

Hello there

おはようございます

Designing the future of healthcare

Patient-centric design approach in healthcare platforms.

Satoru Murakoshi



**DEMAT
SIGN
TERS
'24**

Hello,

Satoru Murakoshi

Product Design, Product Platform, Ubie, inc.

10+ years as a Information Architect

10+ years as a Product Designer

Based in Tokyo



Who I am : Describing myself in three things

Sci-fi

Curious about the future of society and technological evolution



Who I am : Describing myself in three things

FROM THE DIRECTOR OF THE ACADEMY AWARD®-WINNING *DRIVE MY CAR*

"THIS HAUNTING STEALTH THRILLER ABOUT VIOLATIONS OF NATURE IS A WORK OF UNDENIABLE POWER."

DAVID BOONNY, *THE HOLLYWOOD REPORTER*

Movie

Emotionally driven by stories



EVIL DOES NOT EXIST

WRITTEN AND DIRECTED BY
RYUSUKE HAMAGUCHI

"UNDOUBTEDLY THE BEST FILM OF THE YEAR SO FAR."
THE TIMES

"ONE OF THE GREAT MODERN ROMANCES."
THE NEW YORKER

GRETA LEE TEO YOO JOHN MAGARO

PAST LIVES

WRITTEN AND DIRECTED BY CELINE SONG



IN CINEMAS
AUGUST 31



PRIX D'INTERPRÉTATION
MASCULINE
76^e FESTIVAL DE CANNES
KOJI YAKUSHO

PERFECT DAYS

UN FILM DE
WIM WENDERS



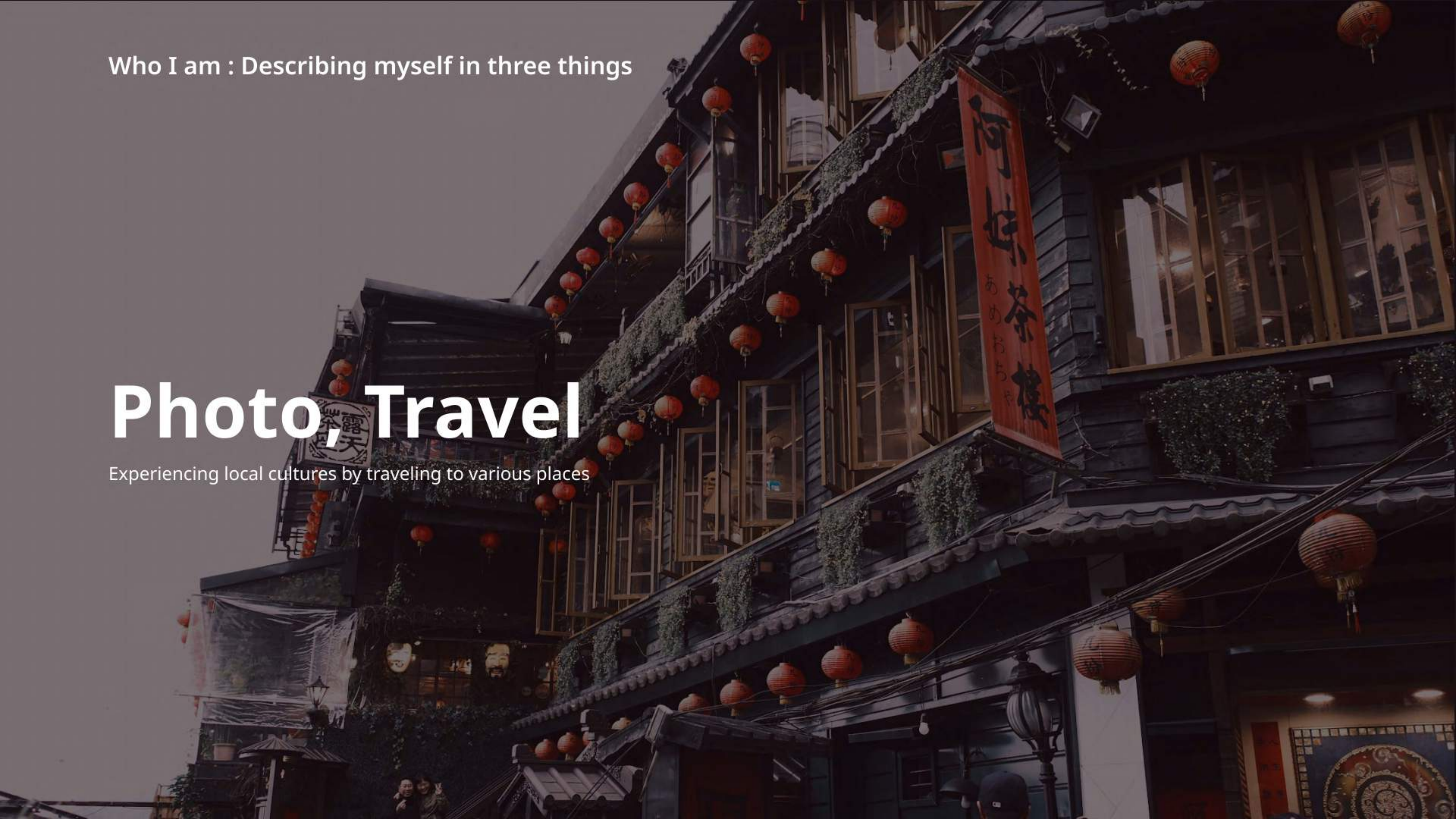
avec KOJI YAKUSHO, TOKIO EMOTO, ARIYA HAKONJI, SAN TAMADA, YURI ASO, SAYURI ISHICAWA et TOMOKAZU MIURA avec la participation spéciale de MIN TANAKA



Who I am : Describing myself in three things

Photo, Travel

Experiencing local cultures by traveling to various places





Mission

To develop a healthcare guide for everyone.

テクノロジーで人々を適切な医療に案内する

症状検索アプリ



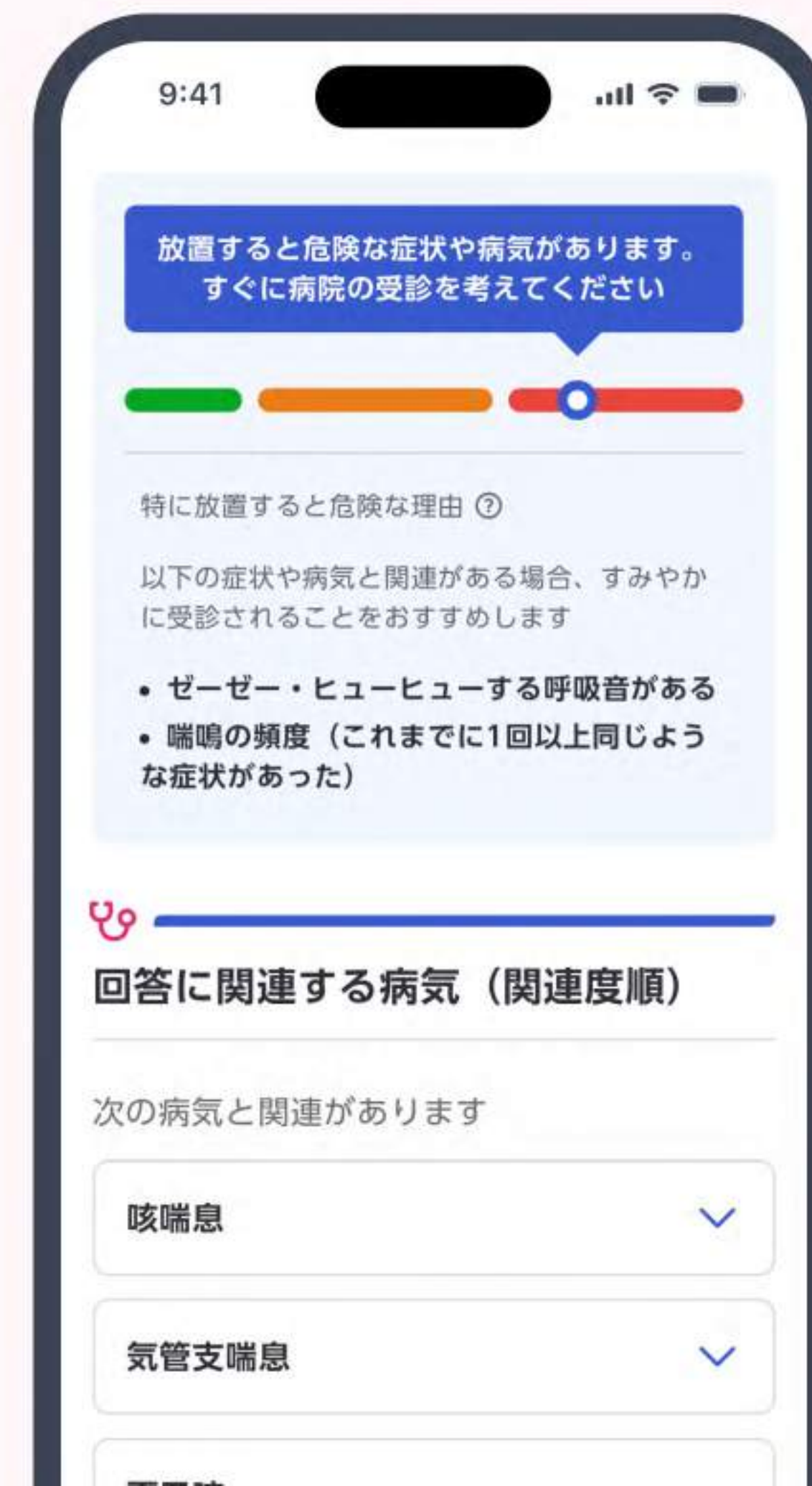
AI-Powered Symptom Checker

When you're feeling unwell,
Ask ubie.

Available : Japan, The United States

Monthly Active Users

Over **10** Million



Answer simple questions
about your symptoms

9:41

気になる症状

つぎのような症状はありますか？当
てはまるものを【全て】選んでくだ
さい

体温が37.5℃以上

たんが出る

のどの痛み

鼻水

胸の痛み

息苦しさ

See disease information
and related doctors

9:41

放置すると危険な症状や病気があります。
すぐに病院の受診を考えてください

特に放置すると危険な理由 ①

以下の症状や病気と関連がある場合、すみやかに受診されることをおすすめします

- ゼーゼー・ヒューヒューする呼吸音がある
- 喘鳴の頻度（これまでに1回以上同じような症状があった）

回答に関連する病気（関連度順）

次の病気と関連があります

咳喘息

Search an
nearby clinic

9:41

病院・クリニックをさがす

「咳が出続ける」に関連する **内科・呼吸器内科・アレルギー科** を表示しています

ユビークリニック 
登録

18:30まで診療 Web予約可



 内科・循環器内科

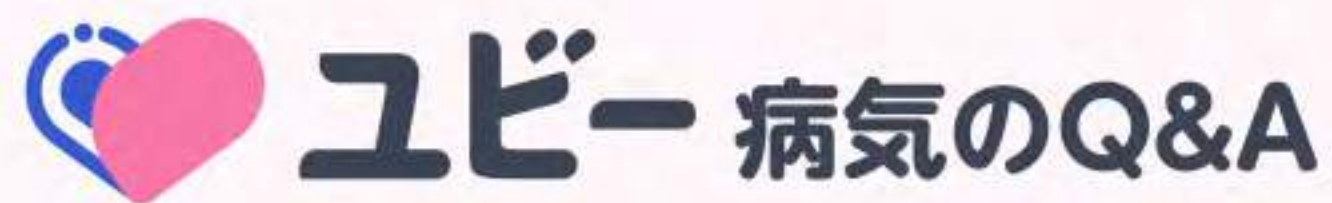
 03-1234-5678

 月～金 9:00～12:30
月～金 15:00～18:30
休診日: 土曜・日曜・祝日

 東京都中央区日本橋室町1-5-3 福島ビル6階(地
図)

 銀座線・半蔵門線三越前駅A4出口から徒歩1分

 患者さんへのメッセージ



Healthcare encyclopedia for everyone.

Available : Japan

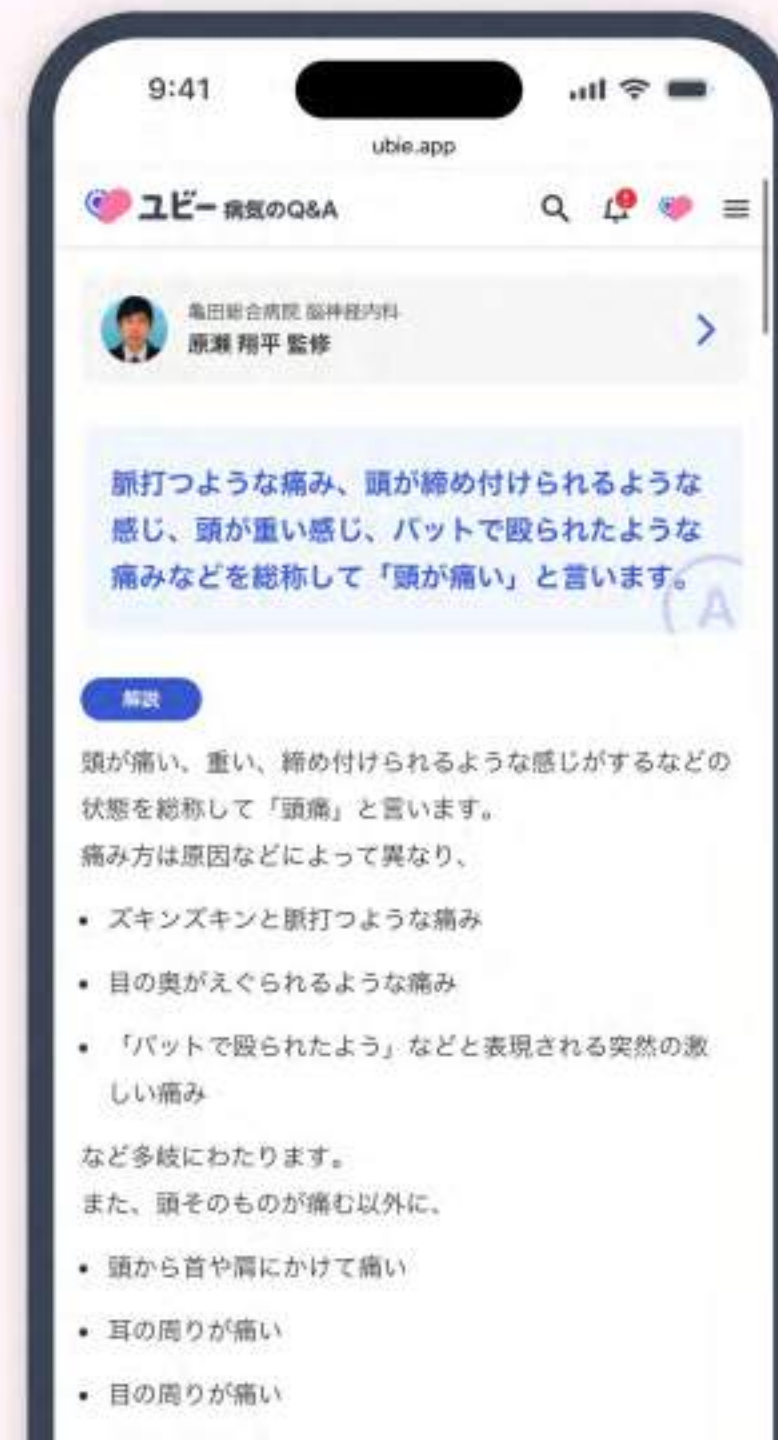


Ubie byoki no Q&A covers broader array of patients concern like encycropedia

Symptom



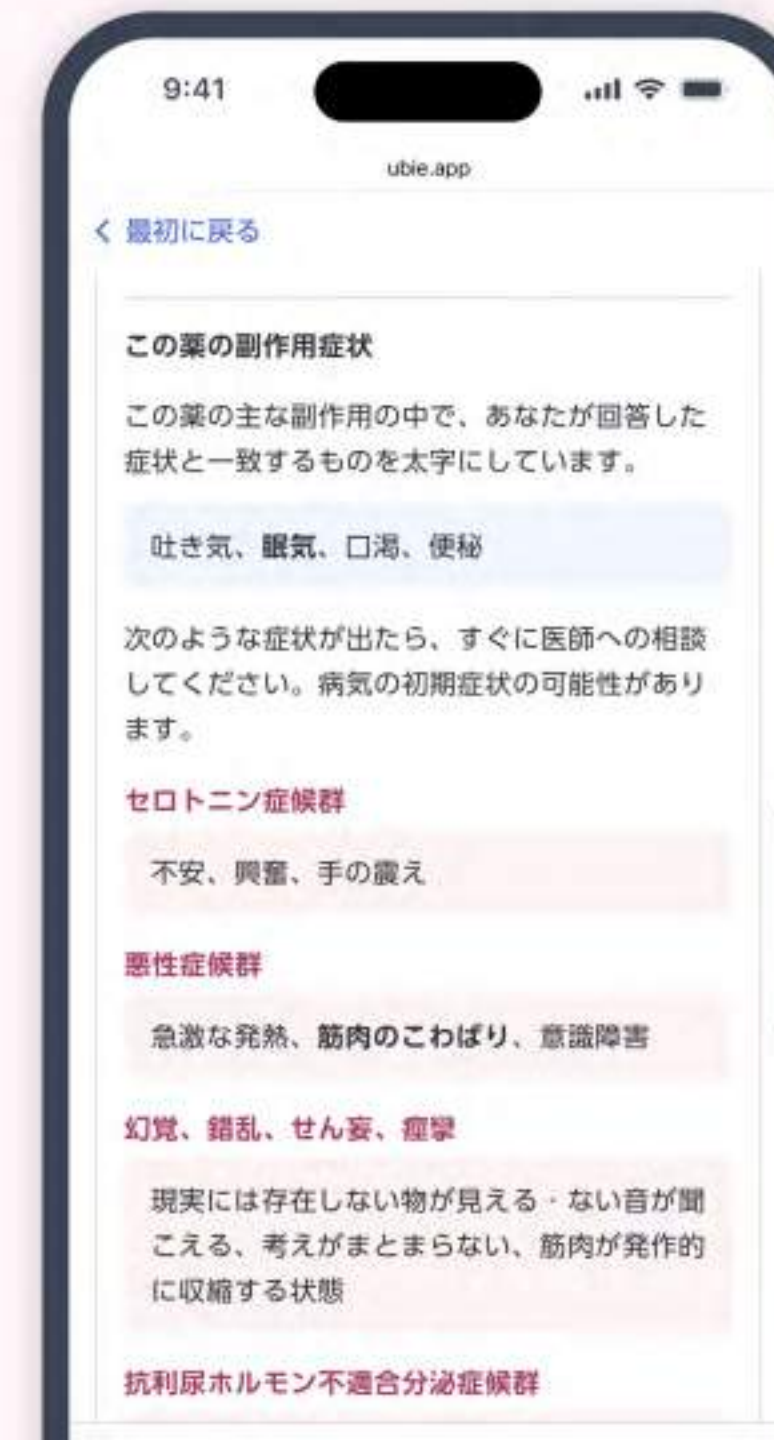
Disease



Medication



Side-effect



Treatment



Today's topic

**Patient-centric design approach
in healthcare platforms.**

**Understanding the differences in
patient behavior based on a social
healthcare system**

Provide symptom checker
for JP and U.S. market



2017



2022

Common User Perceptions on our product

Hesitate visit clinic

when their symptom occurs.

55.3%

of patients will avoid visiting a clinic until they perceive symptoms are a serious threat to their health.

Survey

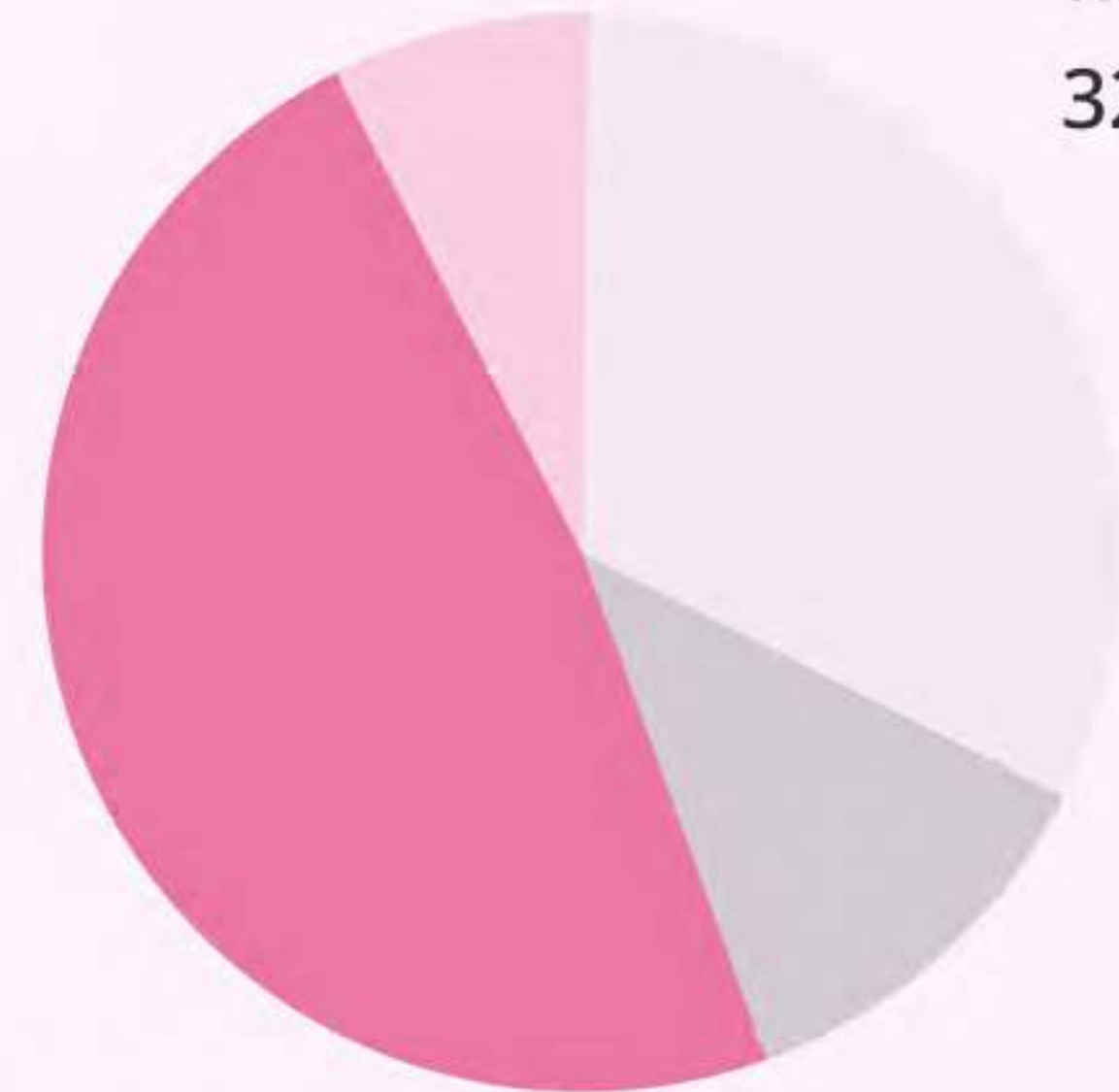
Intention to visit a clinic after using Ubie

Not interested in visiting...

7.3%

Already decided to visit clinic

32.7%



Understands importance of visiting...but not yet

48%

currently treated

12.0%

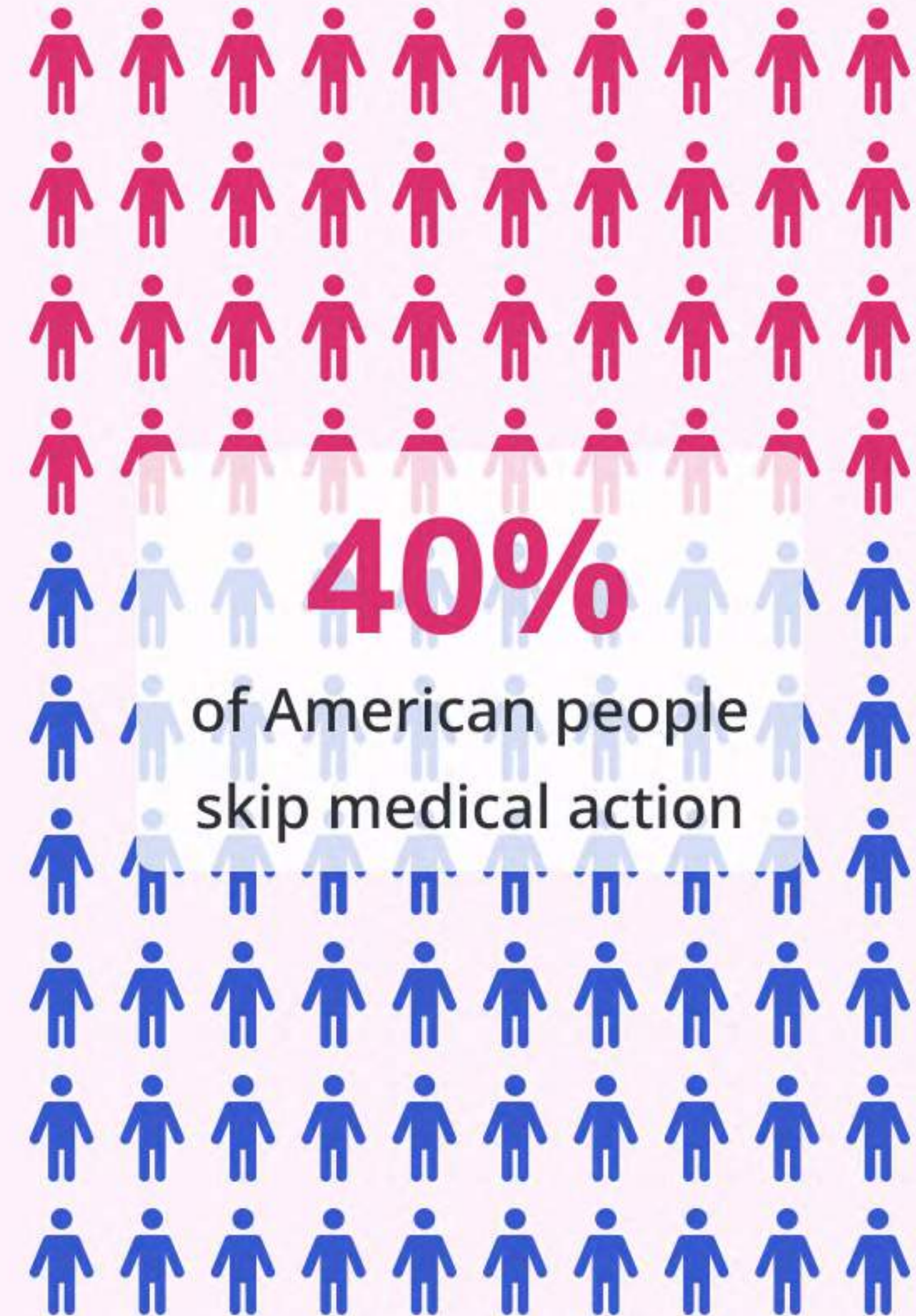
U.S. Healthcare Challenges

Skip medical action

when a symptom occurs, due to the medical cost.

40%

of patients lack access to appropriate healthcare



Common Patient Pain Point Areas

1. Lack of information, so do not feel the need to take action
2. Unsure about the severity level of their symptoms
3. Affordability and access to the appropriate care.

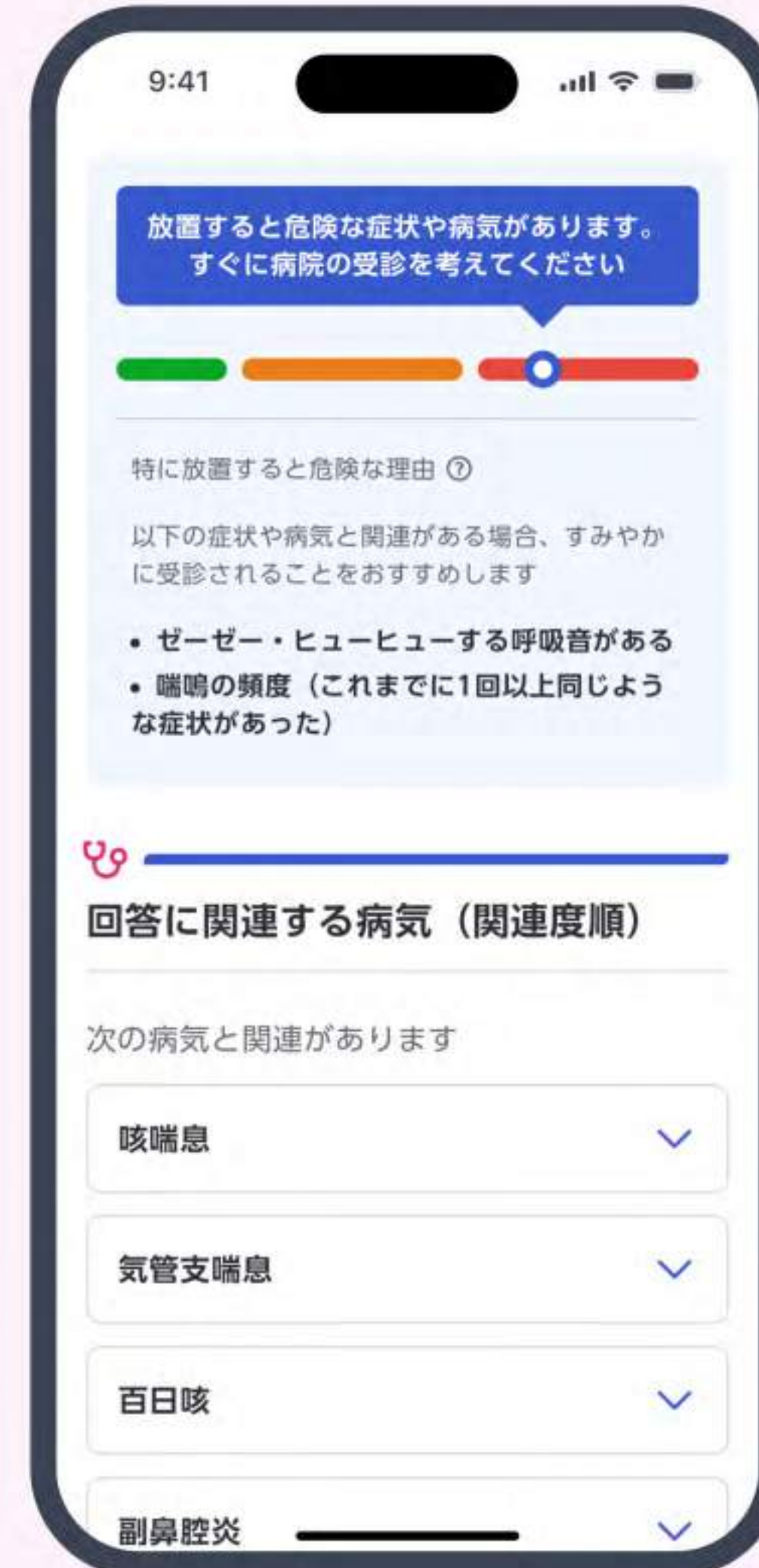


Our approach

Right timing, better information

for the patients.

The patients in both countries lack the appropriate information to make the better decision to take medical action.



Our fundamental design attitude towards patient-centric design

1

Capture a broad array of patient concerns

Understand a range of patient concerns from the quantitative data.

2

Build empathy through patient narratives

Conducting more than 200 patient interviews yearly to understand patients deeper.

3

Utilize data to personalize the experience

To design more personalized experiences, we plan to expand and utilize a governmental data platform called "Mynaportal."



Case Study: Connecting asthma patients to appropriate treatment

Many asthma patients tend not to change their treatment even when symptoms become severe.

A doctor in a white lab coat with a stethoscope around his neck is sitting at a desk, gesturing with his hands while talking to a patient whose back is to the camera. The scene is set in a clinical office with a computer monitor and papers visible in the background.

Why do patients continue to take the same treatment ?

Even if they don't see improvement in treating their symptoms.

How might we ...

Ensure that patients with severe asthma understand the seriousness of their condition and feel encouraged to adjust their treatment?



We conducted in-depth asthma patients interview

We're conducting more than 200 in-depth various patients interviews per year.

Interview with 6 patient to understand how they behave

e.g.

- Basic patient journey from symptoms to diagnosis
- Are there any disincentives to change treatment?
- Satisfaction with current treatment

重症

手術

ステロイド薬や免疫調整薬で
効果がない場合

- 血球成分吸着療法
- 免疫抑制薬
- 生物学的製剤
- JAK阻害剤
- α4インテグリン阻害剤

ステロイド
依存
免疫調整薬

ステロイド

5-ASA製剤

軽症



What we learned from interviews

Symptom
occurrence

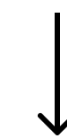
Visit clinic and
diagnosis

Start
medication

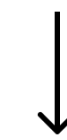
Control
symptom



Unsure whether their symptom “severe” or not.
But sometimes suffer from cough attack



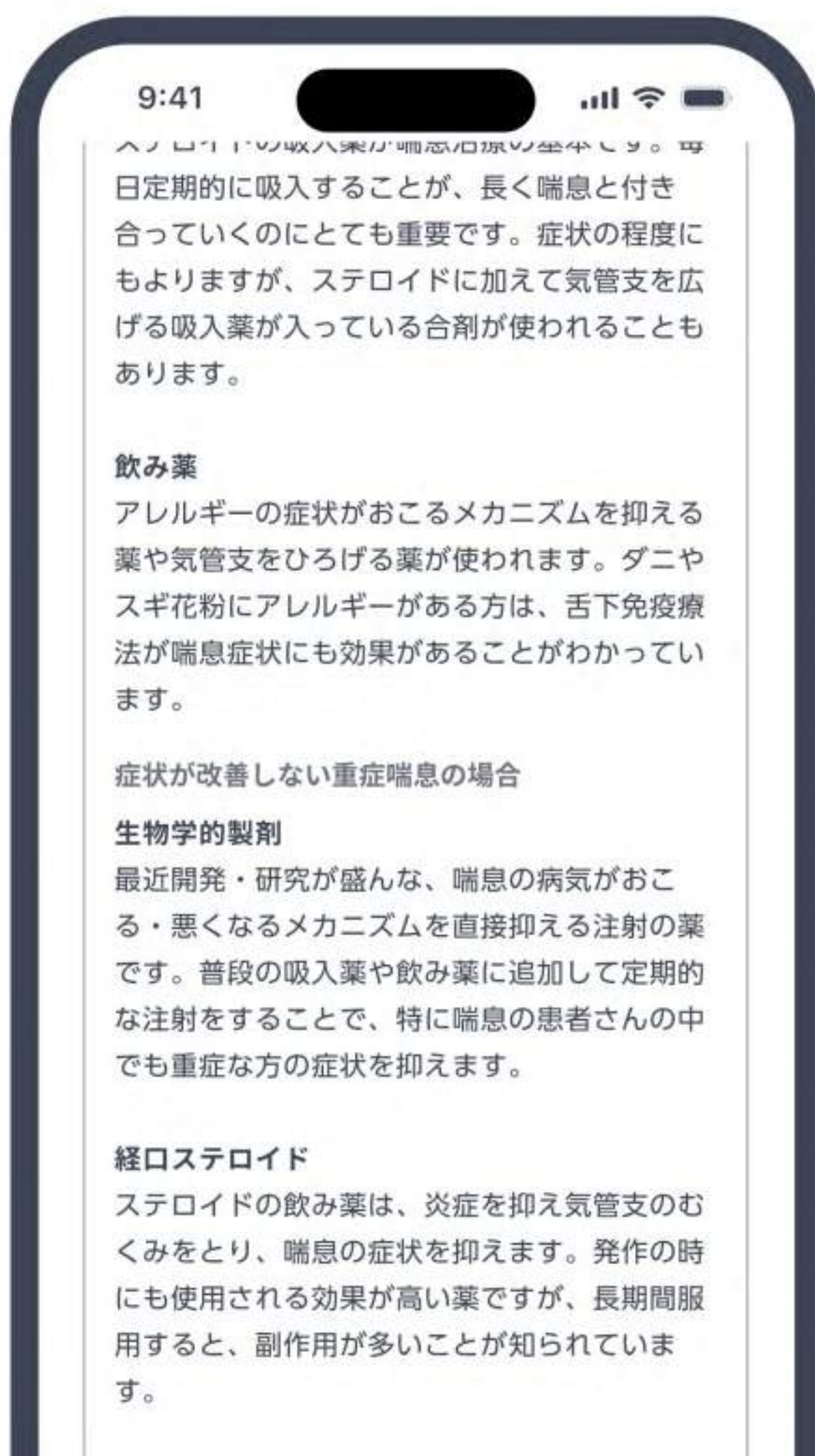
The patients are **unsure of a better time** to change
their medication.



If the patients don’t understand where their symptoms
go, they will **continue treatment in a rambling**.

Implemented the information to “nudge” to consult a doctor in medical content.

before



after



● Improved

Indicating the stage of symptom transition

● Improved

Helping make decision for changing medication

Result

13%

improved intention to
consult a doctor

in post-survey



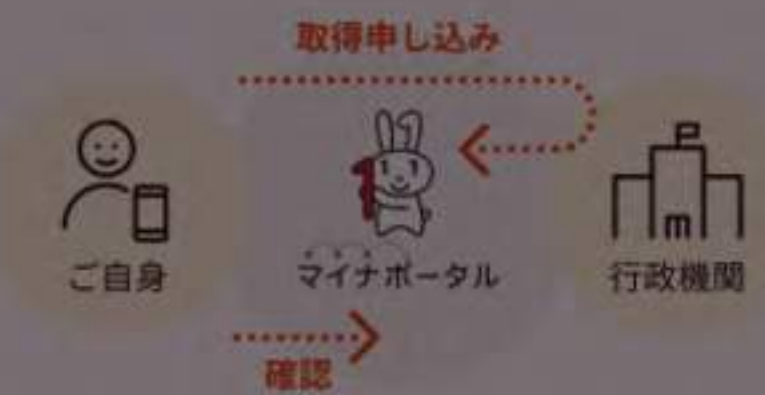
**Learning from the patient's journey to provide
the better information.**

For better user experience...

How might we ...

**make more personalized information
for the patient's condition?**

概要



みなさんの特定個人情報（所得税や世帯情報など）は、地方公共団体や国の行政機関等が保有しています。
必要な情報を選んで取得申し込みすることで、その回答を確認できます。

診療・薬剤・医療費・健診情報の確認

「わたしの情報」で診療・薬剤・医療費・健診情報が確認できるようになりました。



Linkage with Mynapoortal to provide more personalized information.

取得できる情報の例



What kind of data which we can obtain?



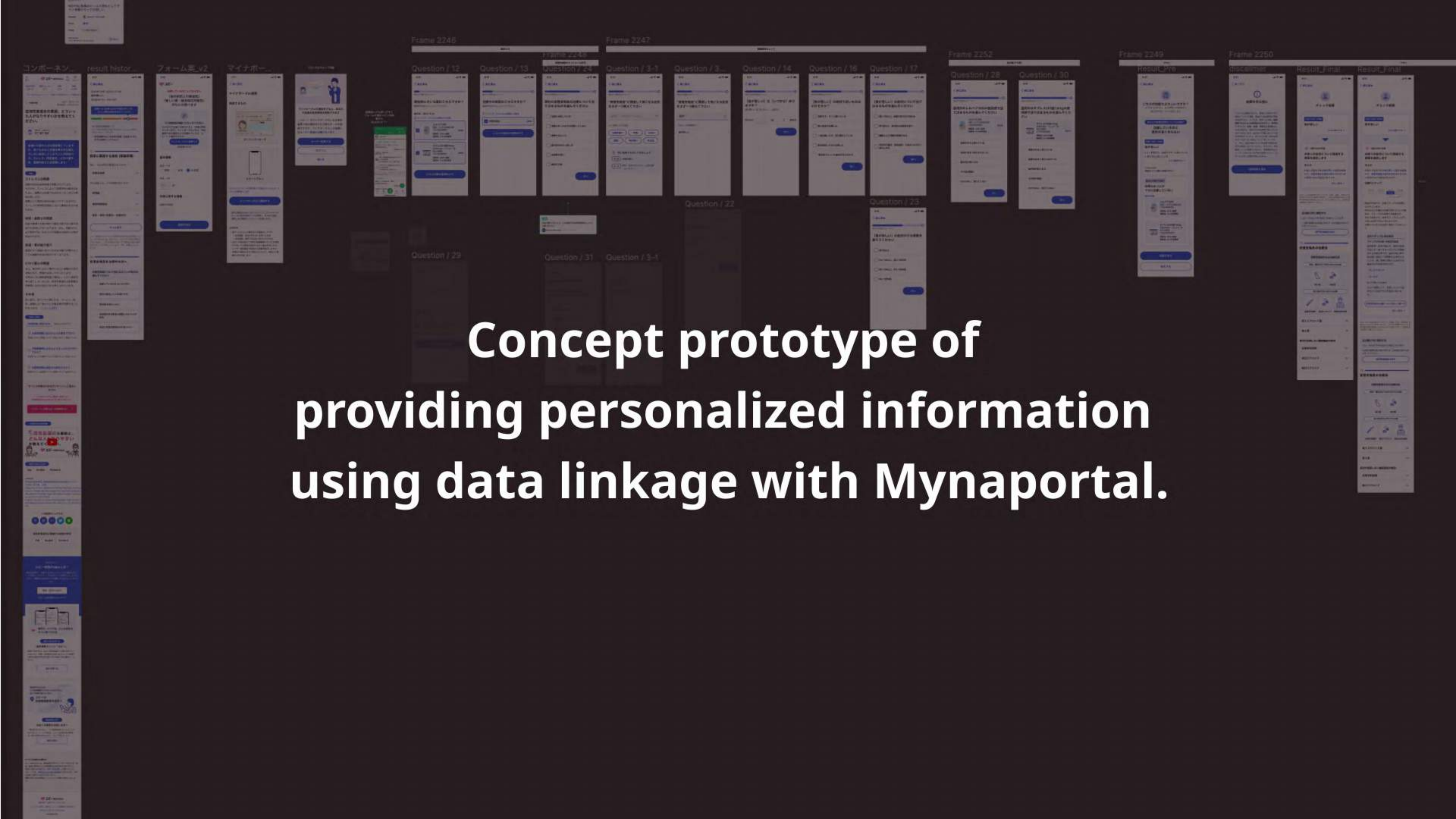
**Prescription
history**



**Result of Annual
health checkup**



**History of
medical visits**



Concept prototype of providing personalized information using data linkage with Mynaportal.

Persona

Treated for asthma

Age : 40s

Sex : Woman

- It's been **5 years in treatment** using the same medication.
- She is **used to the symptoms**, but sometimes she feels difficulty sleeping at night due to a cough attack.
- When she tells her doctor about it, **doctor always says, 'Let's wait and see'**.



Data obtained from Mynaportal and user inputs are used for providing personalized information.

Linking with Mynaportal

9:41

ユビー

治療しているのによくない
「他の病気との関連性」
「新しい薬・副作用の可能性」
がないか調べます

入力項目は正確に入力してください
できるだけ正確にお答えすると、回答の精度
が上がります。マイナポータルにある、受診
履歴や処方履歴などの正確なデータを「ユ
ビー」と連携できます。

マイナポータルと連携する

所要時間: 約1分

基本情報

Answer simple questions about her treatment

9:41

前に戻る

現在の治療方法について

現在の気管支喘息の治療について当
てはまるものを選んでください

- 治療に満足している
- 効果はあったが十分改善していない
- 効果がなかった
- 副作用があると感じる
- 治療費が高い

Obtain medication history from Mynaportal

9:41

前に戻る

現在の治療方法について

現在飲んでいる薬はこちらですか？
服用中のみチェックしてください

処方日: 2024.4.24

マイナポータルにある情報から取得

<input checked="" type="checkbox"/>		レルペア200 喘息・COPD治療配合剤 1日3回食後服用	服用中
<input checked="" type="checkbox"/>		キプレスOD錠10mg 気管支喘息・アレルギー性 鼻炎治療剤 1日3回食後服用	服用中

病院名: ゆびい病院
薬局名: たんぼ薬局

Show current treatment status based on symptom check and data from Mynaportal

あなたの気管支喘息についてのお困り

治療しているのに
症状が良くならない

お困りを感じる理由

息が苦しい

- 6ヶ月前から、改善せずずっと続いている
- 週1回以上続いている

さらに表示する ▾

その他の症状
運動などで活動の制限がある

あなたの現在の治療は

効果はあったが
十分に改善していない

服用中の薬

 レルペア200
喘息・COPD治療配合剤
1日3回食後服用
病院名: ゆびい病院
薬局名: たんぼぼ薬局

 キプレスOD錠10mg
気管支喘息・アレルギー性

Shows on better treatment for the patient's condition using prescription data obtained from the Mynaportal.

お困り情報

まとめ

お困りの症状である息が苦しい症状の経過から、気管支喘息の症状が抑えられていない状況である可能性があります。

治療のステップ

ステップ1 ステップ2 **ステップ3 現在値** ステップ4

喘息の治療では、治療ステップが4段階に分かれています。
現在あなたの喘息の治療で使われている薬剤は、ステップ3で利用する薬剤です。
今ある症状から、治療ステップ4に上げて
も良い状況であると考えられます。
治療については主治医に相談してみましょ
う

次のステップに進む場合

ステップ4の治療: 生物学的製剤

最近開発・研究が盛んな、喘息の病気がおこる・悪くなるメカニズムを直接抑える注射の薬です。普段の吸入薬や飲み薬に追加して定期的な注射をすることで、特に喘息の患者さんの中でも重症な方の症状を抑えます。

“I found that my symptoms were **not well controlled by my asthma. I should visit the clinic based on this information.”**



The better address for symptoms that do not improve quickly becomes more transparent using data from Mynaportal.

Personalized = Data utilization x Patient's concern

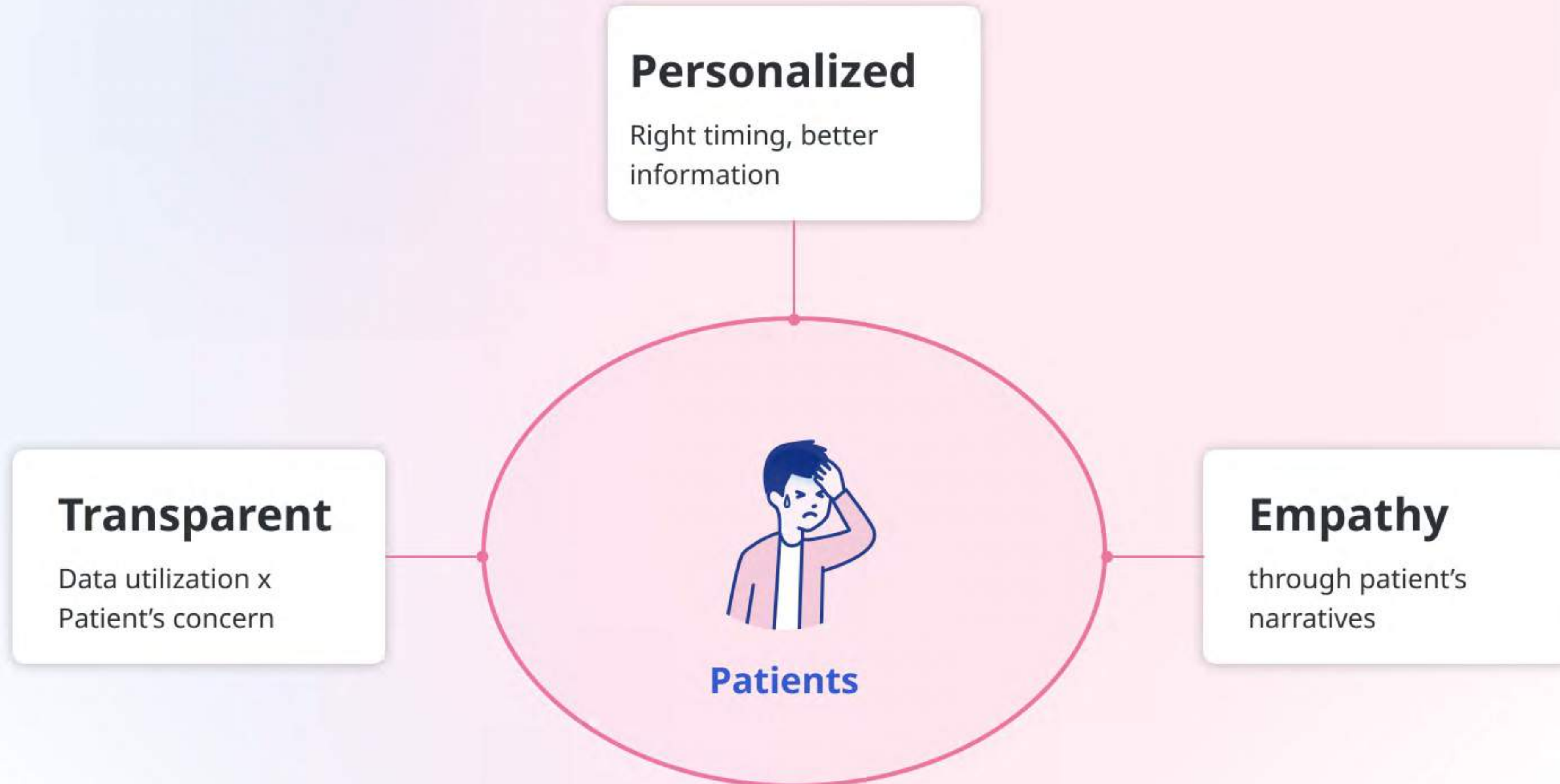
Data can reveal risks that patients may not be aware of.

**When patients have health concerns,
we aim to provide the better information.**

Wrap-up


Future of Healthcare - The patient is always at the center

The world where every patient can connect appropriate healthcare service





**Lean into the patient's journey
to maximize
their long-term healthcare outcomes.**

A hand is shown from the bottom left, reaching upwards with fingers slightly spread. The background is a dark, out-of-focus field of light spots, creating a bokeh effect. The overall tone is soft and aspirational.

The future we aspire to....

**Extending healthy life expectancy for the
world's 8 billion people.**

世界80億人の健康寿命を延ばす

Thanks for your attention

Satoru Murakoshi

Product Design, Product Platform, Ubie, inc.



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'24**