

Reduce Unnecessary Marketing Cost

– AI-Based Marketing Decision Support System is Now Available

Background of InsignTCROSS Development

The global pharmaceutical market continues to expand each year, driven by the emergence of new drugs and technological advancements that make it possible to treat previously untreatable conditions. However, this progress comes at a cost—pharmaceutical companies are setting increasingly high prices for their products.

These companies used to allocate substantial budgets to research and development (R&D). However, in recent years, many have shifted their strategy, reduced in-house development while acquired biotech startups through M&A. Today, reports indicate that marketing expenses have surpassed R&D costs, making them a significant contributor to rising drug prices.

Even more concerning, a study suggests that much of the money spent on marketing activities in the pharmaceutical industry is wasted. This inefficiency directly



drives up drug prices, placing a financial burden on healthcare systems and patients.

InsignTCROSS, introduced by TCROSS Co., Ltd., was developed to solve this problem. By leveraging data science and AI, InsignTCROSS eliminates unnecessary spending in pharmaceutical digital marketing. Through precise targeting and optimized resource allocation, it helps companies reduce marketing costs while maximizing impact, ultimately contributing to controlling drug price inflation and enhancing market efficiency.

Five Functions of “InsignTCROSS”

1 Factoring – Customer Segmentation

This function stratifies customers by attributes and characteristics. By using this function, companies can analyze which customer segments their digital marketing efforts have successfully reached. More importantly, it identifies untapped customer groups. In addition, it can lead to data that supports decision-making on whether to approach or avoid a competitor's customer base.

2 Probability – High-Prescription Likelihood Prediction

Why does inefficiency occur in pharmaceutical sales and marketing? The key issue is the inability to accurately identify true potential users. This feature calculates the prescription probability of each target customer, allowing sales teams to focus on high-potential users while avoiding low-conversion prospects. By prioritizing outreach to high-probability customers, companies can significantly reduce wasted efforts and costs.

3 Matching – Customer Profiling & Advocacy Group Formation

InsignTCROSS matches customers who are most likely to prefer pharmaceutical products based on their attributes and behavioral characteristics. This enables more effective customer grouping and advocacy group formation, creating a ripple effect that expands reach to non-users. By identifying key advocates, companies can leverage word-of-mouth influence and strengthen market penetration.

4 ROI – Marketing Campaign Performance Measurement

Measuring the return on investment (ROI) of individual campaigns is often difficult, making it unclear which initiatives contribute most to sales. The ROI function of InsignTCROSS quantifies the impact of marketing activities, helping companies identify low-performing campaigns to cut costs and reinvest in high-performing ones. This data-driven approach ensures maximum marketing efficiency and cost optimization.

5 Text Analysis – AI-Powered Sales Report Insights

This feature analyzes daily sales reports from field representatives. AI compiles key trends, pain points, and areas for improvement into a one-page summary covering specific time periods (e.g., one or two months). By transforming raw data into actionable insights, this feature enhances sales strategy refinement and operational efficiency.

Optimizing Marketing Efficiency & Cost Reduction

By combining these powerful features, InsightCROSS enables pharmaceutical companies to prioritize high-impact marketing activities, eliminate unnecessary spending, and significantly reduce overall costs. The result is a more efficient, data-driven marketing strategy that maximizes return on investment.

Team

Satoru Hashimoto, Founder and CEO

Satoru Hashimoto holds a Bachelor of Science from Bellevue University (USA) and an MBA from GLOBIS University Graduate School of Management. He is currently pursuing a Doctoral Program in Business Science at Chuo University Graduate School.

With extensive experience in market research, product marketing, and business planning in the pharmaceutical and medical device industries, he has worked at Decision Resources International, Johnson & Johnson, and Abbott (JOMED Japan). As the Founder and CEO of TCROSS Inc., he specializes in medical device and pharmaceutical marketing as well as AI-driven medical innovation.



Yoshihiro Motozawa, MD, PhD

Dr. Yoshihiro Motozawa earned his MD and PhD from the University of Tokyo, Faculty of Medicine, where he also completed his Doctoral Program in Medicine.

With a background in cardiology, he has served at University of Tokyo Hospital, Japan Red Cross Hospital, and Sanikukai Hospital. Currently, he plays a key role at TCROSS Inc., contributing expertise in healthcare marketing, digital marketing, and behavioral analysis.



Publications

1. Hashimoto S, Motozawa Y, Mano T. Digital marketing innovation: New business models for pharmaceutical and medical device product marketing. DIGITAL HEALTH. 2024;10. doi:10.1177/20552076241279186
2. Hashimoto S, Motozawa Y, Mano T. Selection Criteria in the Era of Perfect Competition for Drug-Eluting Stents in Association With Operator Volumes: An Operator-Volume Analysis of the Selection DES Study. Cardio Res. 2024. published online. doi: 10.14740/cr1651
3. Hashimoto S, Motozawa Y, Mano T. Selection criteria for anticoagulants: Survey of Japanese cardiologists based on their daily clinical practice - the Selection DOAC study. Curr Med Res Opin. 2024. Published online. doi.org/10.1080/03007995.2024.2365999 <http://doi.org/10.1080/03007995.2024.2365999
4. Hashimoto S, Motozawa Y, Mano T. Effects of the Japanese medical office system on the creation of innovation among medical doctors: a survey of cardiologists in the acute care setting. Int J Healthc Manag. 2024; Published online. doi: 10.1080/20479700.2024.2346880.
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8. Hashimoto S, Motozawa Y, Saito T, Suzuki T. Transformation of the Cardiovascular Clinics in Japan - How to Overcome Crisis Due to Changes in the External Environment - . Circ J. 2023 Jan 25;87(2):240-246. doi: 10.1253/circj.CJ-22-0412. Epub 2022 Sep 15.
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10. Hashimoto S, Mano T. Startup powerhouse, a case study of innovation in medical-related industries in the U.S., International Commercial Publications 1231: 36-40, 2023.
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12. Hashimoto S, Motozawa Y, Saito T, Suzuki T. Transformation of the Cardiovascular Clinics in Japan - How to Overcome Crisis Due to Changes in the External Environment - . Circ J. 2023 Jan 25;87(2):240-246. doi: 10.1253/circj.CJ-22-0412. Epub 2022 Sep 15.

Patents

- **Information Processing Apparatus and Method Patent Number: JP 7636838**

Inventors: Satoru Hashimoto, Yoshihiro Motozawa, Filing Date: September 13, 2024, Registration Date: February 18, 2025

- **Information Processing Device Patent Number: JP 7635476**

Inventors: Satoru Hashimoto, Yoshihiro Motozawa, Filing Date: March 8, 2024, Registration Date: February 17, 2025

- **Information Processing Device Patent Number: JP 7418877**

Inventors: Satoru Hashimoto, Yoshihiro Motozawa, Filing Date: March 13, 2023, Registration Date: January 12, 2024