

FORTH Project Details

Sector: Industry (Pharmaceutical)

User: CMIC

Country: Japan

Year: 2019

Online Offline

Facilitator(s): Takanori Sando, Shin Yamamoto



Innovation Assignment:

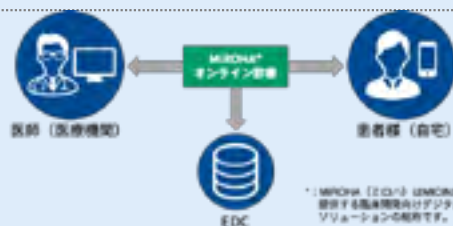
CMIC, Contracted Research Organisation (CRO) for pharmaceutical companies needed to build a digital shift with a new business model. With technology startups, COIL (CMIC Open Innovation Lab) has been established, and the assignment was to build new services for virtual clinical trials in 2020 with 10 core members.

Highlights of the process:

A kick-off workshop was successfully conducted to focus, check the fit and create conditions with other companies. 30 customer frictions were discovered after visiting medical professionals and 24 value proposition canvases were generated. This resulted in 11 new concepts, tested in an exhibition booth at a clinical development conference, and through further customer visits. We used business model canvases to select 5 concepts to make into attractive business models.

Main results:

CMIC senior management approved 2 new concepts for further service development, implementation and launch. These two services are 'live' today: (1): MiROHA, the 1st Japanese system for online clinics and virtual clinical trials (<https://www.cmicgroup.com/news/20200427>). And, (2) A novel product development platform for digital therapeutics (<https://www.cmicgroup.com/news/20201116-2>).



- シミック：オンライン診療システムの当該試験用への調整、業務フォロー
- MICIN：オンライン診療システムの提供

Digital Therapeutics ビジネスプラットフォーム構想

- ① パートナー企業との連携による多様なニーズに対応するアクトソリューションズ提供
- ② 顧客企業間士のマッチングによるシタリー創出支援
- ③ 金融投資家との連携による、資金調達やプロダクトのR&D支援
- ④ データ二次活用による新たな価値創出

