



We cope with various changes in the market.



We foster trust through working together.

Flexibility and cooperation developed by listening to customers

We are facing a rapidly changing business environment, such as the diversification of business tools and markets, and changes in customers' behavior. "Flexibility" and "cooperation with business partners" are indispensable for Brother to handle these situations. We cope with such changes by listening to customers, taking advantage of the technologies, expertise, sales channels and know-how we have developed, and working in proper cooperation with partners in the fields where we lack strength or experience. Brother aims to be able to transform itself in this way.



Case Example Brother helps improve clinical efficiency with point-of-care mobile printing

In the U.S., there is a growing trend toward medical rehabilitation in the home, and the number of home health care agencies and home health care visits is on the rise.

Additionally, in January 2017, the Centers for Medicare & Medicaid Services ("CMS"), an organization that administers major health care programs in the U.S., updated its regulations for home health care providers. The update includes a provision that home health agencies involved in CMS programs must provide patients with a written plan of care, which might include medication lists, treatment schedules, therapy instructions and more.

These factors have created a new need for printing a plan of care or other documents at the patient's residence.

Understanding such a situation, Brother Mobile Solutions, Inc., a US-based sales facility of the Brother Group, proposed the introduction of PocketJet® printers to the home health care agency. They are small, light, easy-to-carry mobile printers capable of printing on letter-sized paper (8 1/2 x 11 inches), the standard paper size for many software applications.

With the introduction of PocketJet mobile printers, the home health care agency has become able to print the necessary documents required by CMS's regulations at the point of care, and also become able to provide patients and caregivers with a clear and accurate written plan of care. Furthermore, the introduction, which saves on making a handwritten document, has led to about a 20-minute reduction in clerical work per visit, thus enabling clinicians to spend more time providing patient care and to increase the number of patient visits per day.



Patient visit



Medical data printing at the point of care