

IPG Health launches “PSP design method” in Japan

- introducing a proprietary behavioral science-based approach to patient support programs

～Support for creation of better treatment experiences with a focus on “surrounding issues of treatment” faced by patients and healthcare professionals～

【Tokyo, September 25, 2025】

Building on deep global network expertise in the patient support arena, IPG Health Japan (Minato-ku, Tokyo, Representative Director, President: Junji Yokokawa) has launched a proprietary behavioral science theory-based approach (hereinafter called “PSP design method”) to designing effective support programs for patients and healthcare professionals. Developed uniquely for the Japanese market, the network’s “PSP design method” is available to clients through IPG Health’s two award-winning agencies in the region -- McCann Health Japan and FCB Health Japan. In line with the interconnected nature of the healthcare industry, the new “PSP design method” can be implemented together with pharmaceutical companies, healthcare businesses and other related organizations.



PSP design method

A behavioral science theory-based approach
NOW AVAILABLE

Background on development of a proprietary patient support program design method based on behavioral science

Behavioral science is a field of study that unravels the motives behind human behaviors and designs mechanisms to drive appropriate behaviors. It is based on psychology and sociology, applied to behavioral economics, and leveraged further to encourage medical examinations and treatment continuation support.

Moreover, in recent years, evaluation metrics reflecting patients' treatment satisfaction and acceptance such as patient-reported outcomes and QOL are adopted in Health Technology Assessment, in addition to the conventional rational evaluation metrics such as efficacy and cost effectiveness. However, the actual situation reveals many surrounding issues such as psychological burden and lifestyle-related challenges that cannot be solved through medical intervention alone, which often become barriers to treatment initiation and continuation.

The “PSP design method” enables an effective approach to driving ideal behavioral change by unveiling "barriers to appropriate treatment behaviors" based on behavioral science theory, from various psychological, environmental, and social perspectives.

PSPs leveraging this method will effortlessly support patients to make their desired choices and take positive action, which leads to better treatment experience for patients, ensuring smooth medical intervention and treatment initiation at optimal timing and prevention of treatment discontinued at patients' discretion. These PSPs will also reduce healthcare professionals' burden in patient education and improve treatment quality and continuity.

A message from Junji Yokokawa, Representative Director, IPG Health in Japan



“Patients are coping with their own condition every day. The introduction of the “PSP design method” is the first step toward transforming their everyday lives into more positive and sustainable ones. I am confident that this will provide new value in solving challenges at the clinical setting.”



Supporting message from Yuta Fukai, President of PeerHarmony Inc., a company that connects people facing intractable diseases and healthcare services

“My engagement with patients suffering from intractable and rare diseases has taught me that treatment choices and continuation are deeply influenced not only by medical benefits but also living environments, families and values. I hope that this PSP approach designed to address inarticulate anxieties and doubts will resonate with patients and will lead to transformations in both healthcare and the healthcare industry.”



Supporting message from Hanae Hayashi, Public Health Strategist and Scholard, CEO of Down to Earth, Inc.

“I believe that behavioral science in health communications is significant as it drives behavioral change in many patients based on evidence. “PSP design method” will provide more effective support when developing tactics through analyses of patients' sentiments and feelings that may hinder them from taking action, based on behavioral science.”

Through this new offering, McCann Health Japan and FCB Health Japan will create effective consistent support experience for both patients and healthcare professionals, which is optimized based on diseases and product characteristics, by integrating its accumulated expertise on strategic planning, creative development, behavioral design, and digital utilization.

■ **Company Overview**

Company Name: IPG Health (McCann Healthcare Worldwide Japan Inc.)

Representative Director: Junji Yokokawa

Location: 1-1-1 Minami-Aoyama, Minato-ku, Tokyo, Japan

Established: October 1984

Capital: JPY 12 million

Main Business Activities: Advertising and Promotion

Website: <https://ipghealth.com/about/where-we-are/apac/japan/jp>

【Inquiries】

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