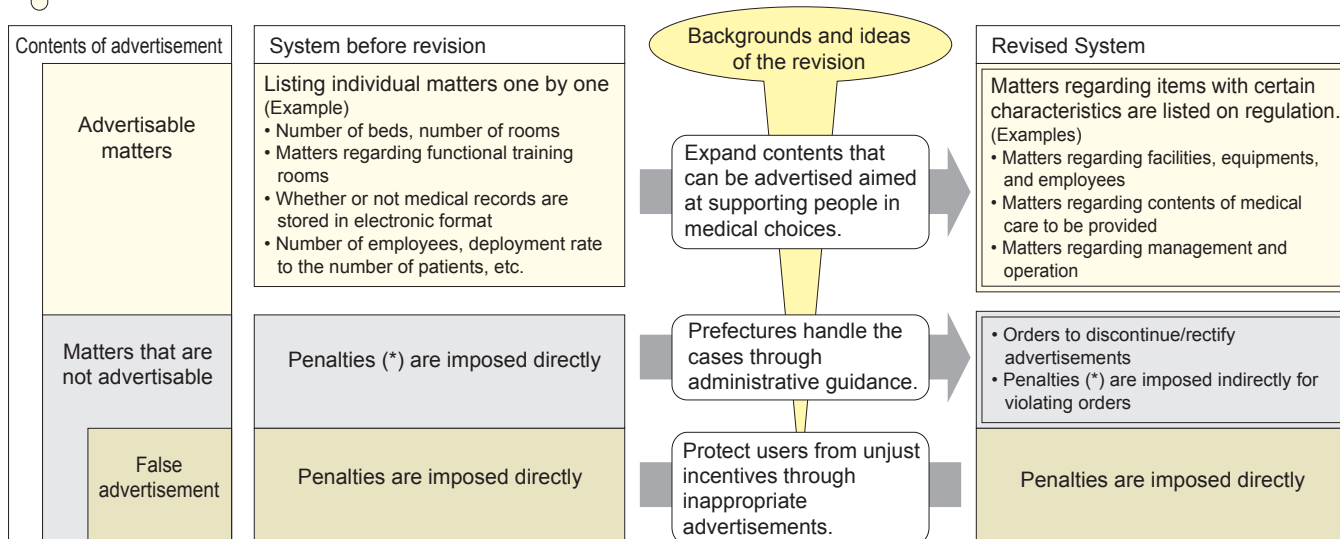


Expand Matters that can be Advertised through Revision of Advertisement Regulations (the Medical Care Act)

- With regards to regulation of advertisable matters under advertisement regulation system, the system has been revised in such as way that items with certain characteristics are grouped and regulated comprehensively as "matters regarding ..." instead of listing individual matters one by one as conventionally done.
⇒Substantial relaxation of advertisement regulation
- Revision from direct penalties to indirect penalties in case of matters that are not advertisable are advertised



* Imprisonment with work for a term not exceeding 6 months or a fine not exceeding ¥300,000.

[Example of relaxed advertisements]

- Specialities of medical professionals, ○ Photographs and visual images of facilities and medical professionals, ○ Treatment policies,
- General name/development code of investigational drugs, ○ Notification of provided treatments and contents of treatments in understandable manner, ○ matters regarding medical devices, etc.

(* These information, however, must be in accordance with laws, regulations, and guidelines)