

Fujitsu, Salesforce start collaboration on healthcare solutions for Japan market

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The partnership is for the development of new digital solutions for medical insurance companies



Fujitsu and Salesforce Japan have announced the start of a collaboration to create new digital solutions for the healthcare sector in the Japan market.

The two companies will promote this initiative by leveraging Fujitsu's expertise in the trusted handling of medical and pharmaceutical data and computing technologies and Salesforce Japan's track record and expertise as an industry leader in customer relationship management (CRM).

As the first step of their collaboration, Fujitsu and Salesforce Japan will work together to develop digital solutions for insurance companies in Japan. The two companies will cooperate with insurance companies and medical institutions to support the development of insurance products that optimize the risk assessment of diseases by individuals based on data such as the possibility of diseases predicted by AI from medical and health data. The two parties aim for commercialization of the new solutions in Japan in fiscal 2023.

Through the new solutions, Fujitsu and Salesforce Japan will support the establishment of new product models for insurance companies and promote the broad use of personalized insurance products. The two companies thereby aim to contribute to the resolution of societal and economic issues including health concerns related to a variety of diseases associated with the extending life expectancy of individuals, the increase in treatment costs due to advanced medical care, and the cost of living in the retirement period.