

Nihon Kohden Names New CEO of North American Operations

IRVINE, Calif. – April 20, 2020 – Nihon Kohden, a U.S. market leader in precision medical products and services, today announced the appointment of Eiichi Tanaka as its new president and CEO. Tanaka is taking over the helm of the organization from Yasuhiro Yoshitake, who led the organization through the 2019 realignment of U.S. leadership.

“The U.S. is a unique and critical market that requires a deep understanding of the dynamics that drive healthcare, especially in the midst of the current COVID-19 crisis,” said Hirokazu Ogino, president and CEO of Nihon Kohden Corporation. “Tanaka’s experience in helping drive growth and establish excellence across the organization will benefit our American operations and further improve our position as a leader in patient monitoring, neurology and critical care technology.”

Tanaka, who has been with Nihon Kohden since 1985, previously served as president of the company’s U.S. operations between 2003 and 2008. Since 2008, Tanaka has held a number of positions in the organization, including general manager of human resources, general affairs and consumables, president of Nihon Kohden Tomioka Corporation and general manager of the corporate strategy division.

“At Nihon Kohden, we are focused on delivering operational and customer service excellence to hospitals and health systems,” Tanaka said. “Making sure that those on the front lines of care have access to exceptional technology that is simple and effortless to deploy is a core tenet of our day-to-day operations. We believe these shifts will allow us to continue to deliver on this promise as we further grow our share of the U.S. market.”

About Nihon Kohden Corporation

Founded in Japan in 1951, Nihon Kohden is a leading manufacturer, developer and distributor of medical electronic equipment, with subsidiaries in the U.S., Europe, Asia and Latin America. The company’s products are now used in more than 120 countries, and it is the largest supplier of electroencephalography products worldwide. A pioneer in transformational healthcare technology, Nihon Kohden has envisioned, designed and produced revolutionary devices, such as pulse oximeters, arrhythmia analysis, low-invasive blood volume monitoring and wireless patient monitoring. In the U.S., the company is a trusted source for patient monitoring, sleep assessment, neurology and cardiology instrumentation solutions, and has been rated No. 1 in patient monitoring or telemetry for more than 10 consecutive years (MD Buyline). For more information, visit us.nihonkohden.com.

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