

HitachiSoft's Tokumei Bank Service (TOKBANK) to Add Support for Continua Certified Products

Tokumei Bank service to offer enhanced security by anonymizing data collected automatically from health-related devices

TOKYO, February 17, 2010 — HitachiSoft today announced that it will enhance its Tokumei Bank service (TOKBANK), which provides data anonymization and management based on an application service provider (ASP) model, by adding support for Continua certified health-related devices. The enhancement will enable interoperability of TOKBANK with Continua certified health-related devices such as scales and blood pressure monitors, making it possible to build systems that automatically gather and manage health data. Continua certification denotes compliance with the design guidelines of Continua Health Alliance,* an industry coalition formed by companies in the healthcare, medical and IT industries.

Amid rising concern over the protection of personal information, business operators face enormous information management risks whose ramifications can range from loss of public credibility to brand damage and financial losses. Services such as those that provide health management and remote medical advice must handle sensitive personal information, which can include information from clinical records or data such as blood pressure or blood sugar levels. This information demands great care in handling and enhanced security of management. At the same time, much of health-related information today is manually collected on paper, which requires tremendous effort to organize the information.

HitachiSoft's TOKBANK provides anonymization and storage of diverse information from individuals and businesses. Users of the service can manage and use information in such a way that it is not possible to identify individuals, so as to significantly reduce the risk of leaking information from individuals and businesses.

For example, Tokumei Bank can be used for a remote medical advice service, where individuals provide health data such as body weight or blood pressure data to the business operator. The business operator manages information such as names and addresses that can be used to identify individual patients, while anonymously managing patient data such as body weight and blood pressure through TOKBANK. TOKBANK solution will securely store and manage health data that is automatically gathered from health-related devices.

HitachiSoft already offers computer-based services that enhance the efficiency of medical and healthcare services, and has developed an interactive service and system that works with body weight, step and FitBank data from Wii Fit.

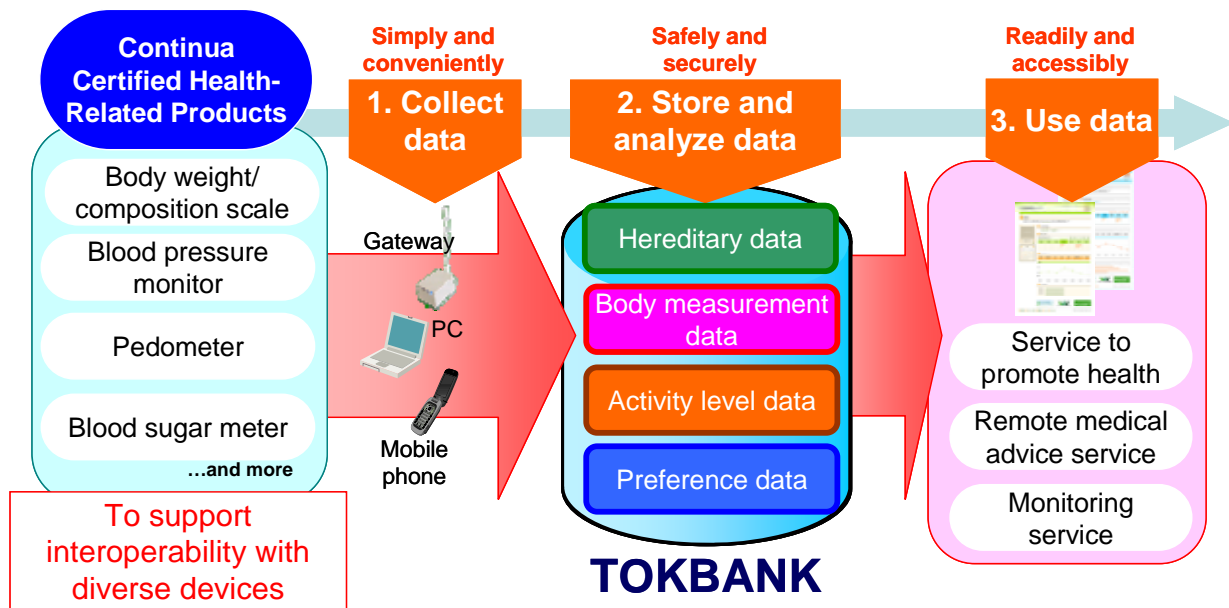
Tokumei Bank product page (in Japanese): <http://hitachisoft.jp/products/tokumei/>

Individualized health management is of rising importance with the increasing aging of society, from the perspectives of day-to-day health management and preventing chronic disease and illness. As more and more Continua certified health-related devices are released, the future integration of support for Continua certified products through TOKBANK will make it possible for the service to supply more information to individuals and businesses, and help to realize independent healthcare for users. Through TOKBANK, HitachiSoft is dedicated to strengthening the health business.

*About Continua Health Alliance

Continua Health Alliance is a non-profit organization that is dedicated to improving the quality of personal healthcare, through the interoperability of diverse medical devices with health management services to assist the health management of individuals. With more than 220 member companies around the world, Continua is dedicated to establishing a system of interoperable personal healthcare solutions aimed at promoting the health of individuals, and realizing health management and lifestyle independence for individuals. To learn more about Continua, visit <http://www.continuaalliance.org>.

How TOKBANK Will Work with Continua Certified Products



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*The official name for HitachiSoft is Hitachi Software Engineering Co., Ltd.

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Reference: How TOKBANK Provides Information Anonymization and Management

