

CareNet announces a partnership with mediVR in the nationwide promotion of medical devices for rehabilitation using VR technology

March 19, 2019

CareNet, Inc.

CareNet, Inc. (headquarters: Chiyoda-ku, Tokyo; President: Katsuhiko Fujii; URL: <http://www.carenet.co.jp>, hereinafter CareNet) announces that CareNet has signed a contract with mediVR, Inc. (headquarters: Toyonaka, Osaka, President: Masahiko Hara, URL: <https://medivr.jimdo.com/>, hereinafter “mediVR”) focusing on collaboration in the nationwide promotion of VR solutions marketed by mediVR on March 19, 2019. mediVR markets mediVR Kagura, a rehabilitation medical device applying virtual reality (VR) technology.

【Outline of the business collaboration】

In the healthcare industry environment, from now on there will be a steeply increasing number of new type pharmaceuticals and medical devices developed based on innovative new technologies such as regenerative medicine, gene therapy, noninvasive devices, IoT and AI. Even a company with excellent technology and candidate pharmaceuticals or medical devices may lack sufficient management resources and experience in the process from clinical development to marketing. CareNet has supported such companies in marketing and other aspects.

The medical device for rehabilitation “mediVR Kagura” (generic name: self-motion training machine with measurement function (Class 1 medical device)) marketed by mediVR, is a medical device for comprehensive evaluation of the motor function, posture balance and cognitive function required in walking. It is an innovative medical device allowing quantitative evaluation of double-task processing functions with the application of VR and three-dimensional space tracking technology.

The present collaboration will assist with the early popularization of the new type rehabilitation medical device “mediVR Kagura” that utilizes VR and three-dimensional space tracking technology, utilizing the know-how in marketing for medical institutions

and doctors, as well as the 145,000 doctors that are members of CareNet. The importance of rehabilitation using medical devices such as mediVR Kagura is increasing, similarly to medications on the market for treatment of cardiovascular disorders (stroke and dementia), and will only expand from now on. Therefore, collaboration with CareNet, capable of assisting with the marketing of both rehabilitation and medication, is expected to accelerate its popularization.

【About mediVR Kagura】

mediVR Kagura is a medical device for the comprehensive evaluation of motor function, posture balance and cognitive function required in walking. The population with a gait disorder keeps increasing due to aging and the increasing prevalence of cerebrovascular disorders (such as cerebral infarction), as well as neurodegenerative diseases (such as Parkinson's disease). Walking is the most basic physical activity in daily life. It requires muscle strength of the lower extremities, of course, posture balance ability and "double-tasking cognitive processing function" that enables us to act while thinking are considered to play important roles as well. Loss of any one of these abilities leads to a gait disorder. While muscle strength of the lower extremities can be trained by various conventional exercise trainings, no methodology has been established to reproducibly quantify posture balance and double-tasking cognitive processing function in accordance with daily walking, and stimulate them.

mediVR Kagura is the first medical device that has been developed in the world that is trying to resolve this issue. Its practical use has been enabled by applying VR and three-dimensional space tracking technology. It can easily measure the range of motion of a patient while practicing a measurement program provided by a doctor or occupational therapist, which seems to the patient like a game, and share the data with the patient. This enhances motivation for rehabilitation and continuous rehabilitation with the enjoyment specific to VR technology is expected to improve motor function, posture balance and cognitive function required in walking.

mediVR Kagura is expected to be used to manage and improve gait disorder that will increase from now on in an aging society.

About mediVR



Name: mediVR, Inc

Representative Director: Masahiko Hara, President

Address: 2-3-8 Terauchi, Toyonaka, Osaka, Japan

Establishment: June 2016

Capital: 21,140,000 yen

Major business activities: Planning, development and marketing of medical devices and medical systems applying imaging technologies such as virtual reality

About CareNet



Name: CareNet, Inc.

Representative Director: Katsuhiko Fujii, President

Location: Risona-kudan Building, 1-5-6, Kudan-minami, Chiyoda-ku, Tokyo, Japan

Establishment: July 1996

Capital: 627 million yen

Major business activities: Medical and pharmaceutical business support for pharmaceutical companies and medical contents services for doctors and medical professionals.

CareNet operates a membership portal site "CareNet.com" to provide practical and useful information for doctors and medical professionals via internet, with more than 145,000 doctors as members. Based on these physician members as resources, CareNet provides services to support sales and marketing activities of pharmaceutical companies in Japan.

Future outlook

There is estimated to be little effect from the present business alliance on business performance in this term. Moving forwards, if any significant effect on our business performance that should be disclosed is considered likely, then it will immediately be disclosed.

—Contact for the present release—

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