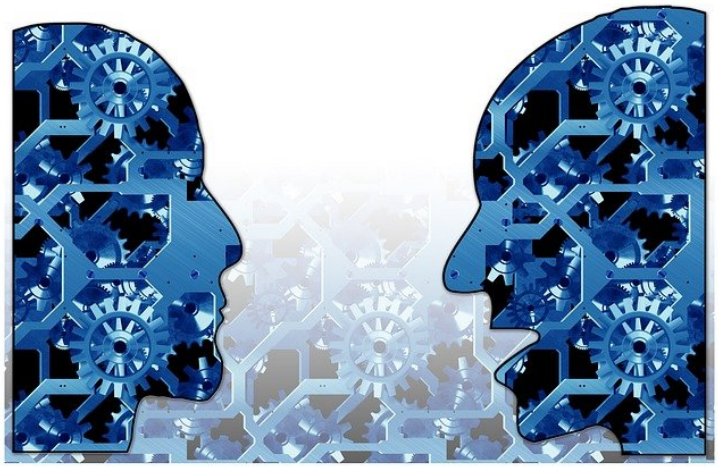
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Toshiba, Johns Hopkins collaborate on big-data research

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Singapore: To utilize the potential of Big Data to predict and prevent diseases, Toshiba has established a 'Toshiba Center for Big Data in Healthcare' at Johns Hopkins University. The center's main project is to study treatment pathways and outcomes in head, neck, and lung cancer patients in collaboration with the Johns Hopkins radiation oncology department.

"Toshiba recognizes the ability of Big Data to monitor individual health, and in the future, to support day-to-day clinical decision making. With our collaboration at Johns Hopkins, we hope to create a new paradigm in medicine that transforms healthcare into a more efficient, cost-effective, and data-driven enterprise that will help to improve patient outcomes," said Mr Rich Mather, director, Clinical Programs, Toshiba Medical Research Institute.

Mr Satoshi Tsunakawa, executive officer, corporate senior vice-president of Toshiba added, "This is a great opportunity to work with Johns Hopkins, one of the world's leading medical centers, and I am confident that the research will lead to improvements in prevention, diagnosis, treatment, and prognosis of disease, and help promote better health for patients in the US and around the world."

'Toshiba Center for Big Data in Healthcare' will create new technologies to monitor individual health and drive more precise, individualized patient care.