

Tomoyasu Muto (“Mutoo”) is Director, Health Management IT of SoftBank Corp, leading strategic investment and business development for innovative healthcare systems. Valuation of New Therapy has been the primary interest at work, helping corporates appraise and communicate true benefit of innovative modalities at consideration. Having engaged in 70+ study protocols of clinical trials for drugs and medical devices. The most recent example in publication is a Randomized Controlled Trial of an IoT Smoking Cessation App by CureApp, earning regulatory approval and national reimbursement in Japan.

One thing Finance and Science have in common is managing uncertainty of outcome. Mutoo brought multiple techniques used in Health Economics to revenue projection and cost simulation in business planning, based upon findings from clinical trials and real-world data with reference to relevant parameters from compatible (or comparable) public companies. With his industry network and supplement from an expert panel, residual uncertainty is alleviated by technical due diligence, strong referrals, and small proof-of-concept studies.

Another important aspect of new therapy is messaging. Mutoo helped many projects to have a consistent message that is most relevant and meaningful to the audience. Study design with the appropriate choice of outcome measurement is a critical component of preparation to obtain what can be said to the world at the end of each study. In the coming Japan Healthcare Week, all the participants are welcomed to think together with Mutoo and his panel colleagues, what is most meaningful to the future of healthcare in Japan. Looking forward to seeing you all very soon.