NEWS RELEASE

株式会社ツルハホールディングス

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OTC drug purchase history is now automatically recorded in "EPARK Okusuri Techo" through a new free service.

Supporting the self-care of you and your family, starting with your daily shopping.



Tsuruha Holdings Inc. (Head Office: Sapporo, Hokkaido; President and CEO: Jun Tsuruha; hereinafter "Tsuruha Holdings") has launched a free service that links the purchase history of over-the-counter (OTC) drugs at its group's drugstores and dispensing pharmacies to the "EPARK Okusuri Techo" app, provided by Kusuri no Madoguchi Inc. (Head Office: Ikebukuro, Toshima-ku, Tokyo; President and CEO: Koji Tsutsumi; hereinafter "Kusuri no Madoguchi"). This marks a first for an electronic medication record app. By recording the purchase history of OTC drugs bought during daily shopping, we contribute to creating an environment where customers can select self-care options with greater peace of mind.

Service Overview

When purchasing OTC drugs at Tsuruha Group drugstores and dispensing pharmacies nationwide, if you present the Tsuruha Group App or your loyalty point card (hereinafter, "point card") as usual, the product name and other details will be automatically recorded in the "EPARK Okusuri Techo" app's medication record section within two to three days.

Applicable Stores : Tsuruha Group drugstores and dispensing pharmacies nationwide
Usage Fee : Free
Linked Information: Purchase history (such as product names) of OTC drugs presented with the point card
Recording Timing : Automatic recording 2 to 3 days after purchase

(Note) To use the service, you must install and register for the "EPARK Okusuri Techo" app, and register your Tsuruha Group Membership ID within the app.

(Note)Upon initial registration, OTC drug purchase history for approximately the past three years will be linked all at once.
(Note)For information on how to register, please feel free to ask a staff member at the dispensing pharmacy or refer to the in-store flyer.

Key Benefits for Users

1. Easily review your OTC drug records.
You can review your and your family's usage of OTC drugs, such as checking "if the frequency of purchasing headache medication has increased recently" or "how much of a specific OTC drug you are using."

2. Makes it easier to consult about concerns regarding drug interactions or overuse.
It becomes easier to clearly communicate the specific OTC drugs you regularly use to healthcare professionals such as pharmacists, registered salespersons, and doctors. This enables specific consultations regarding concerns like "whether you are taking medications with the same active ingredients" or "if you have been continuously using a drug for too long."

3. You can consolidate your purchase history into one place and carry it with you, even when switching stores.
Even when you use a Tsuruha Group store other than your usual one—for example, during a business trip or a visit home—your purchase history will be recorded centrally in the "EPARK Okusuri Techo" app. Furthermore, even after moving, you can carry over and utilize your past self-care history.

Tsuruha Holdings is committed to contributing to the social implementation of primary care by fostering a self-care environment that empowers individuals to "choose the appropriate care or consultation based on their situation." This initiative is part of our value proposition driven by Digital Transformation (DX) and is positioned as the first step toward expanding data linkage with various collaboration partners.

Moving forward, we will continue to foster an environment where consumers can confidently address their "small daily concerns" by sharing the entrusted data with them, rather than utilizing it solely for corporate purposes.

Tsuruha Holdings Inc.
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Location : 1-21, Kita 24-jo Higashi 20-chome, Higashi-ku, Sapporo-shi, Hokkaido
URL : https://www.tsuruha-hd.co.jp/
Business Activities: Management and guidance of drugstores engaged in the sale of pharmaceuticals, cosmetics, and general merchandise, and dispensing pharmacies that handle prescription reception.

Kusuri no Madoguchi Inc.

Representative : Koji Tsutsumi, President and CEO

Location : Ikebukuro Aoyagi Bldg. 4F, 2-43-1 Ikebukuro, Toshima-ku, Tokyo
URL : https://kusurinomadoguchi.co.jp/
Business Activities: Providing solutions for pharmacies and medical institutions

For Inquiries Regarding This Matter

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