



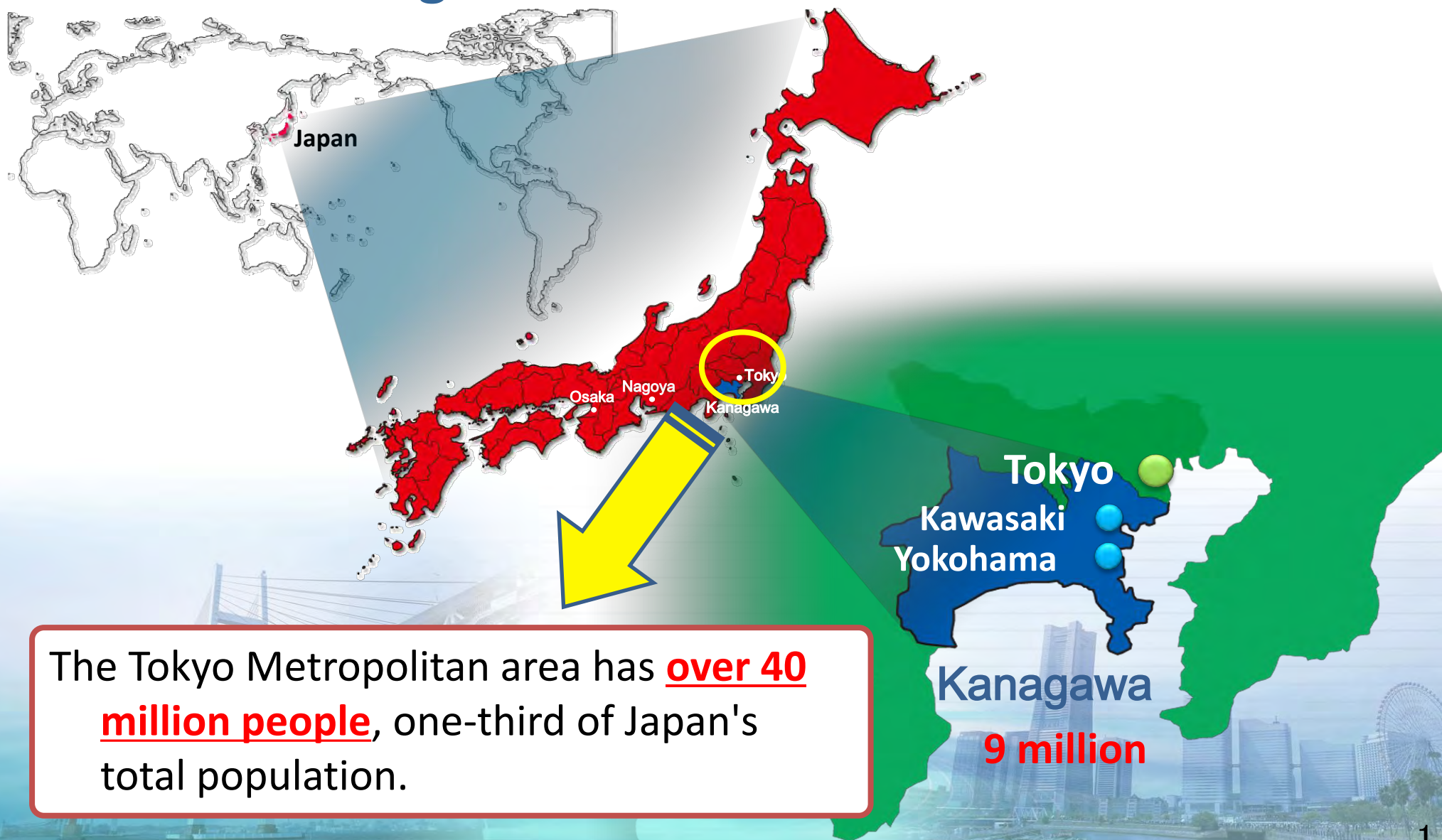
ME-BYO Concept And “Medical Innovation School”

17nd July, 2017

Yasuo Otani

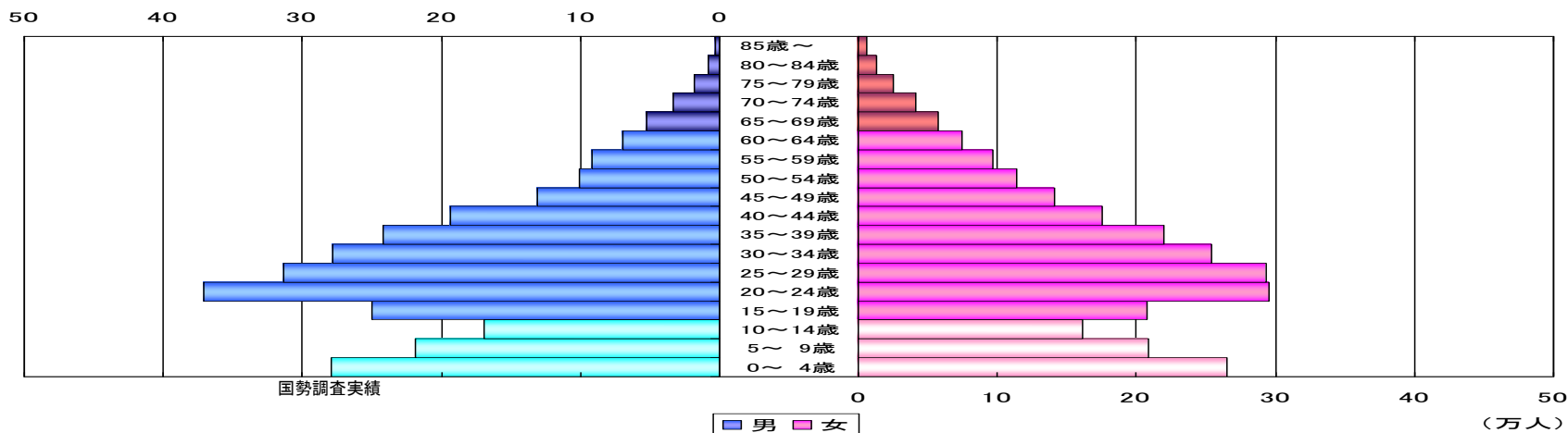
**Special Advisor to the Governor,
Kanagawa Prefectural Government**

Positioned for growth.

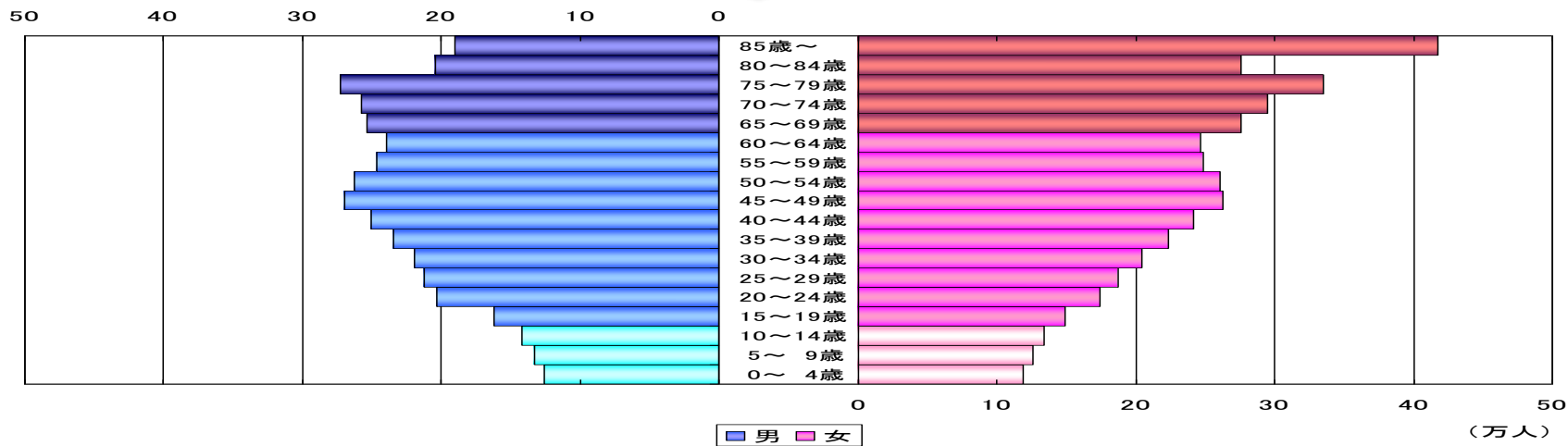


The Tokyo Metropolitan area has **over 40 million people**, one-third of Japan's total population.

(1970)



(2050)



Integration of the two approaches

Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



ME-BYO Concept

Daily Food as Medicine



Exercise habit



Realization of personalized medicine

Fusion

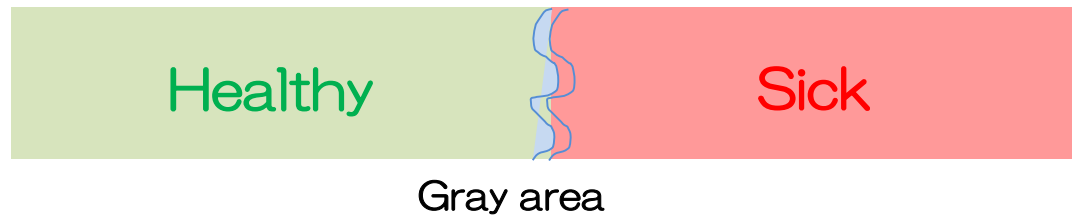
Lifestyle change

Healthy longevity

New Markets / Industries

What is ME-BYO?

◆Until Now : Two areas of “healthy” or “sick”



◆Future : A new area that is not 2 options



New way of thinking that leads to lifestyle reform

Healthy

ME-BYO

Sick

Pursuit of living fun
Continue to be attractive

Let's exercise to keep
your legs strong

Let's create a work
environment where both
mind and body can be
healthy

Let's improve your dietary life so
that the results of your health
check do not get worse.

Be careful not to
re-hospitalize

Cooperate with doctors
and people around you to
live well with age.

And more . . .

Healthcare system in Japan

1. National health insurance program

Treatment costs for diseases and injuries are covered by public insurance covering all Japanese citizens.

2. Prevention and Health promotion

Services such as prevention of infectious diseases, maternal and child health, dental health, etc. are provided through public health centers, municipalities, medical institutions, etc.

A new policy trend of "ME-BYO"

Until now

Decide by someone



Authentication, Cost burden and Systematization



Provision of services by experts



Provision of products and services restricted by the framework



Passive behavior



Future

Decide by yourself
Choose by yourself



Behavioral change by own judgment



Support by reliable products and services provided by companies



Involvement and guidance by experts (ex. Doctors, Dentists, Pharmacist, Nurses)



Support by local governments, countries, etc.

Private services related to "ME-BYO"

Startups



Developer • Housing Facility

Distribution • Sales

Worth living



Leisure • Traveling
Entertainment
Beauty • Supply

Support



Human resources
Insurance
Finance

Eat



Common Food
Common Drink
Health Food
Ready-made meal •
Eating out
Meals on wheels •
Catering



Work out



Gym
Sports
Exercise machine

Take a rest



Sleeping
Recuperation

Communication

Information
Publishing
News

Health management



Tutorial
Supervise companies



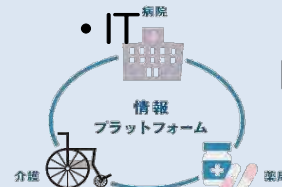
Data service

Measurement hardware
telecommunication

「Health administration」



Companies
Health Insurance Society



Institution related to medical treatment

Hospitals • Clinics
Pharmacies
Nursing home

The concept of “ME-BYO”

- ① To interpret as “How to live ”
- ② Release from the spell of “Cure”
- ③ Sound development of health industries
 - Safety is an absolute requirement
 - Concept of evidence

(Differences from medical and pharmaceutical products)
- ④ Three keywords
 - Positive (Positive, Active, Clear)
 - Flexible (Flexible thinking, Less strict)
 - Safe (Safety critical)