THIS IS
Igaku-Shoin
Our Mission: Contributing to the Progress of Medical and Clinical Research

IGAKU-SHOIN’s Mission

In recognition of its role and responsibilities as a professional medical publisher, IGAKU-SHOIN dedicates itself toward the advancement of medical and health science research as well as contributing to social welfare by accurately disseminating academic information essential to achieve these objectives.

IGAKU-SHOIN has consistently issued and provided, since its foundation in 1944, as a professional medical publisher, the latest information on medicine and clinical care, in the form of books and journals, to medical researchers and health care professionals as well as students who aspire to become these professionals. We have always kept in mind that we must “contribute to the progress of medicine through provision of processionial medical information”. We are proud of this philosophy as a professional medical publisher. We summarized the philosophy into a corporate vision called IGAKU-SHOIN’s Mission when our head office was rebuilt in April 2007, and engraved, as a daily reminder, the corporate vision on the monument erected at the entrance of the 1st floor.

In recent years, IGAKU-SHOIN has issued, not only printed media, but also electronic publications utilizing...
a variety of electronic devices and media. We have also implemented a website utilizing the Internet and offered an electronic delivery service specialized in medicine and clinical care thereby delivering the latest professional information broadly and on the spot.

In recognition of its responsibilities and role, based on the self-assigned mission, IGAKU-SHOIN will actively employ the latest transmission means and various techniques to promptly and accurately provide medical researchers and health care professionals with the latest information essential to medical research and clinical study thus aiming to contribute to further advancement of medicine and clinical care.

Shun Kanehara  President
Each year, IGAKU-SHOIN publishes approximately 200 new titles in the fields of medicine, nursing, dentistry and other health sciences, and our current list includes approximately 2,000 titles in print. These books practically cover all disciplines in the health science professions. The list includes textbooks, monographs, atlases, reference books, manuals and teacher’s aids, to meet various market requirements.

**The Yearbook of Clinical Practice**

*Today's Therapy* is the "Yearbook" of clinical practice and it is commonly known as the golden standard for practicing physicians. This book contains the latest approved methods of treatment for nearly 1,000 medical conditions and all items are newly written and updated by different experts every year. This book is designed to help clinicians select the treatment of choice for varied conditions. Treatment guidelines for common diseases in Japan are shown in the book. And this part will serve as one of the information resources for physicians to do an evidence-based practice.

This book has been used by more than 900,000 cumulative subscribers since the first publication in 1959 and the changes in the treatment of common diseases during these years have been subsequently entered into the records of the progress of medical science in Japan.

**Standard Textbook Series**

This series is composed of 35 textbooks on both basic and clinical sciences for medical students. The textbooks are updated every three or four years to allow students to get the essential knowledge required in a clinically-oriented and patient-oriented medical education. Each volume in the series corresponds with the systematic lectures given at medical colleges. The main emphasis is placed on the description of the physiological background of diseases so that students can make the best use of the background information in various kinds of situations in clinical practice after they graduate medical schools. Since the first publication in 1975, many titles in the series have become high-rated "best-sellers", and they have played an important role in generating brand awareness of this Standard Textbook Series.

In addition, the Standard Textbook Series for physical therapists, occupational therapists, speech-language-hearing therapists, and pharmacists have also appeared since 2000. And the newest one for medical technologists came out in 2012.

**Medical Dictionary of High Renown**

In March 2009, we published the 2nd edition of “IGAKU-SHOIN’s Medical Dictionary”. This 3,600-page dictionary features a wide range of medical terms and those of related sciences such as nursing, statistics, health economics, with more than 52,000 definitions (over 100,000 headings) and 2,500 full-color photos, illustrations and tables.
Since the very foundation of our company, we have made significant efforts towards producing publications for the nursing profession, which is another major speciality in the health care fields. Up to now, IGAKU-SHOIN has been playing a leading role among domestic medical publishers. Providing highly reputable textbooks such as *Systematic Course in Nursing* (51 vols. + 18 related volumes), *New Nursing Studies* (15 vols.), *Textbook for Midwives* (10 vols.), *Standard Textbook for Public Health Nurses* (3 vols. + 2 related volumes), along with a variety of reference books concerning nursing, we have contributed greatly to the development of nursing education in Japan. IGAKU-SHOIN now has a total of 650 nursing titles in print, including translations of related foreign literature. In 2002, we published "Nursing Dictionary". It's an easy-to-understand dictionary that reflects all the developments in the field of medicine, and enables all nursing professionals to cope with nursing care. The second edition was published in 2010.
IGAKU-SHOIN is the largest journal publisher in the medical, nursing and allied health fields in Japan. We publish twenty-four medical / allied health journals and seven nursing journals to provide scientists and researchers with the latest information. These periodicals cover every subject in the health science fields and they are essential tools in keeping the market well-informed and up-to-date.

**Medical Journals**

*1: A comprehensive clinical journal dealing with internal medicine. It covers the most advanced frontiers of clinical medicine, explores the essentials of medical testing and treatment, and specializes in topical themes.

*2: A clinical journal dealing with disorders of the digestive system centering on the alimentary canal: the esophagus, stomach and colon. It is compiled by the members of a group of The Research Society for Early Gastric Cancer.

*3: This journal aims at carrying original papers including case reports and review articles concerning neurosurgical surgery to carry on an intelligent and up-to-date interchange of information.

*4: A special compilation of knowledge and technology of use for practical examination and treatment in external medicine. This journal also publishes thesis concerning clinical medicine, clinical research and examples of clinical symptoms, etc.
### Allied Health Journals

- **Sogo Rehabilitation Monthly**
- **Journal of Medical Technology Rinsho-Kensa Monthly**
- **Modern Medical Laboratory Kensa to Gijutsu Monthly**
- **Japanese Journal of Hospital Management Byoin Monthly**

### Nursing Journals

- **The Japanese Journal of Nursing Education Kango-Kyoku Monthly**
- **The Japanese Journal of Nursing Research Kango-Kenkyu Bimonthly**
- **The Japanese Journal of Home Care Nursing Homonkango to Kaigo Monthly**
- **The Japanese Journal for Midwives Josan-Zasshi Monthly**
- **The Japanese Journal of Nursing Administration KangoKanshi Monthly**

*5: A journal for clinicians and technical experts. It is compiled by clinical researchers and clinical testing specialists.

*6: Accurately grasping the true nature of nursing education, it introduces studies of effective educational techniques.

*7: A theoretical periodical concerning the meaning of research in nursing. It aims at exploring research methods starting with nursing problems encountered by nurses.

*8: A journal giving directions in practice and theory for nurses engaged in regional health-care activities.

*9: A journal providing carefully selected information which is focused on a clinical field of visiting nurses and carers, specialised for all the professionals working in the field.

*10: A journal specialized in conveying the essence and up-to-the-minute information about midwifery.

*11: A highly-evaluated journal which explores better approaches to scientific nursing administration and presents useful tips for daily management.

*12: A journal providing various topics related to psychiatric and mental health nursing. It provides new ideas or findings from a clinical point of view, methods of nursing management, education and research in the field for allied healthcare workers.
IGAKU-SHOIN has been focused on the advantages and potential of electronic publishing from early on; actively promoting the planning, development, and distribution of electronic publications. As early as 1991, we were providing large-scale CD-ROM products containing massive amounts of data necessary for medical examinations (Today’s Diagnosis and Treatment). As a result of our dedication to using the latest media from then on, such as DVD-ROM, LAN, Internet, etc., our users continue to grow. We have also published our dictionaries across platforms such as web applications (IGAKU-SHOIN Net Dictionary) and electronic dictionaries with our brand name. In addition, by delivering more than 50 online journals (MedicalFinder), online exercises for the Public Health / Nursing Board Exam and online nursing skills training program (eNurse Trainer), the scope of IGAKU-SHOIN’s activities is also expanding. We also launched an e-textbook service (IGAKU-SHOIN eText) for medical and nursing students, and students in other professional medical fields. We hope to continue developing academic information using sophisticated media reliably and earnestly according to technological advances and changes in demands.
IGAKU-SHOIN’s newspaper *New Medical World Weekly* is the only medium of this nature in Japan. Its 8-page weekly issue is distributed to 60,000 medical professionals and institutions. It contains topics in medical science, information on medical meetings, reports from abroad, book reviews and announcements of new titles. Special issues prepared for students and residents, and for nurses appear once a month. This newspaper carries advertisements of our own publications.

We also publish several catalogues, leaflets and brochures to direct mail to individual physicians. IGAKU-SHOIN exhibits books at more than four hundred meetings throughout Japan every year. IGAKU-SHOIN’s thirty-one journals are also effective media for promotion of books on specialized subjects and the annual amount of advertisement pages totals up to 5,000.

Visit Our Latest Web Site

In April 1996, IGAKU-SHOIN became Japan’s first medical publisher to set up a web site. Not limited only to advertisements and providing company information, our web site also provides access to *New Medical World Weekly* online edition, and access to medical databases.

Twenty years after it began, this web site receives about 3 million page views monthly. This shows that IGAKU-SHOIN’s web site is a hub for the many medical sites in Japan, that its importance is increasing, and that its role is expanding daily.
IGAKU-SHOIN is proud to be the leading company of the specialized publications and software for physicians, nurses, students, and allied health professions in Japan. Contributing to our remarkable sales, our well-established sales network is one of the significant factors. The network consists of more than one hundred book stores and campus shops which have very close relationships with 82 medical schools and their affiliated hospitals. The well-trained sales people from these sales units, visit their customers frequently to introduce our new products. Through the network, we are also able to investigate what kind of products our audience need to have. We organize a sales meeting once a year where the sales people and we discuss how to sell our products effectively. On the other hand, we have our own sales force exhibiting at over 300 medical and related meetings in cooperation with our sales network and also visiting medical, nursing and allied health vocational schools for textbook adoption.

Medical Market in Japan
The Japanese publishing industry has approximately 3,300 publishers, of these the top 30 or 40 have 80% of the sales. The medical publications industry in Japan is comprised of about 200 publishers, of which the top 30 are members of the Japan Medical Publishers Association. These 30 publishers account for approximately 75% of all medical titles published. IGAKU-SHOIN is the leading publisher in Japan for medical, nursing and allied health publications.

Number of Physicians —— 311,205
Number of Medical Schools —— 82
Number of Annual Medical School Graduates —— 9,505
Number of Nurses —— 1,086,779
Number of Nursing Schools —— 1,081
Number of Annual Nursing School Graduates —— 57,929 (2017)

Achievement (2017)
Sales : 11 billion yen
Number of Titles Published : 182 titles

Breakdown of the Sales
Books 74.5%
Journals 13.1%
Electronic Publishing 9.6%
Advertisement and others 2.8%
Visit Our Booths in Frankfurt and Beijing

Every year since 1961, IGAKU-SHOIN has been participating in the Frankfurt Book Fair to meet publishers from all over the world for the purpose of selling and buying translation rights. IGAKU-SHOIN and its subsidiary, Medical Sciences International (MEDSi) jointly display new titles at the booth and we are ready to discuss any publishing opportunities.

After almost twenty years absence since our first attendance at the First Beijing International Book Fair in 1986, IGAKU-SHOIN resumed attendance at the Book Fair in 2006 and exhibits about 120 titles every year. At the Beijing Book Fair, we also meet our Asian co-publishers to talk about licensing translated editions.
IGAKU-SHOIN offers various awards for excellent papers with originality in several journals.

Activities of the Ichiro Kanehara Foundation

The Ichiro Kanehara Foundation for the Promotion of Medical Science and Medical Care

In December 1986, in accordance with the wishes of IGAKU-SHOIN in memory of the late Mr. Ichiro Kanehara, The Ichiro Kanehara Foundation for the Promotion of Medical Sciences and Medical Care was established. Its purpose is to nurture talent and to provide financial assistance towards research in basic medical sciences and medical care.

In practice, these aims are to be attained by 1) Fostering research; 2) Establishing societies of learned researchers, arranging medical conferences, and by sending medical scholars abroad for the purpose of further study; 3) Encouraging foreign scholars to pursue studies in Japan; 4) Furthering publishing projects necessary to stimulate research; and, 5) Assisting other activities necessary for attaining the aims of the Foundation.

Other Activities

Japanese Journal of Physical Therapy Award

This is a prize instituted with the purpose of encouraging research among physical therapists. Recipients are selected from a number of candidates through the evaluation of original works and special papers which have appeared in "The Physical Therapy Journal". It is a highly esteemed prize in the physical therapist field in Japan.

"Sogo Rehabilitation" Prize

"Sogo Rehabilitation" is a leading journal in the fields of medical, occupational, and rehabilitation. The Sogo Rehabilitation Prize was established with the donation of Dr. Satoshi Ueda and the Foundation, and offered each year to one outstanding article that appeared in the journal.

Chihiro and Kiyoko Yokochi Fund

This scholarship program has just started from 1999, based on the donation by Prof. Chihiro Yokochi. This program is to provide financial support to young German scientists who wish to study basic medical science in Japanese medical schools and institutes.

Murakami Memorial Prize

This is a prize bestowed each year on the author of the most outstanding work selected by the members of the Editorial Board from the papers which appeared in the journal, "Stomach and Intestine."

Shirakabe Prize

This prize was established to honor the late Dr. Hikoo Shirakabe, who developed methods for X-ray diagnosis and double-contrast radiography for the detection of gastrointestinal diseases. The prize is awarded each year to an outstanding research in the morphology or diagnostics of the digestive system. Eligible works include those that appeared in the "Stomach and Intestine" or other related journals.
History of IGAKU-SHOIN

1944  Foundation of Nihon Igaku Zasshi Ltd.  (August 18)

1947  Foundation of Gakujutsu-Shoin as a book publishing department  (October 16)
Spinnoff of Medical Service Station as a sales company  (December 1)

1950  Consolidation of the above three companies;
company name changed to Igaku-Shoin Ltd.  (December 1)

1952  Import of foreign books started

1953  First Foreign Medical Books Exhibition

1955  The Igakukai Shimbun (New Medical World Weekly) was first published

1961  First participation at the Frankfurt Book Fair

1962  Spinoff of Medical Instrument Department as Igaku-Shoin Kikai Ltd.

1967  The former head office building at Hongo 5-chome completed
English-language publishing activities promoted

1968  Foreign Books Department relocated to Homei Building

1973  Opening of New York liaison office

1974  Extension of former head office completed;
relocation of all departments except Foreign Books Department

1978  New York liaison office registered as a U.S. corporation
Sales activities started as Igaku-Shoin Medical Publishers, Inc.

1979  Medical Sciences International, Ltd. (MEDSi) established by way of joint venture with Time Inc.

1980  Soka Warehouse completed

1984  Company history “Igaku-Shoin 1944-1984” issued commemorating the 40th anniversary

1986  Establishment of the Ichiro Kanehara Foundation
for the Promotion of Medical Sciences and Medical Care

1995  Company history “Igaku-Shoin 50 Years’ History” issued commemorating the 50th anniversary

1997  Second building completed; relocation of Sales Department,
Foreign Books Department and PR Department

2002  Sales Department consolidated with Foreign Books Department

2003  Corporate activities of IGAKU-SHOIN Medical Publishers, Inc. terminated

2007  New office building completed; relocation of all departments into one

2010  Soka distribution center completed

2014  Company history “70 years of Igaku-Shoin” issued commemorating the 70th anniversary

2018  Sales Department consolidated with PR Department

Commemorative publication
70 YEARS of IGAKU-SHOIN
that outlines our progress since the foundation of the company
Yu Kanehara  Chairman

Shun Kanehara  President

Kazuaki Hayasaka  Vice-President
(Sales, Public Relations, Advertisement, Information Solutions & Corporate Development)

Kazuaki Horiguchi  Vice-President
(Nursing Publications)

Tatsuya Aoto  Vice-President
(Medical Publications)

Norihisa Amano  Vice-President
(Administration, Finance, Rights & Production)

Tatsushi Uehara  Director
(Sales, Public Relations & Advertisement)

Mikako Suzuki  Auditor

Senior Managers

Yoshihiro Takenaka  General Administration

Yoshikazu Sakaguchi  Medical Books

Masanori Okada  Information Solutions

Tatsushi Uehara  Sales & Marketing

Takuya Nanbu  Nursing Publications

Masahiro Nakata  Medical Journals

Atsushi Takagi  Production