ME-BYO Concept
And
“Medical Innovation School”

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

(1970)

(2050)
Integration of the two approaches

**Advanced Medical Technologies**
- iPS cell research
- Life supporting robot

**ME-BYO Concept**
- Personal Health Record through smartphone
- Daily Food as Medicine
- Exercise habit

**Realization of personalized medicine**

**Lifestyle change**

**Healthy longevity**

**New Markets/Industries**
What is ME-BYO?

◆ Until Now: Two areas of "healthy" or "sick"

Healthy [gray area] Sick

◆ Future: A new area that is not 2 options

Healthy ME-BYO Sick

New way of thinking that leads to lifestyle reform
Various images from the concept of ME-BYO

- 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

Government

Authentication, Cost burden and Systematization

Specialists

Provision of services by experts

Companies

Provision of products and services restricted by the framework

Individual

Passive behavior

Future

Decide by yourself

Choose by yourself

Individual

Behavioral change by own judgment

Companies

Support by reliable products and services provided by companies

Specialists

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

Government

Support by local governments, countries, etc.
**Private services related to “ME-BYO”**

- **Health administration**
  - Companies
  - Health Insurance Society

- **Worth living**
  - Leisure • Traveling Entertainment Beauty • Supply

- **Support**
  - Human resources
  - Insurance Finance

- **Communication**
  - Information Publishing News

- **Data service**
  - Measurement hardware telecommunication • IT

- **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

- **Health management**
  - Tutorial
  - Supervise companies

- **Developer • Housing Facility**

- **Distribution • Sales**

- **Distribution**
  - • Sales

- **Startups**
  - • Developer
  - • Housing
  - • Facility

- **Institution related to medical treatment**
  - Hospitals • Clinics
  - Pharmacies
  - Nursing home

- **Worth living**
  -8
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)