

PainChek® expands activities to Japan with JETRO Business Connect

PainChek® Ltd (ASX: PCK) (“PainChek®” or “the Company”), developer of the world’s first smart phone-based pain assessment and monitoring application, is pleased to announce that it will expand its activities to Japan after being accepted into the JETRO Business Connect program for 2022¹.

JETRO is Japan’s core governmental organization for promoting inward foreign business. As part of its program PainChek will receive comprehensive support services to enter the Japanese market. This includes a broad range of Japan market data, a series of online business matching events connecting PainChek with local partners throughout Japan and guidance in relation to the Japanese regulatory clearance processes.

PainChek was accepted for the program after a series of face-to-face meetings in London and achieving the set criteria under JETRO’s screening process. Commencing from September 2022, PainChek representatives will now virtually meet with other companies, research groups and government officials across Japan to assist in business development opportunities in the country, backed by PR initiatives to increase awareness of the PainChek business and technology

With an ageing population where 29.1% of the population is 65 or older, the highest among all countries globally², an excellent opportunity exists for PainChek within the Japanese market. It is estimated that 6.7 million Japanese citizens need care and approximately 1 million are in aged care facilities³, reinforcing the potential for PainChek which is already used in over 800 aged care facilities globally.

PainChek has also identified further opportunities in other market segments in the region including combining its offering with Japan’s high tech, devices and artificial intelligence capabilities.

Philip Daffas, PainChek®’s Chief Executive Officer said:

“A priority for JETRO was identifying companies for the program that had developed new digital healthcare technologies, with image diagnosis a specific focus point.. This made PainChek an outstanding candidate for JETRO and both parties are excited by the potential for collaboration with organisations in Japan and the positive outcomes it could lead to. This new initiative combined with our recent contact with FDA means PainChek can now plan effectively for market entry into the USA and Japan – two of the world’s largest medical device and aged care markets.”

This release has been authorized for release by CEO Philip Daffas.

¹ <https://www.jetro.go.jp/en/invest/rbc2022/>

² <https://www.japantimes.co.jp/news/2021/09/20/national/japans-older-population-hits-record-high/>

³ <https://www.reuters.com/article/us-health-coronavirus-japan-elderly-idUSKBN2200T8>

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About PainChek®

PainChek® Ltd is an Australian based company that develops pain assessment technologies.

Pain often goes unrecognised and under-treated in people with communication difficulties. PainChek Universal is a clinically validated smartphone-based medical device that enables best practice pain assessment for all people, everywhere.

PainChek Universal is a complete point-of-care solution that combines the existing PainChek® App with the Numerical Rating Scale (NRS). This enables best-practice pain management for all residents living with pain in any environment — from those who cannot verbalise pain to those who can, and those who fluctuate between the two.

The PainChek® App uses artificial intelligence and facial recognition to detect pain in those who cannot self-report. This gives a voice to those who cannot verbalise pain, whilst also driving objectivity and consistency in all assessments. For those who can self-report, PainChek Universal also includes access to the Numerical Rating Scale, a well-established standard used to document pain levels amongst these individuals. PainChek Universal also supports pain assessment using both tools at the point of care, for those people whose ability to communicate fluctuates.

PainChek® is being rolled out globally in two phases: first, PainChek® for adults who are unable to effectively verbalise their pain such as people with dementia, and second, PainChek® for infants who have not yet learnt to speak. Both the adult and infants products have received regulatory clearance in numerous markets including Australia, Europe, UK, NZ, Singapore and Canada.

The PainChek® Shared Care Program is a PainChek® licensing model which enables a professional carer to share their resident or patient data securely with other healthcare professionals or designated homebased family carers for ongoing pain assessments or clinical data review.

To find out more, visit www.painchek.com