

Company Profile: Toshiba Medical Systems Corporation

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Sources used:

websites, IR presentations, annual reports, Factiva

Question:

Company profile for Toshiba Medical Systems Corporation (TMSC)
TMSC is a **very small business unit** within Toshiba Group publishing little
information.

Budget needed: 2 hours = 200.- € / other expenses: none

Company Overview

Description: Development, manufacture, sale and technical services for medical equipment incorporated with cutting-edge IT technologies from Toshiba Group

HQ: 1385 Shimoishigami, Otawara-shi, Tochigi-ken, Japan

Locations: 6 locations in Japan, 1 in Europe, 3 in North America, 3 in Asia, 1 in Australia, 1 in Brazil



Products

- **CT:** Computer Tomography, Ultrasound, MRI



- **X-Ray:** Angiography, Fluoroscopy, Radiography, Mammography, Surgical C-arm, Mobile X-ray



- **Interoperability:** Toshiba designs embrace open network standards to facilitate easy integration in the widest variety of network environments, complying with DICOM and IHE standards to assure standards-based communications protocol between network systems.

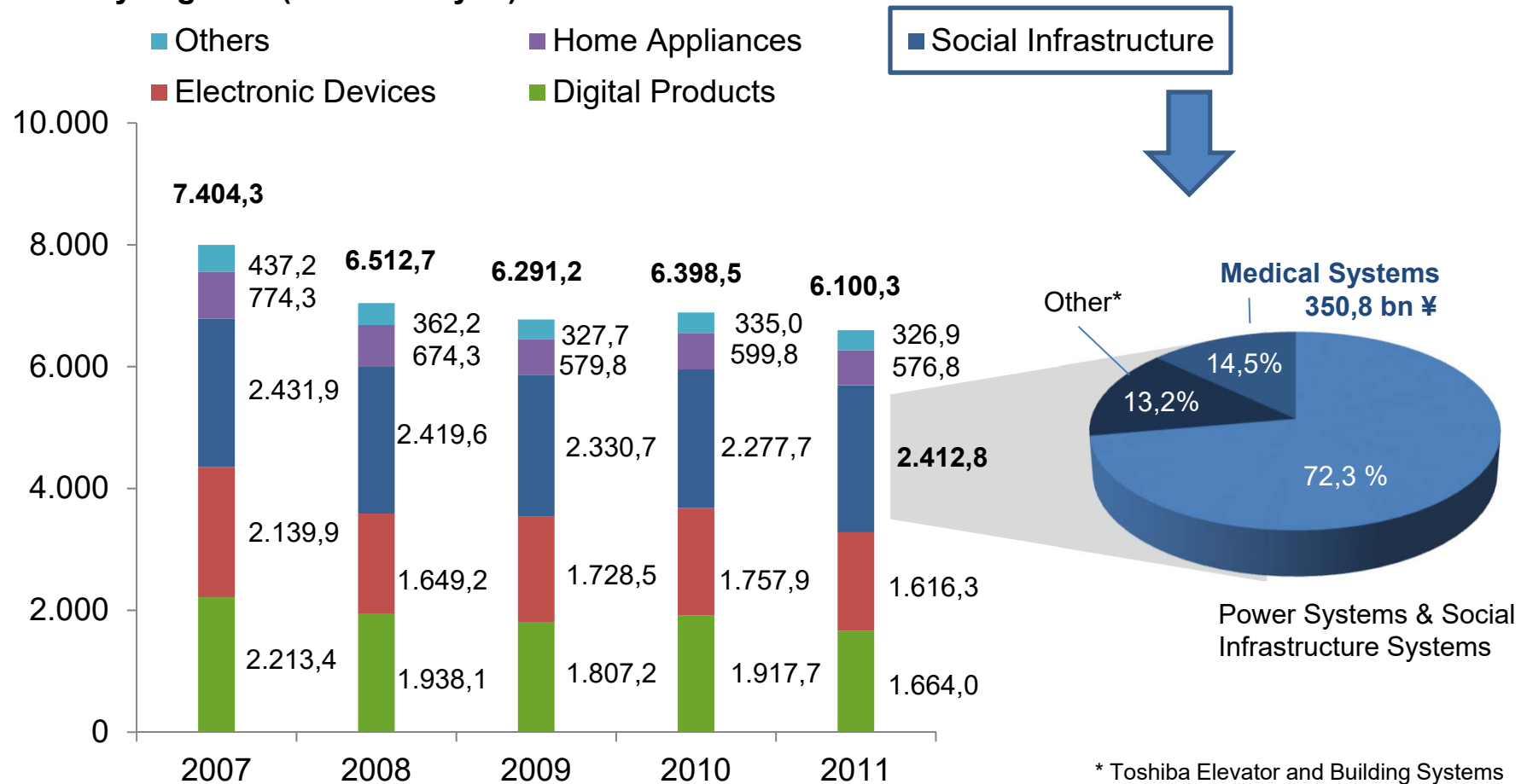
Major Events 2010-2012

- Planned 2013: Opening of manufacturing facility in Brazil for CT devices
- Sept. 2012 Integration of Production by Toshiba Medical Systems Corporation and Toshiba Medical Manufacturing Co., Ltd.
- Aug. 2012 Opening of Procurement Center in Shanghai for expansion and improved efficiency in global procurement
- June 2011: Vital Images becomes a wholly owned subsidiary of TMSC to strengthen the Imaging Solutions business
- June 2010: Satoshi Tsunakawa is appointed as president and CEO of Toshiba Medical Systems Group

Source: <http://www.toshiba.co.jp>, Toshiba annual report/ press releases

Toshiba MedTech within Toshiba Group

Sales by segment (Billions of yen)



Source: <http://www.toshiba.co.jp>

* Toshiba Elevator and Building Systems
Toshiba Solutions

Healthcare Solutions Strategy: FY2015 Plan Net Sales ¥ 1.000 billion

Expanding IT Technology

Healthcare IT

- Bring solutions from in-hospital and POS system to regional medical network and at-home care
- Reduce medical and welfare cost for elderly based upon verification with French-based Cebea
- Aim for 50% market share in Japan in cloud-based image storage service (Healthcare@Cloud)

Diagnostic Imaging

- Mitigate burden for patients
 - Reduce CT radiation by 75% *1
 - Interventional X-ray angiography systems with 90% cut in radioation dose *1
 - Worlds first scan positioning support of six cardiac MRI planes: 20% reduction in test time duration *2
- Differentiate clinical applications by World No.1 *3 imaging analysis technology of Vital Images, Inc.
- Secure World No.1 market share for CT in FY2014

*1 Based upon result of verification test

*2 in comparison with previous Toshiba MRI products

*3 World market share of clinical application for CT

Expanding Business Areas

Diagnosis Area

- Take over bid for Vital Images in US
- 160-detector row helical scan-CT with high image quality and low radiation dose
- Superior cost performance 16-row CT; expand sales in emerging countries

Medical Treatment Area

- Large-bore-diameter CT: support irradiation treatment result through high-accuracy positioning
- Next-generation heavy particle beam irradiation equipment for cancer treatment: expansion into world market planned

DNA Chip

- Toshiba HPV *4-type DNA-detecting chip: first such chip whose uses are covered by Japanese health insurance (May 2011)
- Expand to new market areas, including applications in agricultural products, identifying persons and quarantine purposes

*4 Human Papilloma Virus