

FOR IMMEDIATE RELEASE

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BELLSYSTEM24, Inc.

## **BELLSYSTEM24 Launches Co-MR, an Information Provision Support Service for Pharmaceutical Companies, in Collaboration with ITOCHU**

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Centralizing information provision activities at pharmaceutical companies in contact centers and enabling efficient information delivery through the use of voice data

BELLSYSTEM24, Inc. (headquartered in Minato-ku, Tokyo; Hiroshi Kajiwara, President, Representative Director; hereinafter “BELLSYSTEM24”) will launch Co-MR (hereinafter the “Service”), an information provision support service that centralizes pharmaceutical companies’ medical representative (hereinafter “MRs”) activities within contact centers, in collaboration with ITOCHU Corporation (hereinafter “ITOCHU”).

With points of contact between MRs and doctors decreasing due to restrictions on visits to medical institutions and doctor work style reforms, the Service leverages the ITOCHU Group’s strategy partnering experience and partner alliances in the medical domain and BELL SYSTEM24’s qualified personnel and other experts in the medical domain and its contact center knowhow to provide end-to-end support for information provision activities.

This will lead to reduction in MR manhours and expansion of prescriptions through more efficient provision of information about the proper use of pharmaceuticals and through the provision of information to medical professionals in areas that are difficult to visit and the acquisition of appointments with them.

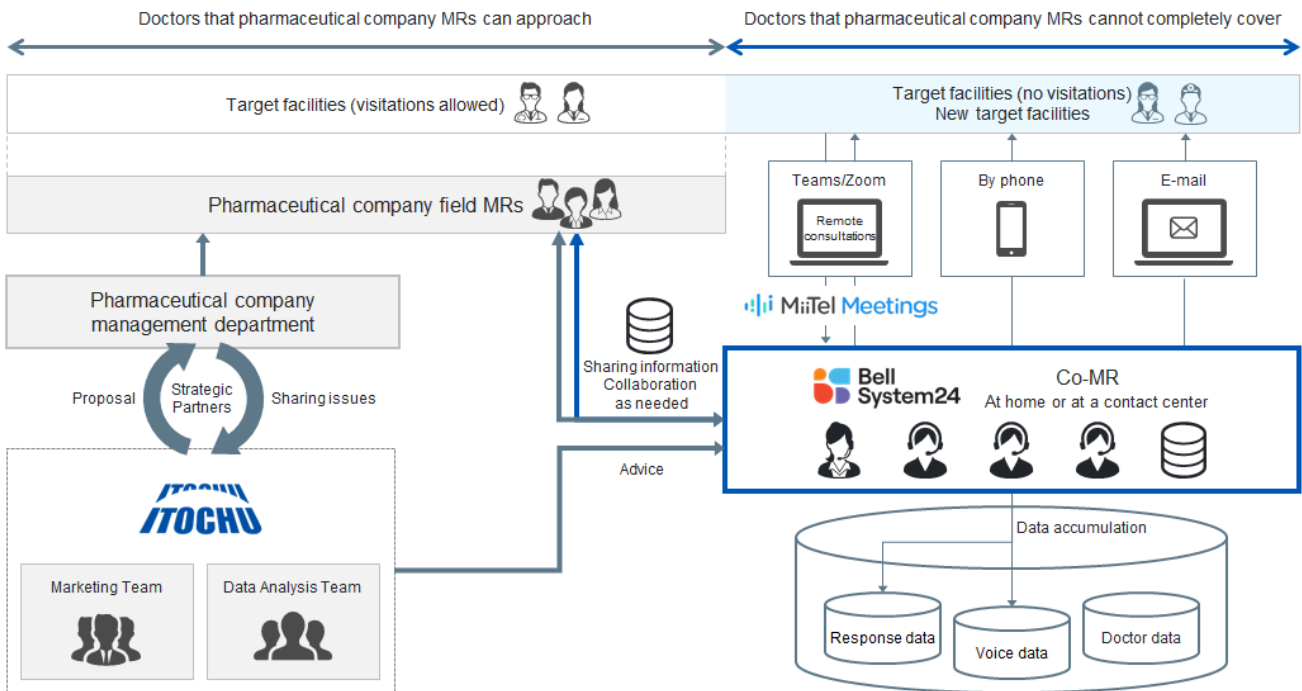
Service URL: <https://www.solution.bell24.co.jp/ja/solution/medical/co-mr/>



### ■ Outline of the Service

For pharmaceutical companies’ information provision activities, Co-MR aims to improve operational efficiency and reduce costs through an outsourced service model. The Service will also collect voice data from interactions with doctors and use speech analysis tools to visualize success patterns and measure effectiveness, with the goals of creating new opportunities for discussions and providing regular, ongoing information. By providing support from the marketing and sales strategy planning phase, BELLSYSTEM24 and ITOCHU will support the introduction of Co-MR and define the division of roles between Co-MR and each pharmaceutical company’s MRs to establish an optimal operating structure tailored to each company’s goals and challenges.

## Features of the Service



Example of Service Flow

### 1) Support from Strategy Planning to Operating Model Proposal

ITOCHU's pharmaceutical marketing team conducts hearings for each pharmaceutical company, organizes and solves corporate marketing and sales issues, and develops an efficient and effective strategy for an information provision structure, while also considering the use of partners both inside and outside the ITOCHU Group. BELLSYSTEM24 then organizes the roles and tasks of each company's MRs and Co-MR and proposes the optimal service structure.

### 2) Pursuing the Optimal Solution to Information Provision

BELLSYSTEM24 has a nearly 40-year record of supporting marketing activities in the pharmaceutical domain. Dedicated teams are formed from among a pool of specialized talent, including more than 150 qualified professionals such as MRs and pharmacists, as well as dedicated operators specializing in healthcare-related operations, to establish an optimal operating structure.

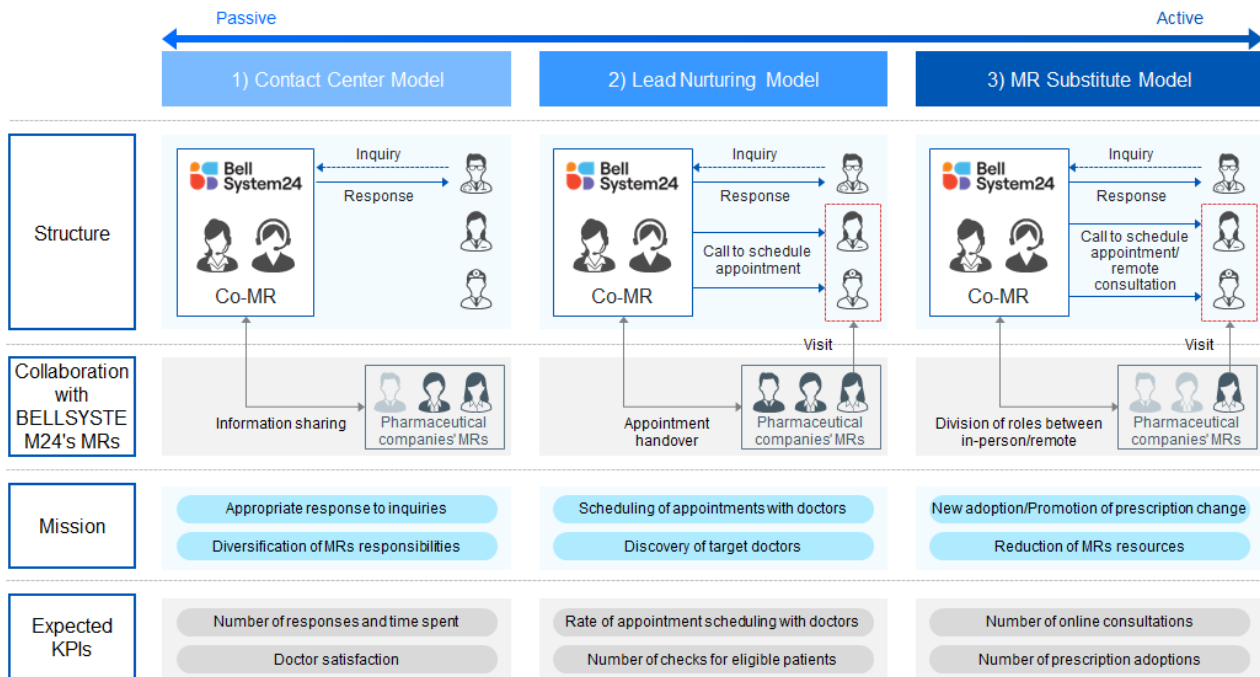
And by utilizing business design expertise gained across a wide range of industries and cutting-edge communication tools, Co-MR will classify MR activities into core and non-core tasks to improve operational efficiency.

### 3) Utilizing Voice Data through a Fully Remote Model

Co-MR utilizes MiiTel Meetings, an interview-visualization tool equipped with speech analysis AI. By analyzing the content of each discussion, which differs greatly from person to person, based on quantitative data, Co-MR then visualizes the factors behind success and failure. By standardizing patterns of communication that more easily lead to success, the Service will continuously enhance the quality of information provision activities.

## ■ Examples of Use of the Service

BELLSYSTEM24 will propose the best Co-MR operating structure for each pharmaceutical company by customizing the role and scope of Co-MR.



Co-MR System Patterns

## ■ Future Outlook

BELLSYSTEM24 provides a variety of industry-specific BPO services as “Your Integrated BPO Partner.” In the healthcare-related domain, BELLSYSTEM24 established Japan’s first case registration center in 1986, and currently offers a wide range of services including clinical development support, medical contact centers, and medical marketing.

Going forward, in addition to supporting MR activities under this initiative, BELLSYSTEM24 will also utilize the ITOCHU Group portfolio to address challenges in the pharmaceutical domain.

(Reference) BELLSYSTEM24’s healthcare-related services: <https://www.solution.bell24.co.jp/ja/solution/02/?anchor07>

## About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/>

In 1982, BELLSYSTEM24, Inc. launched its first full-fledged call center service in Japan. Since then, we have built a communications platform that connects businesses with consumers, creating an industry-standard BPO centered on contact centers. Today, by combining highly skilled human resources with cutting-edge technology, we continue to evolve as an integrated BPO partner. From innovating customer experiences to optimizing business processes, we support clients’ digital transformation and accelerates their business evolution as a strategic partner in building next-generation competitiveness.

Guided by our purpose—“Sustain the prosperity of society, through innovation and communication”—we develop new solutions to address social needs and contributes to the realization of a sustainable society.

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