

Physician Mariko Kitamura Introduces 'Frame Shift'

Naming the moment when encounters with people and changes in our environment shift the way we see, presented at the international summit ASCEND in India

KYOTO, JAPAN, September 29, 2026 /EINPresswire.com/ -- Mariko Kitamura, MD, a Japanese physician, gave a talk and led a workshop on "[Frame Shift](#)" at ASCEND - The International Summit on "Thriving & Leading in the Intelligent Age," held on September 4 and 5, 2026, in Kolhapur district, Maharashtra, India.



Dr. Mariko Kitamura presenting "Frame Shift" at ASCEND 2026 in Kolhapur, India

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A change not in what you are able to do, but in how you see yourself and the world.”

Dr. Mariko Kitamura, Founder of Frame Shift

Drawing on her clinical experience as a cosmetic dermatologist and on the insights she gained from stepping into a different environment herself, Dr. Kitamura shared how meeting people and experiencing changes in our environment can transform the way we see ourselves and the world.

□ What Is Frame Shift?

Frame Shift, the concept proposed by Dr. Kitamura, is the idea that the frame through which we see ourselves and the world can change when we meet new people or

encounter different environments. In her words, it is "a change not in what you are able to do, but in how you see yourself and the world."

When we feel "I can't do it" or "This is just who I am," what limits our possibilities may not be our ability itself, but the "frame" we are holding right now. That is the question Dr. Kitamura poses.

□ Talk and Workshop at ASCEND

Over the two-day summit, experts from Japan and around the world shared their insights on themes including AI, healthcare, management, and leadership.

In Dr. Kitamura's workshop, participants reflected on the "frames" that shape the way they think. They then asked themselves, "What would someone who truly believes in me say to me now?" and, from that perspective, decided on their next steps, one at a time.

□ Insights from Her Clinical Practice as a Cosmetic Dermatologist
Through her practice, Dr. Kitamura has seen how the way patients view their own potential can change depending on the words of those around them and the environments they are in. Even people with the same concerns differ in what they prioritize and the paths they choose, depending on their backgrounds and the values they hold dear. That is why Dr. Kitamura values dialogue: listening to the person in front of her and seeking to understand who they are.

□ How to Engage with Information in the Age of AI
AI now gives everyone instant access to vast amounts of information, and health information is no exception.

Dr. Kitamura believes that precisely because information is so easy to obtain, it becomes meaningful only when we examine it ourselves, connect it with our experience, and put it to use for people and society. She also notes that understanding the background of the person in front of us requires not just information, but dialogue.

□ English Report: "[Healthcare and the Economy in the Age of AI](#)"

On September 9, 2026, after returning to Japan, Dr. Kitamura published an English report based on her experience at the summit. The report explores how, now that AI has made health information more accessible, we can understand that information and deliver it to those who need it, and what role healthcare professionals who engage with each patient's background are expected to play.

In the report, Dr. Kitamura also expresses her view that building a sustainable business is part of the responsibility to deliver value to more people.



Dr. Mariko Kitamura speaking on a panel at ASCEND 2026 in Kolhapur, India



Speakers and participants at ASCEND 2026 in Kolhapur, India

<https://www.linkedin.com/pulse/healthcare-economy-age-ai-mariko-kitamura-joifc>

□ "I hope you will move beyond that frame" - A Comment from Mariko Kitamura

"As a cosmetic dermatologist, I have come to know the worries and feelings of each patient in my practice. I believe that how we see ourselves can change depending on the words of those around us and the environment we are in. In India, I myself stepped into a different environment and gained new perspectives through conversations with many people. I hope everyone will take a look at the 'frame' that limits their own potential, and move beyond it through new environments and encounters with others."

□ "Continuing to share Frame Shift from clinical practice" - Looking Ahead

Building on her clinical experience as a cosmetic dermatologist, Dr. Kitamura will continue to share Frame Shift, focusing on how environments and relationships with others change the way we see ourselves and the world.

□ About Mariko Kitamura

Mariko Kitamura, MD, is a physician, a cosmetic dermatologist, and the President of PLACE LLC. She advocates and shares "Frame Shift," the idea that dialogue with others and changes in one's environment can change the way we see things.

□ Speaking and Media Inquiries

Place LLC / Mariko Kitamura

Email: lifeshift0707@lifeshift0707.online

Mariko Kitamura

Place LLC

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

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