

Press Release

December 10, 2013
Hakuhodo DY Media Partners
NTT Docomo, Inc.

Hakuhodo DY Media Partners and NTT Docomo present
**The *Maternity Notebook* information services app:
Linking expectant mothers and obstetrics professionals**

The *Maternity Notebook* (Japanese: *Ninpu-Techo*) app is a maternity information service designed to alleviate the stress of pregnancy. Jointly developed by NTT Docomo, Inc. (Docomo) and Hakuhodo DY Media Partners (HDYMP), this free¹ app will be released by HDYMP for both iPhone® and Android™ smartphones on Wednesday, December 11, 2013.

The *Maternity Notebook* lets expectant mothers enter and manage their weight, morning sickness information, and other physical data. It also features a “Today’s Baby” section describing the baby’s development based on the length of pregnancy, a Q&A section that addresses common pregnancy concerns, and a “Best for Baby” section that offers tips about what moms should do for their unborn babies during specific developmental periods. This and other content makes it easy for expectant mothers to learn all they need to know about their pregnancy.

The app can also be linked to medical institutions, allowing the expectant mother’s regular doctor or healthcare provider to send original content and notifications through the program. Eight hospitals are scheduled to be linked with the app upon its initial release, with the developers aiming to increase this number to 500 medical institutions within three years. This is the first time in Japan² that a maternity app has been linked to actual obstetrics providers.

Prior to releasing *Maternity Notebook*, the developers worked with physicians and midwives to conduct a three-month study that monitored 31 pregnant women receiving regular checkups at the NTT Medical Center Tokyo. More than 60% of the women reported that the app “alleviated some of their concerns” about pregnancy and delivery, “increased their satisfaction with the hospital”, and gave them “deeper knowledge about pregnancy and delivery”. The app thus demonstrated a certain amount of success as a tool for alleviating the stress of pregnancy and supporting hospital care.

One of the goals for *Maternity Notebook* is to integrate it with the *Watashi Move*® (WM) health platform offered by Docomo Healthcare, Inc. by the second half of FY2014. The developers are looking at sharing data with other apps linked to WM as a way of further improving customer convenience—for example, by allowing expectant mothers to continue managing their health even after the baby is born by sharing weight control and other data entered in their *Maternity Notebook* program.

Hakuhodo DY Media Partners and Docomo will continue working to popularize services that link *sei-katsu-sha* and medical institutions through a variety of initiatives, including ongoing support to link healthcare and information technology and tie-ups with other medical providers, companies, non-profit agencies, governments, and more.

¹Separate data charges apply. Certain program features (viewing and searching past articles, graphic displays, etc.) are offered as paid services (200 yen/month including tax).

²Source: Hakuhodo DY Media Partners study. Data current as of December 10, 2013.

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Maternity Notebook: Overview

1. About Maternity Notebook

Maternity Notebook (Japanese: *Ninpu-Techo*) is an app designed to support expectant mothers in learning about and managing their own pregnancies. The most striking feature of the app is its ability to provide users with information via links to medical institutions. In addition to alleviating some of the stress of pregnancy, the app also reduces the burden on medical facilities to provide on-site guidance while fostering a deeper level of trust between women and their healthcare providers.

Key features

- In addition to entering and managing their physical data on a daily basis, users also have access to information on baby's development during different stages, a Q&A section, suggested recipes, and more.
- The app can be linked to medical institutions, which can distribute information to expectant mothers (advice for regular patients, notifications, etc.)

Available functions and content

■ Key functions and content designed to support expectant mothers

Pregnancy week counter **(main screen)**

Number of weeks automatically displayed based on user's expected due date (entered upon initial registration)



Today's Baby

Information on baby's growth is provided in a mini-article format based on development stage (past articles require paid access)



Q&A

Users can access answers compiled by maternity experts that address a wide range of common pregnancy questions and concerns (requires paid access)



My physical data

Users can enter their weight, mood, and other basic data on a daily basis (graphic displays require paid access)



Suggested recipes

This section offers nutritionist-recommended dishes for expectant mothers (parameter-based searches (e.g. pregnancy month, symptom) require paid access).



■ Key functions and content designed to support medical institutions

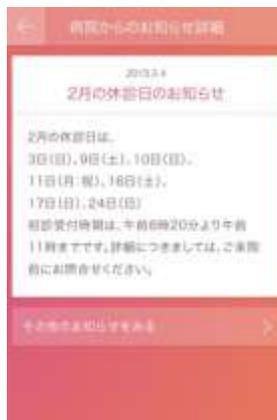
Best for Baby

Allows linked healthcare providers to make requests or offer advice in the form of a weekly to-do list for their regular patients



Clinic news

Allows linked healthcare providers to post clinic schedules, event information, and other news for their regular patients



Admin screen

(for medical institutions)

Allows linked healthcare providers to access (e.g. via PC) users' data history (physical data, to-do list comprehension) and manage communication settings



2. Release date

Wednesday, December 11, 2013 (10 AM)

3. Compatibility

Smartphone devices (all carriers)

OS requirements: iOS 5.0 or later / Android 4.0 or later

4. Installation and usage

Users can download and install the app from the AppStore or Google Play™. App features may be accessed once initial registration (expected due date, name of linked medical facility (if applicable), and other information) is complete.

5. Troubleshooting and support

For users: <http://www.nimpu.jp/support>

For medical institutions: <http://www.nimpu.jp/md-support>

6. Cost

Free*

*Separate data charges apply. Certain program features (viewing and searching past articles, graphic displays, etc.) are offered as paid services (200 yen/month including tax).

7. Development partners

Content providers: Hokendohjinsha, Kizunamail Project (NPO)

Monitoring study: NTT Medical Center Tokyo

8. Partner medical institutions (linked at product launch)

- NTT Medical Center Tokyo (Shinagawa-ku, Tokyo)
- Komazawa Ladies Clinic (Setagaya-ku, Tokyo)
- Johnan Ladies Clinic (Shinagawa-ku, Tokyo)
- Tamagawa Ladies Clinic (Setagaya-ku, Tokyo)
- Nishi-Agatsuma Welfare Hospital (Agatsuma-gun, Gunma Prefecture)
- Hatanodai Ladies Clinic (Shinagawa-ku, Tokyo)
- Fuyuki Clinic (Setagaya-ku, Tokyo)
- Hori Obstetrics and Gynecology Clinic (Minato-ku, Tokyo)

Notes:

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- AppStore is a service mark of Apple Inc.
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- *Watashi Move* (WM) is a registered trademark of Docomo Healthcare, Inc.