

Note: This English translation is provided for reference only. In the event of any discrepancy between the Japanese original and this translation, the Japanese original shall prevail.

FOR IMMEDIATE RELEASE

January 28, 2026

AMDD Announces 2026 Key Priorities at New Year's Press Conference

Tokyo, Japan: The American Medical Devices and Diagnostics Manufacturers' Association (AMDD) held its New Year's press conference on January 27, 2026, at which it announced its key priorities for the year. Taking into account the challenges surrounding Japan's healthcare system, AMDD introduced the value of a patient-centered healthcare ecosystem expected to be realized through Value-Based Healthcare (VBHC) and explained its key priorities for 2026.

As Japan experiences population aging at a pace unmatched globally, the challenges surrounding healthcare are becoming increasingly complex. In addressing these challenges, innovation of medtech (medical devices and in vitro diagnostics solutions) is expected to play a role not only in enhancing value for patients in Japan, but also as insights originating in Japan that are drawing global attention. Through the realization of VBHC, AMDD aims to deliver valuable innovation to clinical settings and provide patients with appropriate choices, working across the healthcare ecosystem to achieve both high-quality healthcare and the sustainability of the social security system.



Takanao Tamai, Chairperson of AMDD, presenting the association's key priorities



Panel Discussion
(From left): Kohei Onozaki, Hiroyuki Daiko, Takanao Tamai,



AMDD executives at the event
(From left): Satoshi Yamazaki, Senior Managing Director; Yukinari Kono, Vice Chair; Takanao Tamai, Chair; Shingo Kasahara, Managing Director.

In the latter part of the press conference, AMDD hosted a panel discussion titled "The Value of Medtech Innovation and Information: From Patient Experience and Clinical Perspectives." The panel featured Kohei Onozaki, Representative Director of the SustainaHealth Institute and Visiting Professor at the Graduate School of Public Health, St. Luke's International University, and Hiroyuki Daiko, MD, PhD, Chief of the Department of Esophageal Surgery at the National Cancer Center Hospital.

Onozaki—who underwent medical treatment as a patient in 2025—shared his perspectives on medtech innovation based on his personal experience. He was joined in the discussion by his attending surgeon, Dr. Daiko, as well as AMDD Chairperson Takanao Tamai, as they exchanged views on the value of medtech innovation from patient and clinical standpoints.

Onozaki stated that the experience reinforced his recognition of the importance of improving health literacy and the influential role of the media. He shared that minimally invasive treatment helped him maintain a positive outlook, allowing him to be discharged within two weeks and return to daily life early.



Panel Discussion (From left): Onozaki, Daiko, Tamai.

He also introduced the concept of “four lenses through which to view cancer”: business and services, healthcare policy and public health, clinical practice and research, and patients and their families. Drawing on his firsthand experience as a patient, he shared valuable insights and emphasized the importance of understanding treatment priorities from the patient’s perspective, engaging in physical exercise before surgery, and placing greater value on vitality and resilience in the treatment journey.

Dr. Daiko emphasized the importance of empowering individuals to take concrete action that leads to early medical consultation, as well as the need for systematic improvements to reduce healthcare disparities. He also highlighted the necessity of continuous public education and awareness-raising efforts. Furthermore, he advocated strengthening healthcare infrastructure through collaboration among industry, academia, and government.

Viewing surgery as a process that connects patients to the next stage of their lives, Dr. Daiko shared his guiding philosophy and expressed strong expectations for the continued advancement of medtech, which can contribute to improved quality of life for both patients and healthcare professionals.

■Value-Based Healthcare: The Environment AMDD Aims to Foster

Value-Based Healthcare (VBHC) is an approach that starts with what matters most to patients, aiming to balance maximizing meaningful treatment outcomes for patients with optimizing total costs across the healthcare ecosystem. As part of its VBHC initiatives, AMDD seeks to create an environment in which patients are presented with appropriate treatment options, clinical decisions lead to the selection and provision of optimal medical technologies, and high-value medical technologies can be successfully brought into practice.

■AMDD's Key Priorities

As part of its efforts to realize Value-Based Healthcare, in 2026 AMDD will focus on three main areas of activity:

1. Introduce medtech innovations into medical practice

To facilitate the implementation of medtech innovations from around the world into Japanese medical practice, AMDD will work to ensure a stable supply, through policy recommendations and continuous advocacy related to the 2026 medical fee revision, alongside efforts to reduce device lag and loss and advance international harmonization.

2. Deliver the value of medtech

To raise awareness of the significance of medtech and support patient access to treatment options, AMDD will engage in initiatives to improve health literacy, review approaches to advertising and information provision, and strengthen outreach across a wide range of channels.

3. Promote digital health

To help address societal challenges such as physician workstyle reform and access to healthcare in remote areas, AMDD will engage in policy advocacy for regulatory improvements in the digital health field, grounded in continuous data collection and analysis.

AMDD's Organizational Philosophy

Mission

Enabling a Healthier Japan

Providing valuable medical technology and information, so that our loved ones may live in good health.

Our Purpose

In this era of a 100-year life, we will work together to create a future for Japan where people can live healthier, happier, and more fulfilling lives—.

We believe that such a future will be shaped by “choices.”

We visualize a society where valuable innovations are made available to healthcare providers and patients, providing access to appropriate medical options, and where individuals can make proactive choices and take actions for a healthier and happier life.

To realize such a society, we at AMDD will lead innovation in medical technology that shapes the future of healthcare, in partnerships with a diverse group, to contribute to the creation of a healthier and more vibrant society where everyone can benefit from quality medical care and a sustainable social security system.



About AMDD

AMDD is an industry association comprising member companies, many of which are Japanese subsidiaries of U.S.-based corporations or operate businesses in the United States, that handle medical devices and in vitro diagnostics. AMDD works to provide advanced medical technologies, including diagnostic and therapeutic innovations, to address the needs of healthcare professionals and patients in Japan, thereby enabling a healthier Japan. The member companies not only engage in product import and sales but also work in close cooperation with the Japanese medtech industry in research and development and manufacturing, including the use of parts and components developed and produced in Japan.

For more information, please visit the AMDD website, <https://amdd.jp/en/>.

Issued by: American Medical Devices and Diagnostics Manufacturers' Association (AMDD)

Address: Shiodome City Center 5F, 1-5-2 Higashi Shimbashi, Minato-ku, Tokyo, 105-7105

Representative: Takanao Tamai, Chairperson

AMDD Website: <https://amdd.jp/en/>.

Contact:

Press Conference Secretariat

American Medical Devices and Diagnostics Manufacturers' Association (AMDD)

c/o CocoKnots Co., Ltd.

TEL: +81-3-5212-4888

Email: mediaseminar@cocoknots.co.jp