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How to use this document

This JKS document contains the results from the most comprehensive study undertaken in the period of 2001-2003 to evaluate the status and prospects of the e-health in Japan, and trends on healthcare related Internet issues based on a 4P component view of the Japan market – Pharma, Provider, Patient and Payer. The report draws on survey results of Internet user behavior for three of the four stakeholder groups where change has been more significant in the Japanese healthcare industry - Pharma, Provider and Patient, culminating in 24 charts, 3 figures and 4 tables **identifying the opportunity gaps and current trends** of this fast growing industry. The report provides understanding of the key drivers and barriers to e-health development in Japan drawing from a Pharma pool of 578 recipients, 46 face-to-face Patient and 36 face-to-face hospital based Provider questionnaire samples using clear chart displays, repository grids and statistical analyses.

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