

Why HIMEDIC's Strategy to Expand Advanced Oncology Centers Across Asia Is Set for Success

Leveraging on the strength of the Resorttrust Group, decades of experience in providing medical check-ups and a network of knowledge partners, HIMEDIC has created the perfect ecosystem to take Japan's cancer treatment practices global. *By Antoine Azoulay*

How does the cancer mortality rate of developing economies differ from advanced nations? Taking Vietnam as an example, the country records more than 24,000 new cases of lung cancer per year. With approximately 75% of these patients diagnosed at an advanced stage, the five-year survival rate falls to less than 15%. In other emerging countries across Southeast Asia, the statistics are similarly alarming.



BNCT equipment

CICS <https://www.cics.jp/page/english.html>

Now compare this to Japan, where the five-year survival rate for lung cancer patients is around 32.9%, with rates as high as 89% for stage 1 cancers and over 60% for stage 2. This difference is largely attributed to early-stage diagnoses and advanced treatment options, highlighting how strategic healthcare development can drastically improve outcomes.

This disparity has led to a predictable trend: affluent patients from emerging economies increasingly seek treatment abroad, giving rise to a burgeoning medical tourism sector, while governments in countries like Vietnam are actively working to build local capacity for diagnostics and treatment to reduce dependence on overseas care. Earlier this year, General Secretary Tô Lâm clearly expressed his commitment to strengthening the country's domestic treatment capabilities.

For companies in the medical sector, these developments present a unique opportunity to achieve both financial success and social impact by contributing to the long-term development

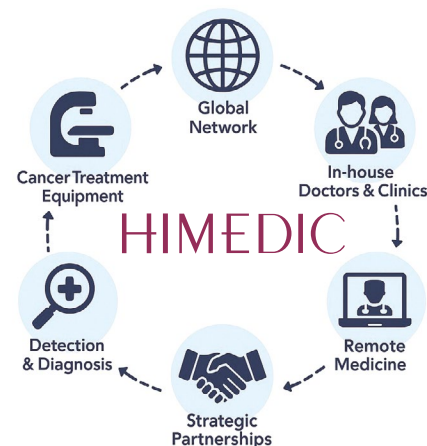
of global healthcare systems. However, meeting these demands is a significant challenge for any company, as it requires not only access to cutting-edge cancer treatments, diagnostic equipment, and skilled physicians, but also integration into global networks and strategic partnerships—features that existing systems and frameworks often struggle to support.

Interestingly, one of the few Asian enterprises positioned to answer these multi-faceted requirements is not a renowned medical institution or healthcare firm, but a historic leader in Japan's hospitality sector: Resorttrust. Established in 1973, Resorttrust has grown into one of Japan's leading hospitality companies through its membership-based model, which provides over 200,000 members with access to luxury hotels and resorts.

Recognizing the evolving needs of its aging membership base, Resorttrust strategically expanded into the medical field by establishing HIMEDIC, a membership-based medical service. Today, HIMEDIC provides comprehensive healthcare solutions in major cities across Japan, centered on cancer screening using PET technology and delivered in close collaboration with universities, research institutions, hospitals, and physicians.

To strengthen its medical capabilities, HIMEDIC has, in recent years, formed strategic partnerships with Japan's leading medical institutions, including university hospitals. These collaborations enable HIMEDIC to incorporate the latest advances in medical technology into its diagnostic services. One particularly noteworthy initiative is the introduction of Boron Neutron Capture Therapy (BNCT), a targeted radiotherapy that selectively destroys cancer cells while minimizing damage to healthy tissue. Unlike traditional radiation methods, which require multiple sessions, BNCT's precision and low impact on surrounding tissues make it effective for tumors resistant to conventional treatments and require fewer sessions.

Building on its domestic capabilities, HIMEDIC is now setting its sights on the international markets. To facilitate its expansion, the company has formed a strategic partnership with Mitsubishi Corporation to establish NO-AGE International. This joint venture leverages Mitsubishi Corporation's global network and deep understanding of regional



HIMEDIC ecosystem

regulations, and will contribute to enhancing HIMEDIC's service capabilities—particularly through the development and application of tools such as a real-time AI translation system designed for medical consultations—with the promotion of medical tourism at its core.

Furthermore, as part of its goal to maximize business opportunities across Asia, HIMEDIC has begun negotiating partnerships with global industry leaders—such as Siemens and GE in medical imaging, and Hitachi in the field of proton therapy. If successful, these new partnerships would enable HIMEDIC to provide foreign medical institutions with a complete package that extends to the maintenance of advanced medical equipment, reinforcing its position as a fully integrated platform.

Through strategic partnerships, access to cutting-edge medical and diagnostic technologies, and continuous innovation in healthcare services, HIMEDIC has established a comprehensive blueprint for developing advanced oncology screening and treatment centers across Asia. As the company starts to support international governments and hospitals in strengthening their national capabilities, it would be no surprise to see countries like Vietnam make significant progress in lowering cancer mortality rates in the coming years.

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Tetsuya Furukawa,
Senior Managing Executive Officer,
Resorttrust, Inc.;
Chief Operating Officer, HIMEDIC, Inc.