

“Collecting data enables us to drill deep to identify results and trends. By managing overall health information for individuals, we are able to provide more accurate health advice and instructions on taking medication.”

Shoji Okamura
Senior Executive Director and Pharmacist
Qol Co., Ltd.

Deploying a health information management platform to be a supportive family pharmacy.

At a glance

Country: Japan
Industry: Healthcare
Founded: 1992
Website: qol-net.co.jp

Challenge

To meet government requirements as quickly as possible as well as rising customer demand, Qol Co., Ltd. required a new data management platform for the gathering and analysis of patient healthcare information. By managing information across multiple pharmacies, Qol aimed to also improve its customers' experience.

Solution

Qol met these challenges by implementing the Fujitsu Health Information Management Platform, which provided the ability to store a wide range of measurement data collected across multiple pharmacy locations, as well as linking to electronic medical records.

Benefit

- More customers choosing to visit pharmacy locations due to improved customer experience
- Greater accuracy when providing tailored food and prescription drug counseling
- Centralized management of health information, assisting with instruction for medication use, as well as patient management

Customer

The Qol Group has opened dispensing pharmacies in over 700 stores throughout Japan. Qol pharmacies are based on one-on-one relationships with medical institutions to provide exclusive pharmacy services. In its efforts to be the 'pharmacy of choice', Qol puts customers first in its store deployment strategy. By leveraging technology, it is developing new types of pharmacies in locations that naturally draw numerous customers.

Products and services

■ Fujitsu Health Information Management Platform



Committed to the provision of total health support

In October 2015, the Ministry of Health, Labour and Welfare formulated its 'Vision for a Pharmacy', which calls for all pharmacies to operate as family pharmacies by 2025. In addition to enhancing the role of family pharmacies in the community, the vision seeks to enhance and enrich the health support functions of pharmacies to maintain and improve the health of community residents.

Qol Co., Ltd. (Qol) is aiming to meet community requirements as quickly as possible. In June 2016, Qol relaunched its QOL Support QOL Pharmacy Keio Hachioji Store as a showcase health support pharmacy, actively supporting the health needs of community residents while also performing its core role as a family pharmacy.

Shoji Okamura, Senior Executive Director comments, "Since our company was founded, we have always aimed to support the overall health of our customers. Our QOL Card was launched in August 2010 and enables us to upload prescription data, including prescription histories and customer allergies, from all stores each day and share it via our online system."

With the consent of members, information gathered through the QOL Card can be referenced by other QOL stores. This means that QOL Card members do not need to complete a new customer form when visiting another store for the first time. Waiting times are thereby reduced and pharmacies can readily check customer information and prescription histories. There are currently more than 2 million card holders. Shoji Okamura adds, "According to our research, 5% of customers visit two or more stores each month, which made it very important to manage information through an online system. A new data management platform was required to enable us to manage customer health information more comprehensively both as a family pharmacy and as a health support pharmacy."

Health information management platform enables link to medical records system

Qol supplies devices for testing and measuring blood pressure, body composition, blood health (simplified test), bone density and oral bacteria, in order to raise the health awareness and interest of residents. Ongoing use of these devices has enabled the collection of health information for each customer over time. Qol also provides a seminar room and an area where customers can freely use a range of devices.

"The relaunch of our Keio Hachioji Store enabled us to open our showcase health support pharmacy with as many measuring devices as possible, so we needed a system for collecting this data," explains Shoji Okamura. "That was when we learned about the Fujitsu Health Information Management Platform, which already included functionality for storing a wide range of measurement data collected by pharmacies. The fact that it also enabled a link to our electronic medical records system, which is central to Qol's business, was another factor in our decision to deploy the platform."

Measurement data collected by testing devices at the store is uploaded in real-time to the health information management platform in the cloud. This enables the pharmacist to check the customer's electronic medical record at the same time, thereby providing centralized management of health information and assisting with instructions on taking medication.

Accessibility to advice that extends beyond simply being a dispensing pharmacy for community residents

"The number of customers visiting the Keio Hachioji Store is trending upward, with over 10% growth in the number of prescriptions dispensed," explains Shoji Okamura. Yoshiko Shono, Business Head and Pharmacist elaborates, "After deploying the Fujitsu Health Information Management Platform, we started running seminars, events and customer counseling sessions as part of our new role as a health support pharmacy. Centralized management of customers' internal data from body composition analyzers and a range of other devices, together with information from medical records, has enabled us to accurately provide more tailored food and prescription drug counseling. I believe this is the reason we are seeing more customers."

In November 2016, Qol opened a second showcase health support pharmacy in Tokyo as a trial to target professionals who are typically too busy for health tests and measurements. Shoji Okamura explains the company's plans for future expansion of its health support pharmacy network, "We hope to expand to around 100 stores next fiscal year, with a focus on convenient locations where people usually gather, to link our health support services with drug dispensing."

By increasing the number of networked stores, Qol plans to collect even greater amounts of health data via its health information management platform. Using big data analysis, the company will be able to offer even more comprehensive health advice and instructions on taking medication. By using Fujitsu's cloud platform to strengthen its analytical capabilities, Qol aims for continued future growth as a health support pharmacy.

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Phone: +81-3-6252-2220