

6<sup>th</sup> Annual Congress and Medicare Expo on

# PRIMARY HEALTHCARE

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### Gaps between patient and MD

How should we improve patient satisfaction? As a result of taking a questionnaire to more than 1,000 people, something what the patient is seeking has come to light. There is a big gap between the doctor and the patient. With the development of the Internet, as patients know the state-of-the-art medical information, do patients feel uneasy about medical care. While seeking something about good medical care for the patient satisfaction improvement, think about products that will create a new medical market. What product which increases patient satisfaction will be given.

### Biography

Takafumi Atarashi is the President of Open Medical Consulting/AKT Consulting Group K.K. After graduating from KEIO University. Takeda experienced MR, marketing, overseas sales, afterwards MBA were acquired in Ashridge, City University in UK, and he was Director of Marketing Division at Roche, BD, Mylan and B+M. He established Open Medical Consulting (OMC) in 2011, and as President of AKT Consulting Group K.K., currently consults life science companies and healthcare organizations using IT technology.

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