

FUJIFILM Corporation



Demonstration project related to the construction of a gastrointestinal cancer diagnostic platform in Thailand

Objective of the project

<Improvement of medical workflow (WF) through DX-related technologies in Thailand, and development of gastrointestinal (GI) cancer database (DB) and diagnosis platform (PF)>

The goal of this project is to strengthen a medical treatment base of GI cancer by developing an environment to utilize endoscopy-related medical data, and to that end, to improve medical WF in Thailand by using DX-related technologies such as AI diagnosis support with endoscopy and reporting system, and develop GI cancer DB and diagnosis PF.

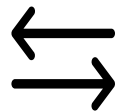
Cooperation with local companies/governments

Medical academic associations and medical institutions in Thailand

- Discussion of issues
- Cooperation for system customization

MOPH*
Organization of public health insurance

- Discussion of issues
- Discussion for institutionalization



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- Management of project
- Proposal of issues
- System customization

Medical institutions in
Japan

- Sharing case studies in Japan

* Ministry of Public Health in Thailand

Targeted economic/social issues

<The growing need for endoscopy examination in Thailand has not been met due to a lack of endoscopists and inefficient WF.>

In Thailand, neoplasms, including cancer, are the leading cause of death, and there is a growing need for endoscopy diagnosis that contributes to early detection and treatment of cancer.

On the other hand, there is an absolute shortage and maldistribution of endoscopists in Thailand, and inefficiency in medical WF such as manual entry and use of paper-based data, makes it difficult to statistically grasp and analyze the actual situation.

In this project, in response to a request from medical academic associations, we are to install our system at medical institutions in Thailand to verify the effectiveness of medical WF improvement and to demonstrate the collection of medical data.

Through these studies, we aim to contribute to the reduction of doctor's workload, the early detection of cancer and the improvement of diagnostic accuracy through the collection and utilization of medical data, and the early training of endoscopists in the future.



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Demonstration period

September 2022 – January 2024

Details of demonstration

<Pilot study>

In response to requests from Thai government and medical academic associations, we installed our system to medical institutions in Thailand and conducted a pilot study to customize the system so as to meet the actual usage conditions in Thailand.

<Roadmap, project group, medical insurance, and public subsidies>

To reach consensus for the standardization of DX technology, we explained to Thai government and medical academic associations, and discussed issues toward the introduction of DX technology.

<Organizing and sharing best practices, issues, and medical policies in Japan>

To help Thai stakeholders understand the usefulness and necessity of DX technology for GI cancer treatment, we reported case studies from Japan and discussed with them.

<Invitation of Thai stakeholders to Japan, discussion and sharing of issues>

Thai stakeholders were invited to Japanese hospitals to understand the operation of DX technology in the field of GI cancer diagnosis.

Project outcome / Future plans

<Pilot study>

We were able to verify the possibility of improving WF of GI cancer diagnosis in Thailand by utilizing DX technology. On the other hand, it is important to take into consideration the ease of use at medical institutions, such as adapting to local operations, and to establish a system and structure for data utilization.

<Roadmap, project group, medical insurance, and public subsidies>

It is essential to establish a system with which everyone, from Thai government, medical academic associations and upper management of medical institutions to users in the field, can obtain the benefits of utilizing DX technology and collecting data from their respective standpoints.

<Organizing and sharing best practices, issues, and medical policies in Japan>

<Invitation of Thai stakeholders to Japan, discussion and sharing of issues>

Through the above activities, we were able to gain the understanding of Thai stakeholders regarding the introduction cases of DX technology in Japan and issues.

<Future plans>

To achieve the goal of "Improvement of medical WF and development of GI cancer database and diagnosis PF," we will continue to approach Thai government, medical academic associations, and medical institutions, and aim to establish a system in which all project proponents can proceed while sharing the same objectives.