

Full launch of M3 Cancer Prevention Program for Corporations
~3rd phase of the White Jack Project:
Accelerating measures to combat a national disease affecting 1 out of 2 people~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has announced that the M3 Cancer Prevention Program for companies will be fully launched in October 2022 as the third phase of the White Jack Project, an initiative aimed at maintaining good health from the pre-onset stage of disease.

1. Background of the need for the M3 Cancer Prevention Program

According to statistics, one in two Japanese will develop cancer during their lifetime*¹ and one in three will die from cancer*². 1 in 2 people will develop cancer, which means, for example, that the probability that someone in a family of four will develop cancer is about 93%, meaning that most people will experience cancer in themselves or a family member. Although many people are faced with this disease, there are a certain number of patients and their families who take actions they should not take toward treatment due to a lack of awareness of basic knowledge about cancer, and we believe that "cancer prevention" is an area where efforts should be accelerated to raise awareness before the disease strikes.

In light of this situation, M3 is now offering the "M3 Cancer Prevention Program" to proactively support company-based efforts regarding cancer control.

We will actively develop and deploy the program with the aim of increasing the number of "Advanced Cancer Control Companies" to protect the health of as many employees and their families as possible, and thereby improve the cost of medical care.

2. Contents of the M3 Cancer Prevention program

The M3 Cancer Prevention Program for companies consists mainly of the following contents. As cancer treatments are updated annually, the content will be updated accordingly.

1 Providing programs to improve basic knowledge about cancer

The program will provide training on diseases and treatments, such as "What is cancer," "Standard treatment is the most effective," and "Don't be fooled by alternative medicine that has not been proven to be useful," to build a foundation of knowledge that will prevent panic when an emergency occurs. The program is based on an educational program that was evaluated as "satisfactory by 88% of employees" at a company that already implemented the program.

2 Improve cancer screening uptake rate

Despite the fact that early detection of cancer has a significant impact on survival rates, the cancer screening rate at many companies has not reached the national target of 50%*³. We will reduce the number of employees who have not been screened for cancer by developing cancer education and more proactive recommendations. We also plan to develop a network of medical institutions that will work together to address the issue of "difficulty in getting an appointment even if you want to have a checkup," thereby realizing smooth access to checkups.

3 Establishment of a primary contact point for cancer cases

A primary consultation service will be set up for medical professionals to respond to patients when they or their family members are affected by cancer. This is similar to a non-life insurance company's accident response desk. Experts with a wealth of knowledge about cancer will accompany the patient with advice on tests, diagnosis, treatment, hospital selection, and other matters, providing extensive support for the initial response of patients who are often shocked and panic-stricken.

4 Providing second opinions from multiple specialists

Only about one in five*⁴ people who have cancer obtain a second opinion, and even when they do, in most cases it is "from one doctor after one month." The M3 Cancer Prevention Program utilizes M3's

network of physicians to obtain second opinions (multi-opinions) from three specialists within two to three weeks. The program targets not only employees, but also their families and parents, and helps them make better treatment choices based on the opinions of multiple specialists. In the previous implementation of this system, the NPS of users was 78, which is a very high level of satisfaction.

5 Support for affected persons in their daily lives and return to work

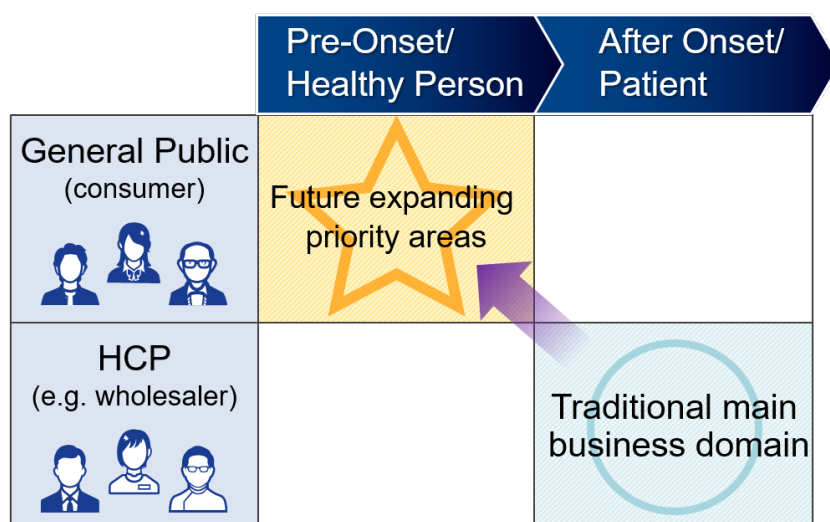
Once treatment for cancer begins, balancing work and treatment in addition to providing support in daily life becomes important. In the M3 Cancer Prevention Program, experts provide advice to cancer survivors on their daily lives and help them return to the workplace after treatment, in cooperation with the human resources department of the company where the program is implemented. The program also prevents "surprise resignation," in which a cancer survivor abruptly resigns without consulting the company, aiming to realize a better life for cancer survivors.

Dr. Shotaro Oshikawa, a physician who advocates cancer disaster prevention, commented on the development of this program.

"Cancer prevention" is the concept of minimizing damage and rebuilding one's life by preparing in advance so that one can continue to live a better life even if one has cancer. It is very important to have the right knowledge and be prepared before you get cancer so that you do not panic or make the wrong choices in a panic when the time comes. It is meaningful that the concept of cancer disaster prevention and efforts like this are spreading to companies, and I look forward to the expansion of these activities."

Through this initiative, M3 will expand the number of "advanced cancer prevention companies" that are prepared for cancer, protect the health of as many employees and their families as possible, and thereby reduce medical costs. In fact, according to a survey conducted by the National Federation of Health Insurance Societies, which is comprised of corporate health insurers, cancer (tumors) accounts for 19% of medical expenses (hospitalization,) the largest percentage of all medical expenses, and by implementing cancer prevention, we aim to improve the current situation of increasing medical expenses.

■Image of the "White Jack Project"



※1 National Cancer Center Japan Cancer Control Information Center

※2 Ministry of Health, Labour and Welfare Demographic Statistics

※3 Target 50% cancer screening uptake rate and 90% uptake rate for full examinations in the Basic Plan for the Promotion of Cancer Control

※4 National Cancer Center Japan From 2020 Patient Experience Journey

Dr. Shotaro Oshikawa profile

Gastroenterology and Oncology Physician. Specializes in anticancer treatment and palliative therapy. Graduated from the School of Medicine, University of Miyazaki in 1995. After serving as a resident in the Department of Gastrointestinal Endoscopy at the National Cancer Center East Hospital, established the Department of Gastrointestinal Cancer Anticancer Therapy at the First Department of Internal Medicine, Miyazaki University Hospital in 2002. Established the NPO Miyazaki Cancer Kyodo Study Group in 2009. Live cancer counseling drinking sessions where you can ask any questions every Sunday night on the YouTube Cancer Prevention Channel.