

# **Innovation @ Terumo:**

## ***Continuous Pursuit of “Global Firsts”***

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Dec. 5, 2015

# The Situation that Healthcare is in

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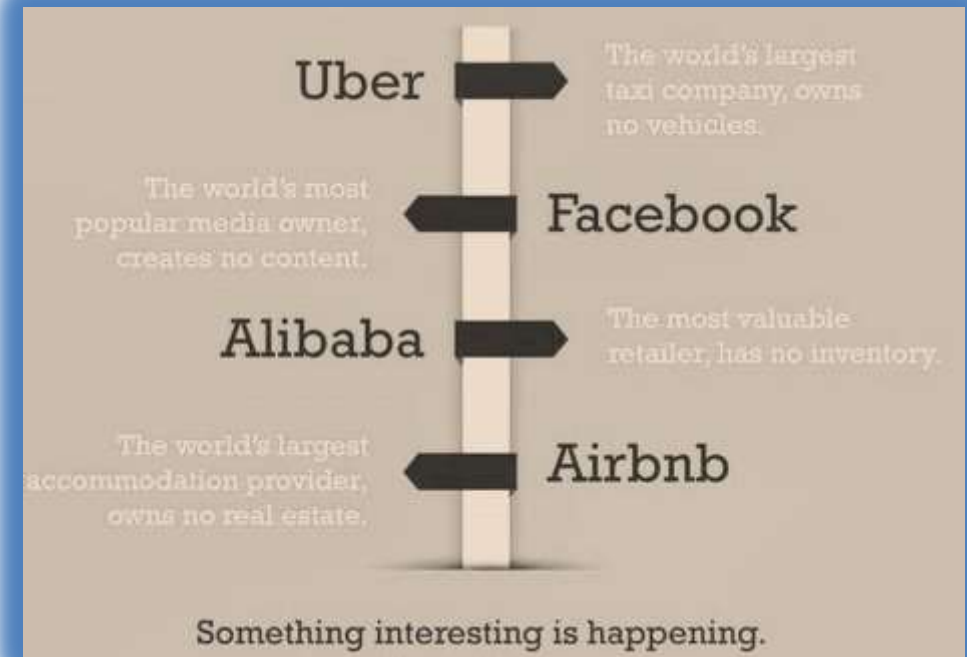
1. Social Relevance

2. Dated technology

3. Disruption

(survival tool & NOT for excellence)

4. "Create In India"



# Terumo was Founded by Medical Scientists

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1921

Dr. Shibasaburo Kitasato and other doctors founded Terumo so that Japan would have domestic thermometer production.



“Father of Japan's modern medicine”

Dr. Shibasaburo Kitasato

## Company Name Origin

From the German word for  
“thermometer”

“Thermometer”



A thermometer made in Japan

# Growth through Business Portfolio Transformation



## Cardiac & Vascular Business

- Interventional Systems
- Neurovascular
- Cardiovascular



## General Hospital Business

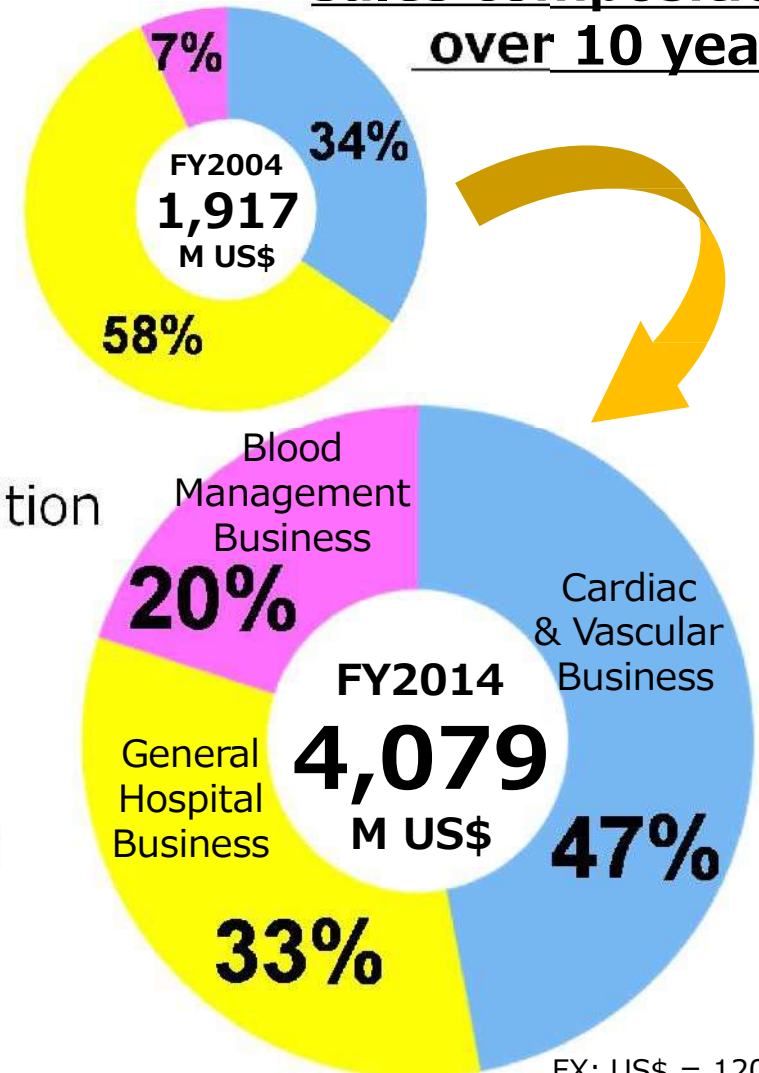
- General Hospital Products
- Pharmaceuticals and Nutrition
- Drug and Device
- Diabetes Management



## Blood Management Business

- Apheresis Blood Collection
- Whole Blood Collection
- Therapeutic Apheresis

## Change of sales composition over 10 years



FX: US\$ = 120 JPY

# Innovation Driving Terumo's Transformation

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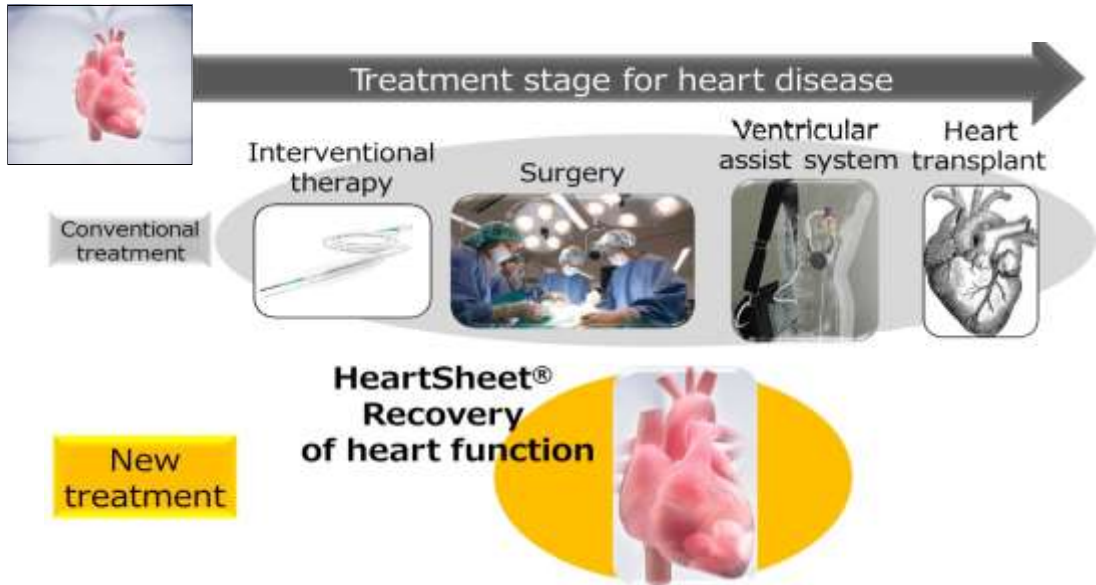
**Innovation**  $\neq$  technological development  
**= new combinations**

Keywords for Terumo innovation cases

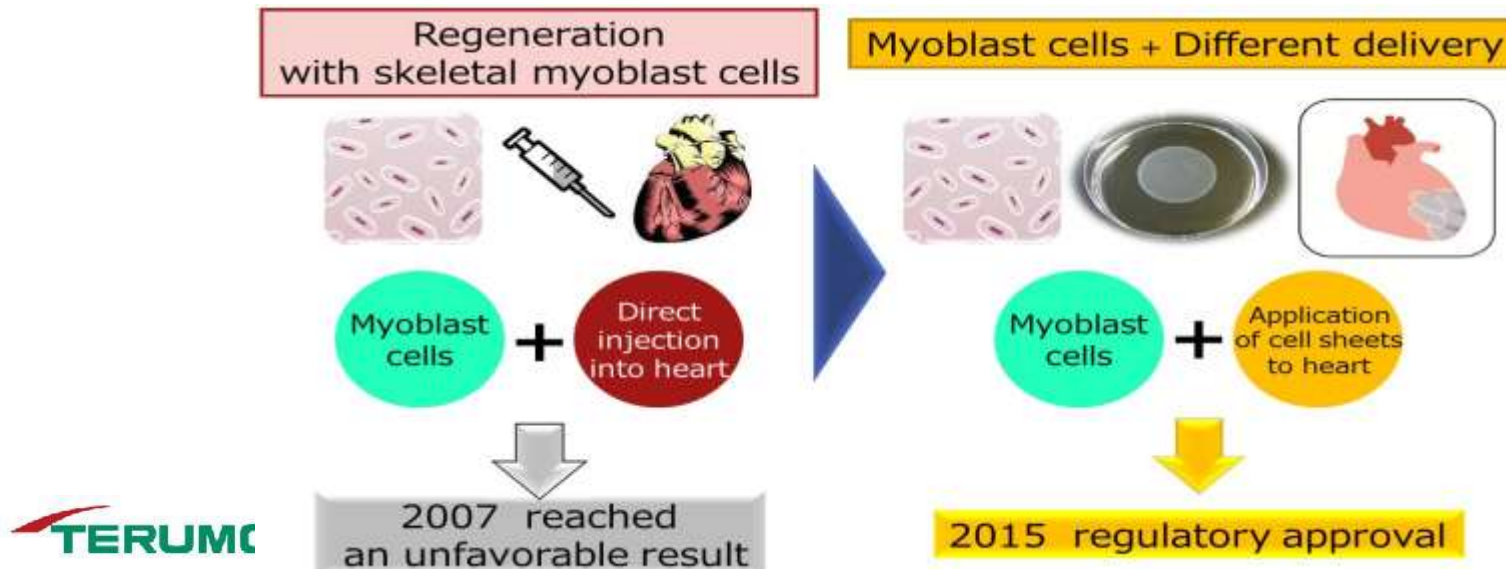
1. Breakthrough
2. Value Creation
3. Re-invention

# “Breakthrough”

# A Global First in Regenerative Medicine for Heart Failure



## Transforming Our Thinking to Find New Combinations



# “Value Creation”



# Improvement of QOL and Medical Cost Efficiency

Trans femoral intervention    Trans radial intervention

Quality  
of  
Life



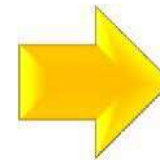
Patient cannot move for one night



Patient can stand, no hospital stay

Medical cost  
unit price  
(procedure cost,  
labor cost, ALOS,  
etc.)

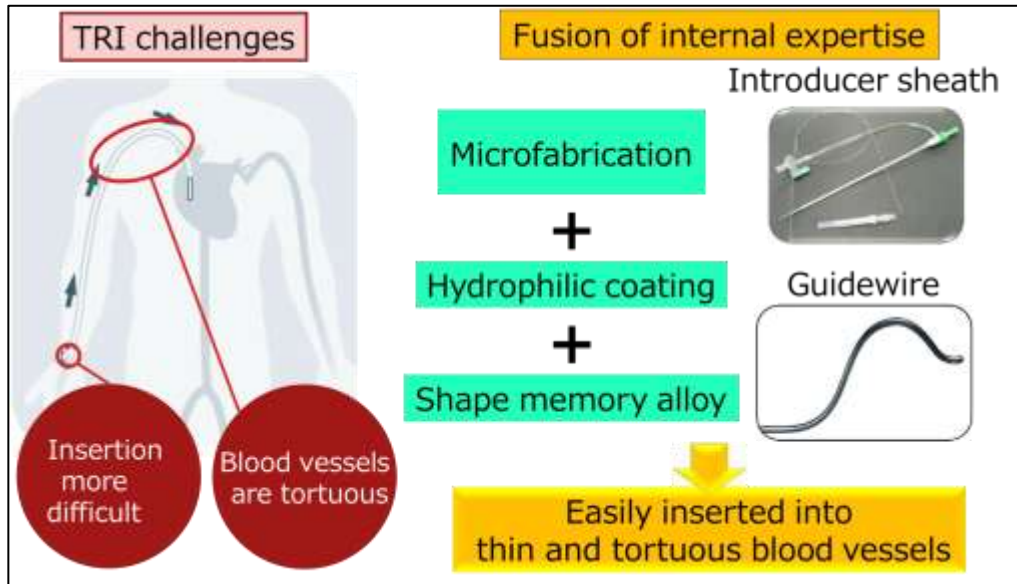
Long Stay



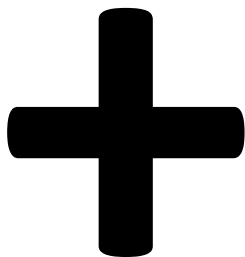
Short Stay

Cost down

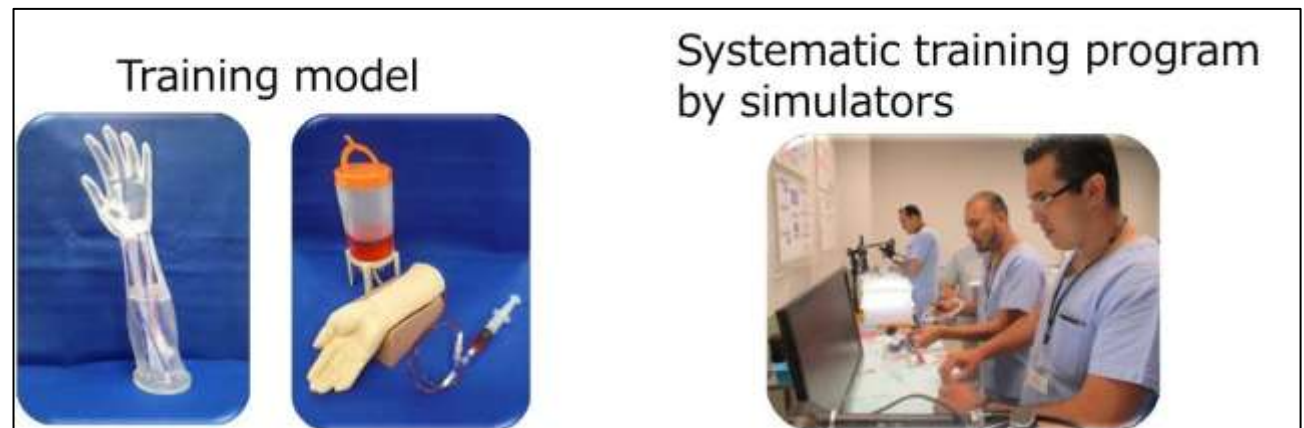
# Combining Product with Process



**Device Development through Fusion of Internal Expertise**



**Spreading Knowledge through Training**



# “Re-invention”

# Building the World's Thinnest Needle

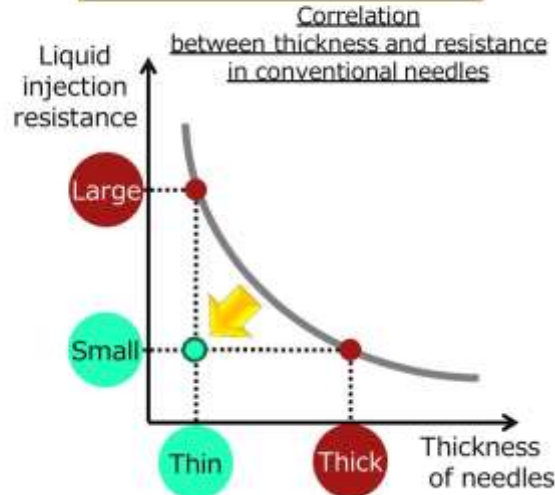
We want to reduce patient pain

Self-injection 3 times/day × 365 days/year

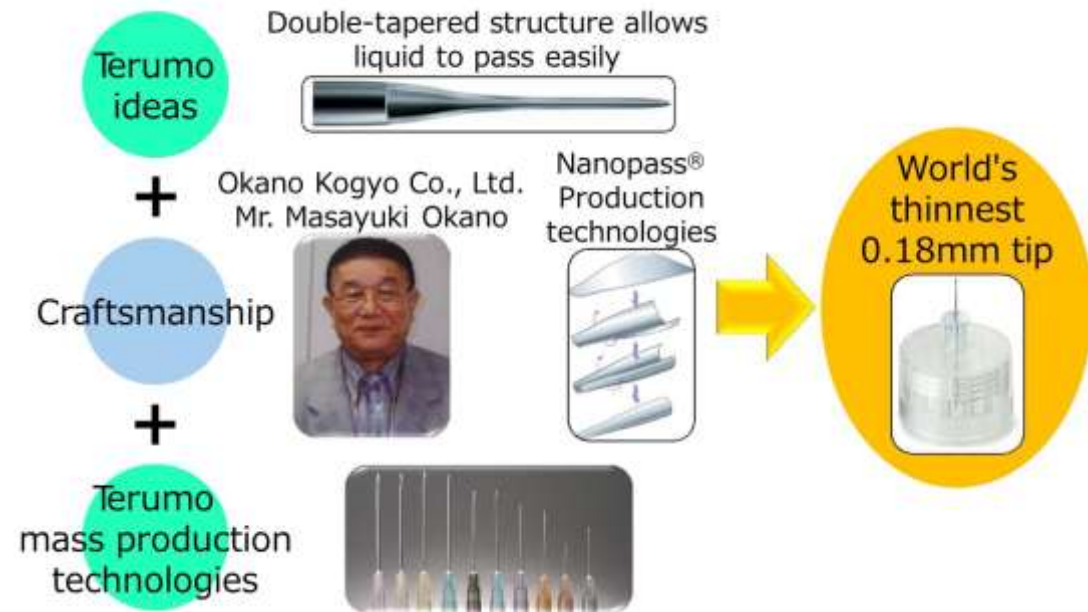
"Ouch!", 1000 times a year



To exceed the limitations of conventional needles

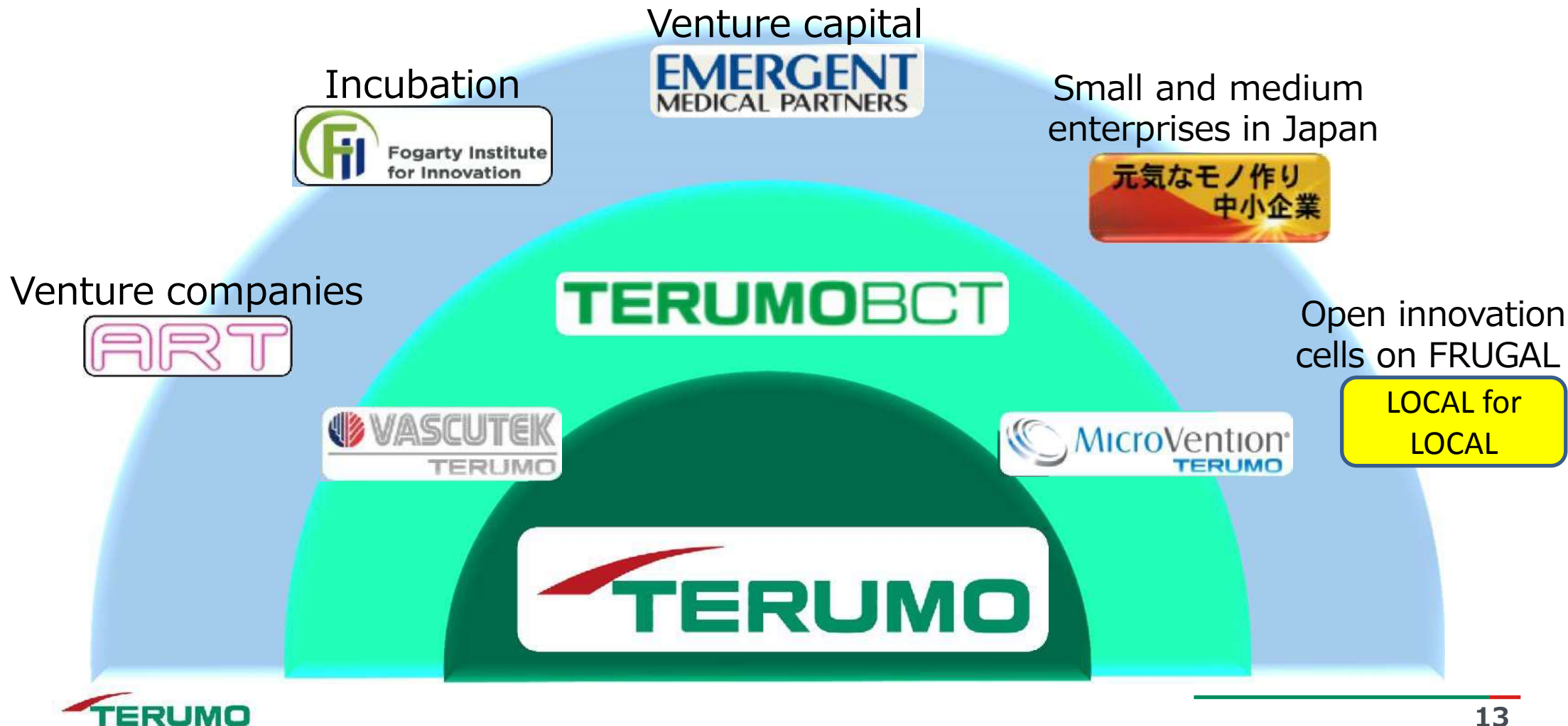


## Combination of Craftsmanship and Industrial Expertise



# Creating a System of Open Innovation

COMBINING parent & acquired companies' development capability with  
Proactive involvement in external technologies



# Thank You