

6. Communication with Customers

Our customers include medical professionals, patients and other general consumers who are concerned about their health. As a manufacturer of medical devices and equipment, we believe that it is our role and responsibility to provide products that contribute to the achievement of safe, high-quality, people-friendly healthcare. Maintaining open and honest communication with our customers forms a part of that responsibility.

Listening to our customers

Terumo Call Center

The Terumo Call Center in Japan receives about 1,500 calls per day from general consumers, medical institutions and agents. To ensure that inquiries related to respective classes of our products, ranging from those designed for medical institutions to those for home medical care, are addressed promptly and appropriately, they are responded to by call center staff with expertise in the particular field.

All new call center staff undergo two to four weeks of initial training, followed by additional training to update their knowledge, including daily training after each shift, and twice yearly testing to check their competency in various aspects, such as product knowledge, communication skills, customer service and efficiency.

Our call center staff are committed to maintaining and improving their communication to the satisfaction of all customers, and ensuring that urgent inquiries, such as those related to patients receiving healthcare at home, are responded to around-the-clock. Our comprehensive efforts were recognized with the highest award given out at the 2008 Corporate Call Center Service Contest conducted by the Japan Telecom Users Association.

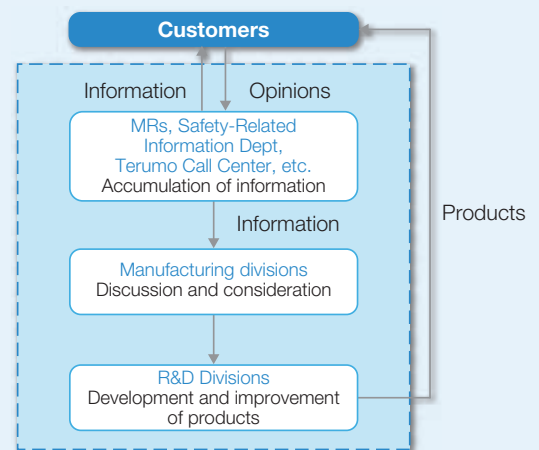


Inquiries are addressed by staff with specialized knowledge



Corporate Call Centre Service Contest award ceremony

Mechanism for utilizing customer feedback



Reflecting customer feedback in our products

We feed back customer comments and other reported product needs to the relevant divisions within the company, keeping a record of them as an important guide for product development. We also conduct regular discussions in which we consider customer feedback and tie it in to specific product development.

Medical safety information management in Japan

We accumulate information that we receive from our customers on the quality, safety and appropriate use of our products at our Safety-Related Information Dept. Using this information, we promptly develop and fine-tune our communications and deliver them via a number of methods, including attaching important information to our products, disseminating information on our Web site or via industry organizations, and sending MRs* to medical institutions to provide face-to-face explanations.

Furthermore, we make the best use of the accumulated information in our product development and support for medical safety training for medical institutions.

* "MRs" stands for Medical Representatives, Terumo associates who provide information to medical institutions.