisors, no manager for running.
4. No economic incentive – social health insurance scheme obstructs physicians economic motivation through using Tele-medicine.
5. Less opportunity for co-medical staffs to access high-end knowledge and information in their workplace.
6. Less involvement of patients and families – but strong needs for obtaining medical information through IT.





Expected target

1. Encouraging mixed strategy as D to D and D to P scheme is effective.
2. Providing education support and supervise (e-learning) for co-medical staffs at rural hospital is acceptable easier.
3. Emphasizing ECHO's advantage for encouraging D to P communication is very critical.
4. Building a relationship with physician group handling tele-communication system is excellent.
5. Demonstrating essential advantages of ECHO for those who intend to establish strong tie with every community primary care workers is strongly influential.

Further steps

1. How and when demonstrate ECHO in Japan?
2. Where would be the most effective and attractive area for introduction?
3. Yokohama may be one of the candidate area as first establishment -
---but hard work.
4. JA hospital(Ko-sei ren byoin) in Sapporo,Hokkaido may also offer any contact with ECHO.