

## Pfizer Japan Inc. (USA)

### IoT (Medicine)

- ◆ The pharmaceutical company with operations in research and development, manufacturing and marketing.
- ◆ The company conducted feasibility studies of digital health business framework (framework of collaboration between different industries) combining digital and IoT technology for observing biological data such as sleep state and eye movements (technology of academia and Japanese equipment manufacturers, etc.) and know-how of Pfizer's accumulated medical data and analysis.
- ◆ By combining the collected data and know-how to create new algorithms that solve health and medical problems, it will be able to identify patterns of characteristic data of patients which will lead to prevention of diseases and improvement of efficiency of medical treatment. It is also expected to contribute to the reduction of the burden on health care workers.



[http://www.pfizer.com/partnering/areas\\_of\\_interest/research\\_and\\_development](http://www.pfizer.com/partnering/areas_of_interest/research_and_development)