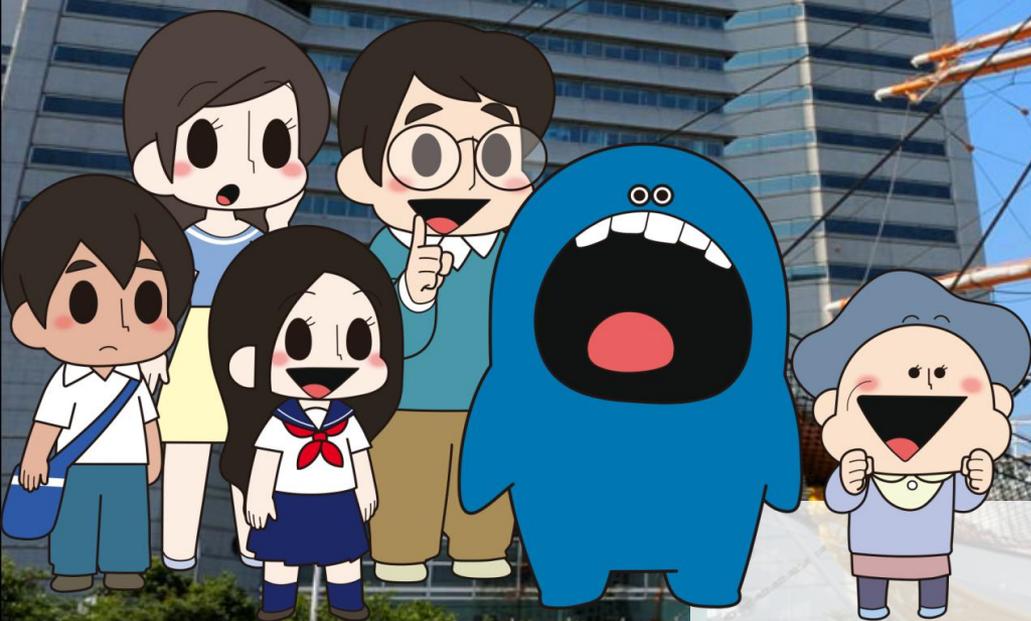


**“Healthcare New Frontier”  
Kanagawa’s Innovative Policy  
for the challenges of Super Ageing Society**



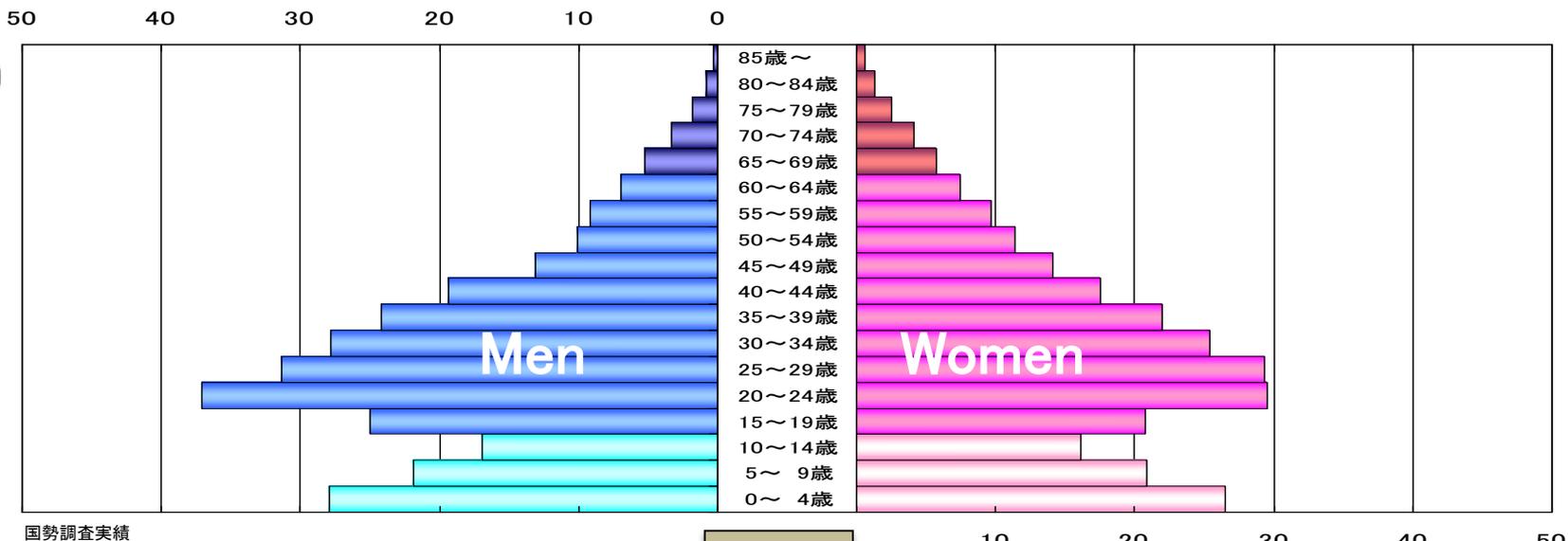
**December 6th 2018**

**Yuji Kuroiwa**

**Governor, Kanagawa Prefectural Government**

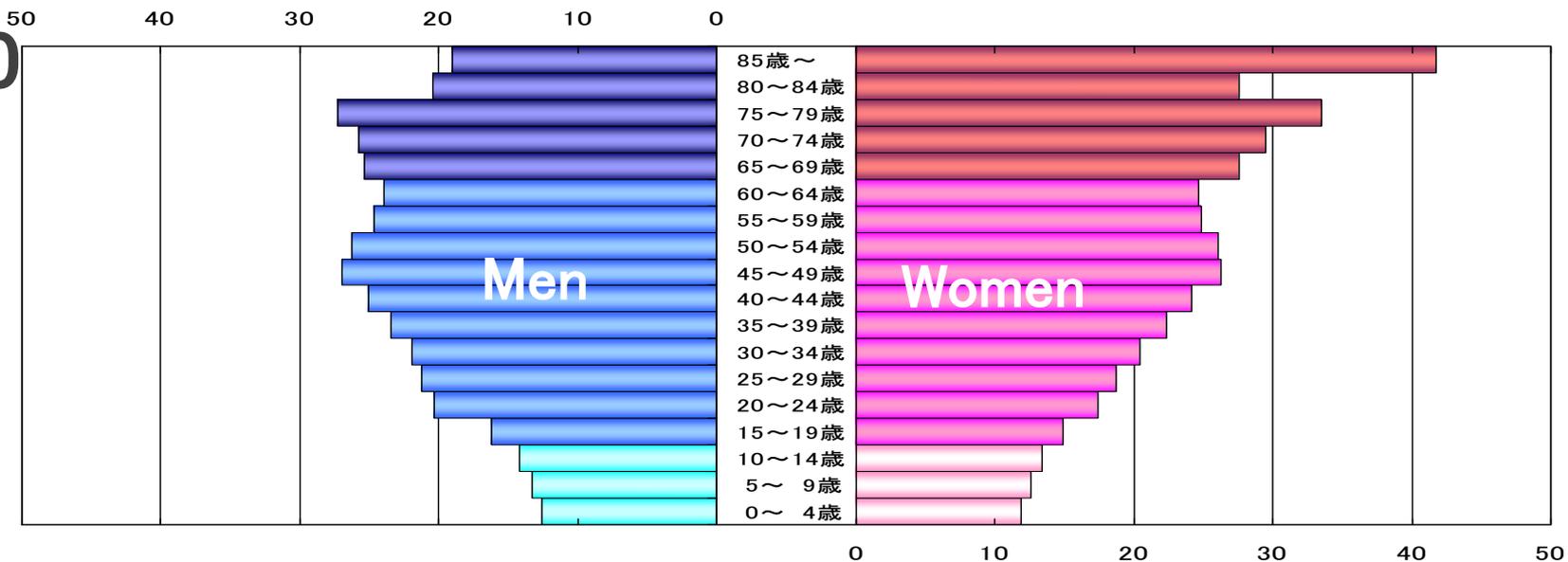
# Super-Ageing Society in Kanagawa

1970



10 20 30 40 50  
(10K)

2050



*“Me-Byo”*

「未病」

**The state in-between health and sickness**

# What is ME-BYO

**Healthy**

**Sick**

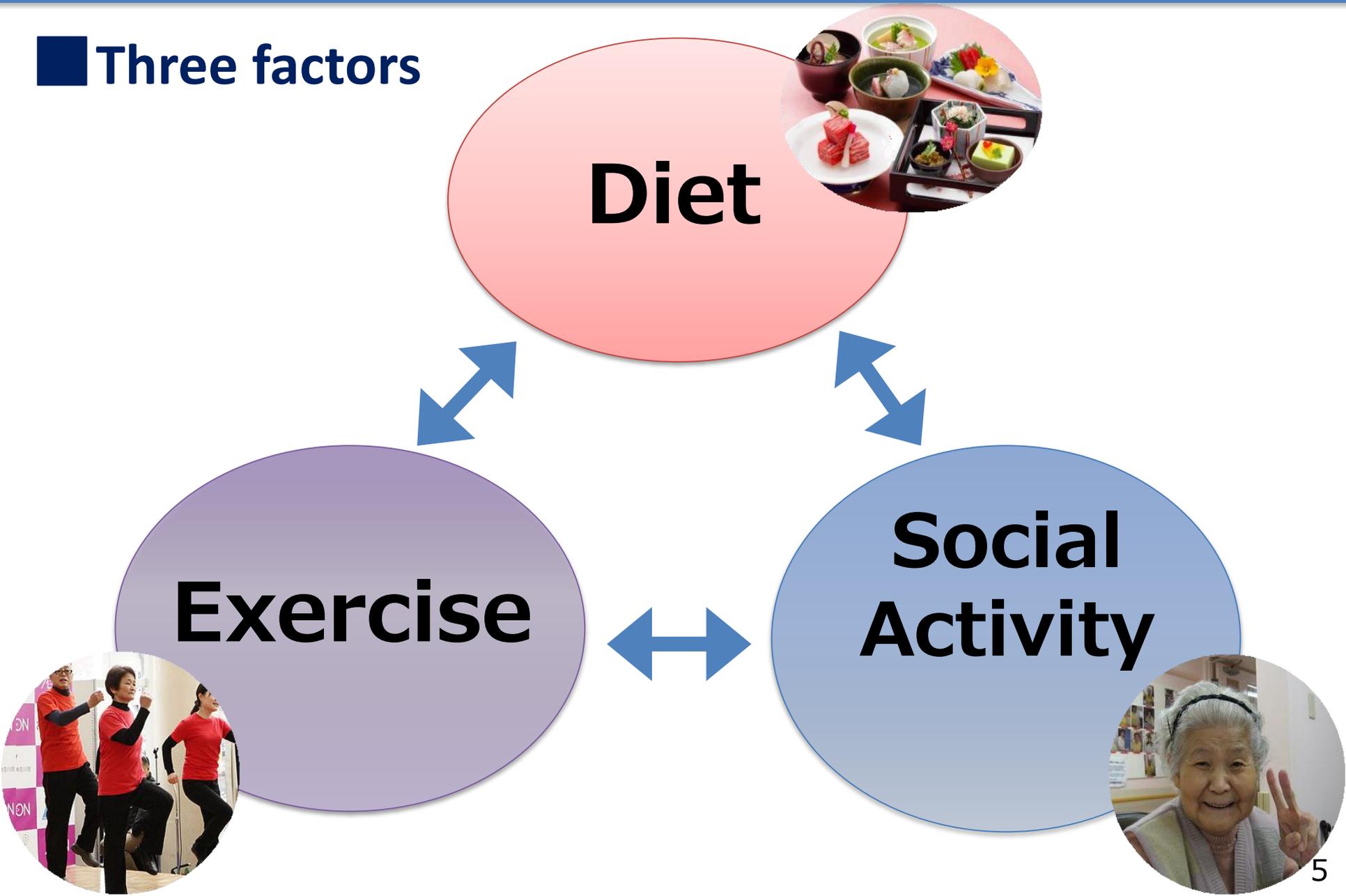
# What is ME-BYO

**Healthy**

**ME-BYO**

**Sick**

## ■ Three factors



## Integration of the two approaches

### Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



### Curing ME-BYO

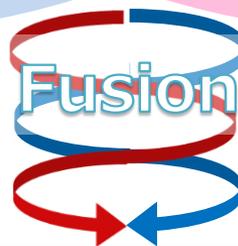
Daily Food as Medicine



Exercise habit



Realization of personalized medicine



Lifestyle change

Healthy life expectancy

New Markets / Industries

## ME-BYO Industry Work-shop



**651 member companies** (as of Nov.1<sup>st</sup>, 2018)



Kanagawa Prefecture certifies excellent ME-BYO-related products and service as “ME-BYO BRAND”

## MIMOSYS® (Mind Monitoring System)

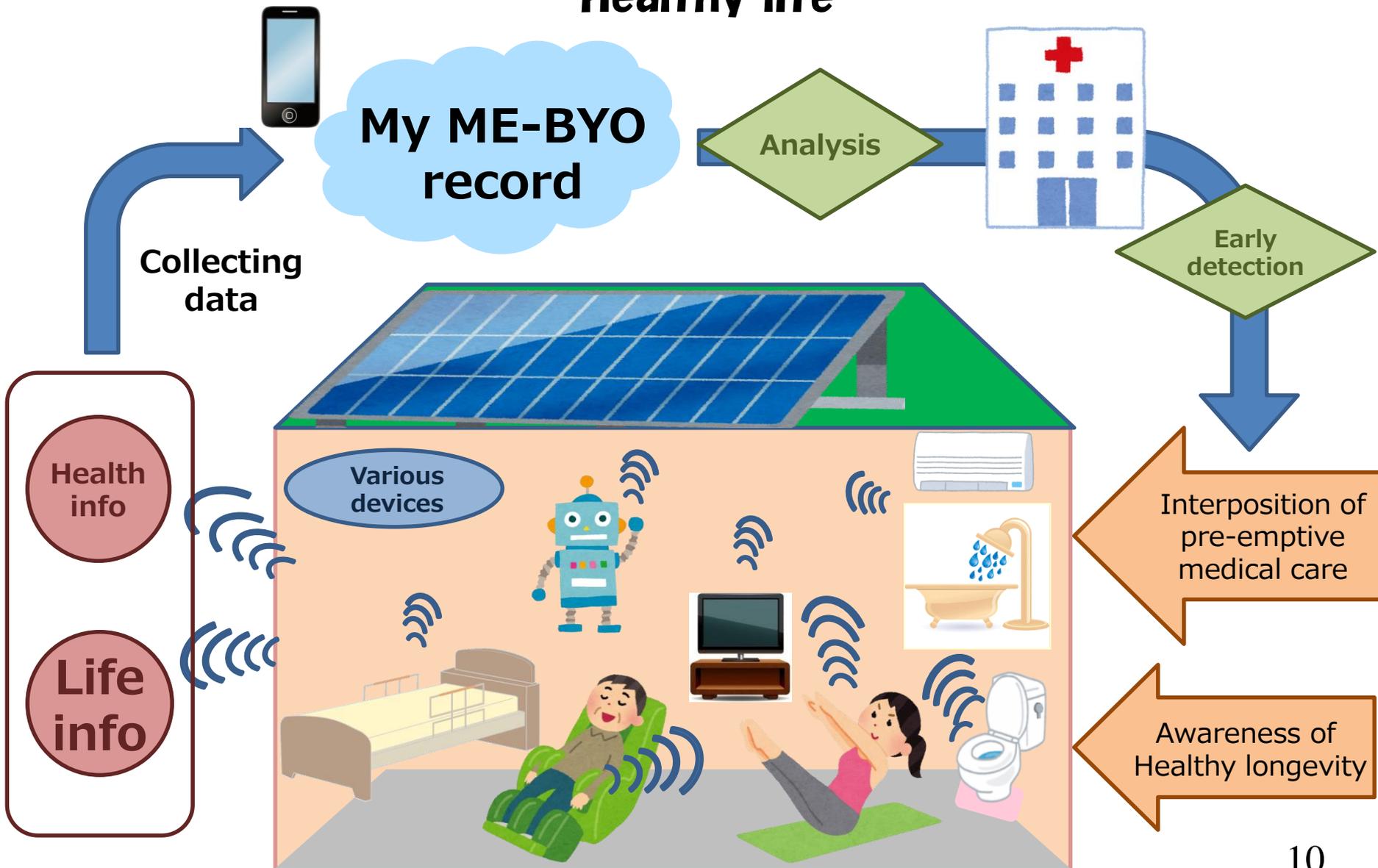


# Promoting ME-BYO Industry

ME-BYO Japan 2018 (every fall)



## Healthy life



# IoT Smart Home

TODAY'S 未病の今が分かる! カナフル公開収録  
ME-BYO Japan 2017

NTTドコモ KANA FUL TV



# My ME-BYO Medical Record

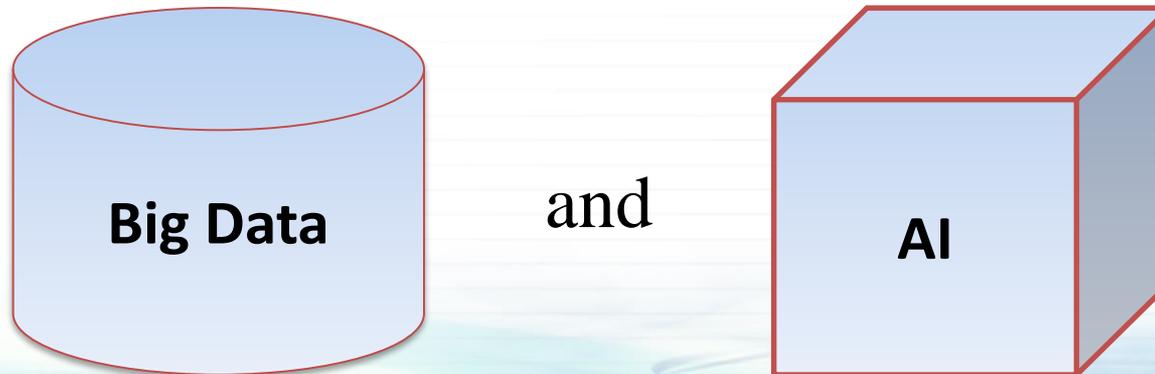


# Electronic Maternity Health-record Book



“ *IoHH* ”

## Internet of Human Health



## Tokyo International Airport (Haneda)

The bridge is scheduled to  
open in 2020

Tonomachi Area,  
Biomedical Cluster  
In Kanagawa



School of Health Innovation



Life Science Environment Research Center



Innovation Center of NanoMedicine



CYBERDYNE Inc.



Life Innovation Center



Central Institute for Experimental Animals



Value from Innovation  
FUJIFILM  
Toyama Chemical Co.,Ltd



Create Medic Co.,Ltd

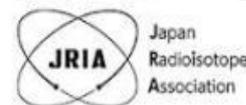


National Institute of Health Science(NIHS)



Johnson & Johnson  
K.K. Tokyo Science Center

Peptidream Inc.



Japan Radioisotope Association



Daiwa House Industry

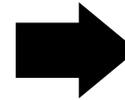
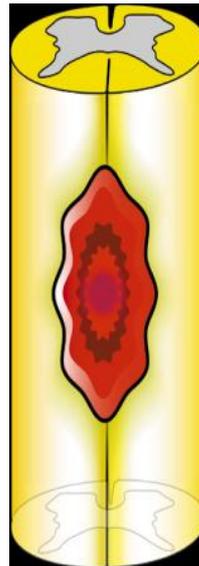
JSR Corporation

Kawasumi Laboratories, Inc.

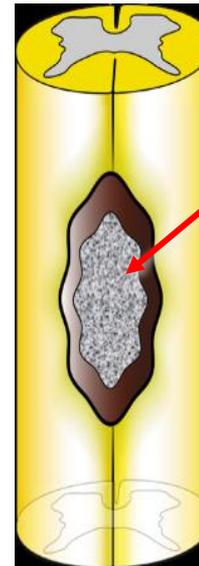
# Collaborative Research between Keio University (regenerative medicine) and Cyberdyne (HAL)



Acute stage



Sub-acute stage to chronic stage





## EUROPE

- UK
- France
- Finland, Oulu City
- Germany
- WHO (Geneva)

## ASIA

- Singapore

## KANAGAWA

## The U.S.

- Commonwealth of Massachusetts
- The State of Maryland
- Stanford University



The State of Maryland



Commonwealth of Massachusetts



Oulu City, Finland,



Baden-Württemberg, Germany



Cell and Gene Therapy Catapult, UK



Palo Alto Healthcare System



Johns Hopkins University



Stanford University



Singapore



WHO, Geneva





# The State of Maryland



# Oulu City, Finland













# Collaborating with WHO



# 2<sup>nd</sup> ME-BYO Summit Kanagawa in Hakone, October 2017



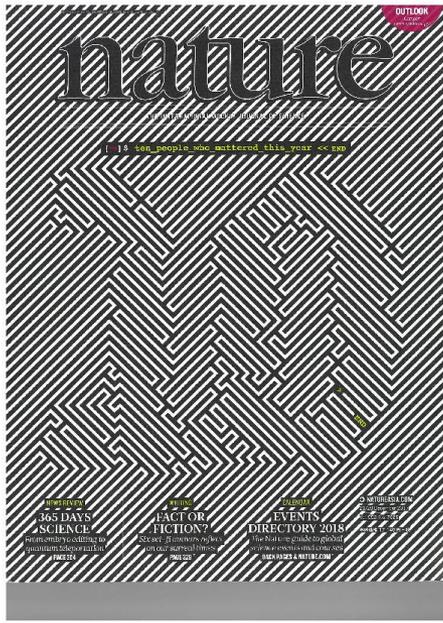
## WHO clinical consortium

Healthy

ME-BYO

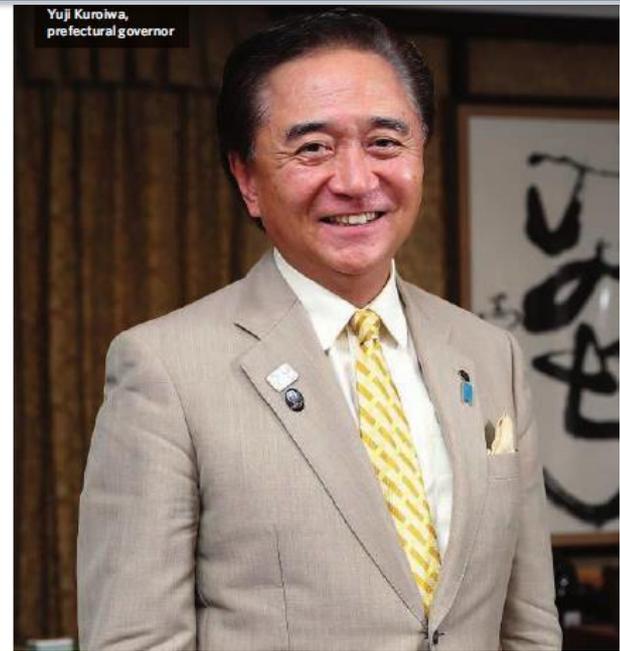
Sick





## Transforming healthcare based on ME-BYO

The Kanagawa prefectural government is accelerating advances in healthcare through academia-industry-government collaborations rooted in **THE ME-BYO CONCEPT** — a unique response to Japan's ageing society.



Yuji Kuroiwa, prefectural governor



Special theme: healthy ageing

## Interview with Yuji Kuroiwa: a novel approach to the ageing challenge

Addressing the needs of Japan's rapidly ageing population is a major challenge for policy-makers. Yuji Kuroiwa tells Andréia Azevedo Soares why that challenge is an opportunity to boost wellbeing and growth.

**Q:** You were a journalist for many years, how did you become interested in public health?

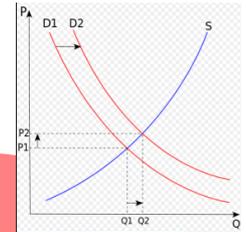
**A:** While working as the anchor of a national television news programme, I was shocked to learn that patients were dying due to the lack of medical services in ambulances in Japan. Between 1989 and 1991, I campaigned for ambulance teams to provide emergency medical services and did several television reports on how other countries, such as the United States of America and France, introduced ambulance services. In 1991,



Courtesy of Yuji Kuroiwa

Yuji Kuroiwa

Yuji Kuroiwa is leading efforts in Japan to address age-related challenges. He was first elected governor of the Kanagawa Prefecture in 2011, then re-elected in 2015 for another four-year term. Since 2013, Kuroiwa has been a member of the Council of Health-care Policy Advisors of the Japanese government. Before that, he was a professor at the International University of Health and Welfare Graduate School from 2009 to 2011 in Tokyo teaching health-care journalism. From 1980 to 2009, Kuroiwa worked at the Fuji Television Network, Inc., where he served as a news anchor for more than 20 years. During that time, he reported on a wide range of medical news and covered several health-related



**ICT**

**Genetic Analysis**

**Medical Professions**

**Economics**

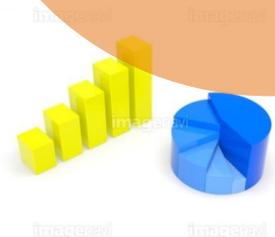
## School of Health Innovation

**Big Data Analysis**

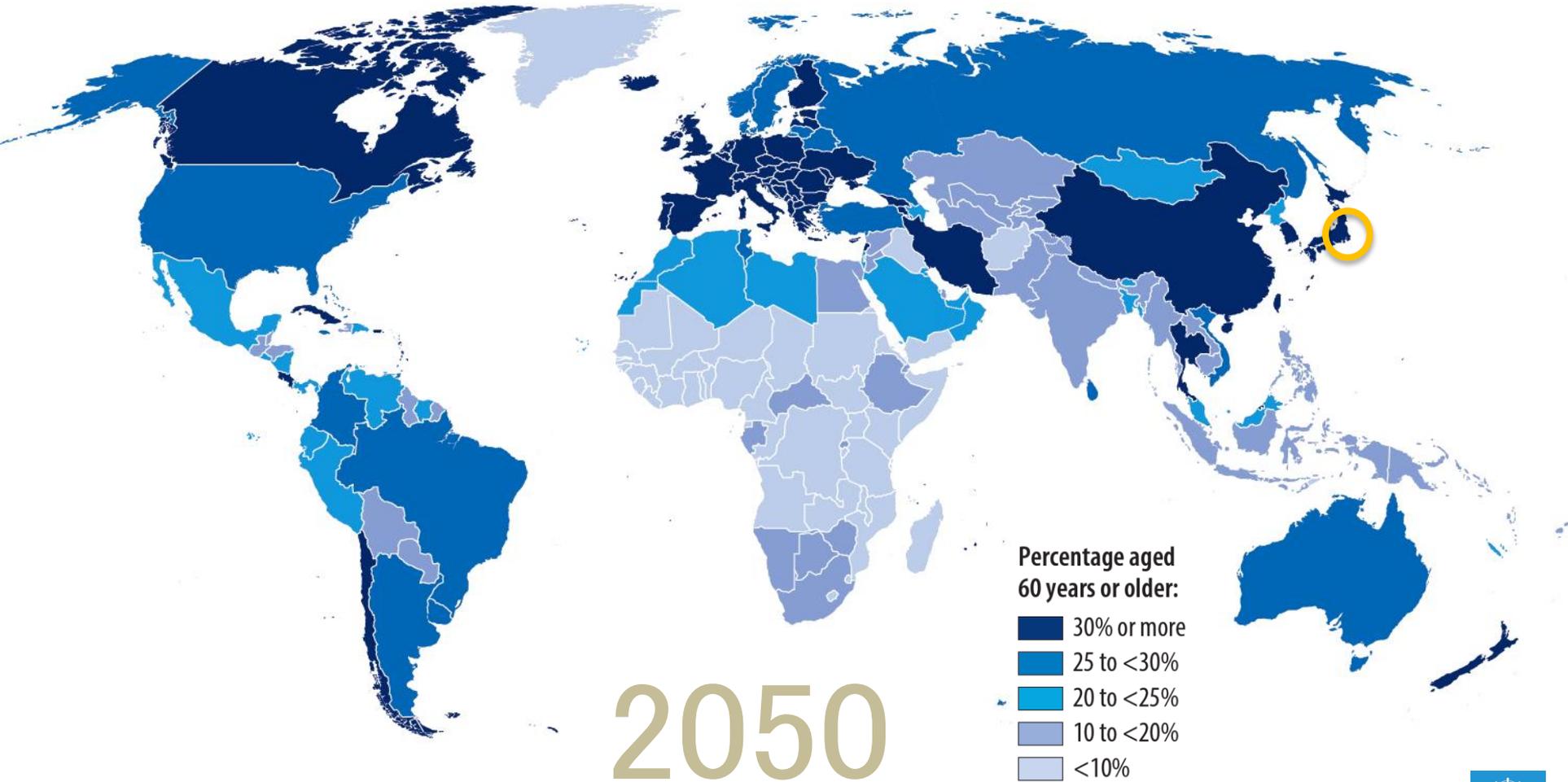
**Robotics**

**Social Systems**

**Communities**



# Populations are getting older all over the world



From WHO website

# ME-BYO: For Children



# Child Poverty

1 NO POVERTY



## Japan's Child Poverty Rate

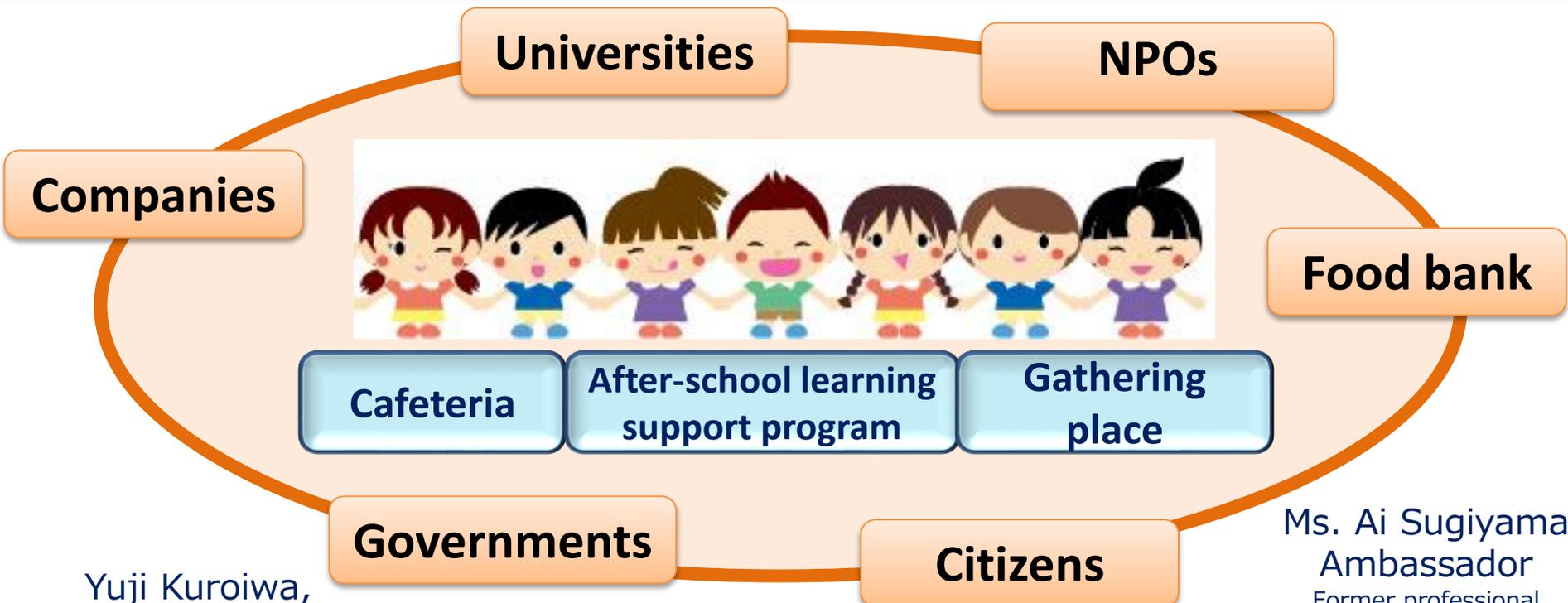
# 13.9%

**One in Seven Children suffers from poverty**



**Relative poverty rate:**

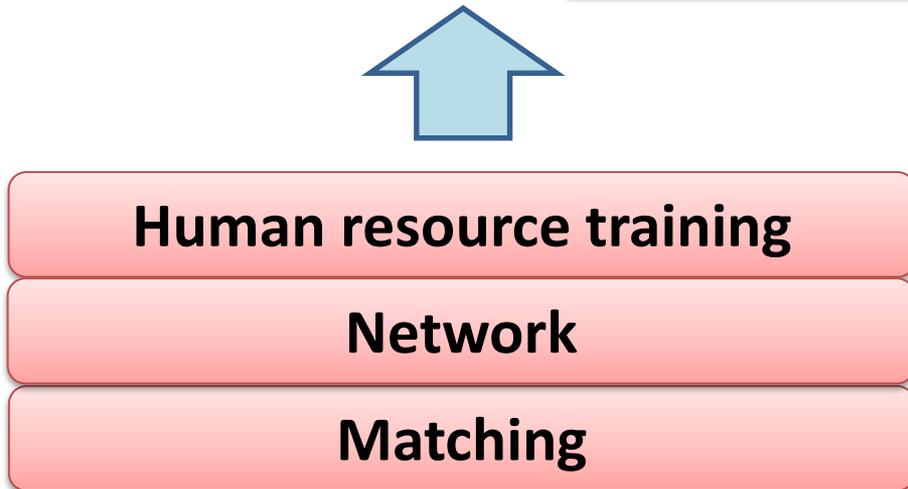
the rate of people living in less than half of average income.



Yuji Kuroiwa,  
Leader



Ms. Ai Sugiyama  
Ambassador  
Former professional  
tennis player  
Sports commentator

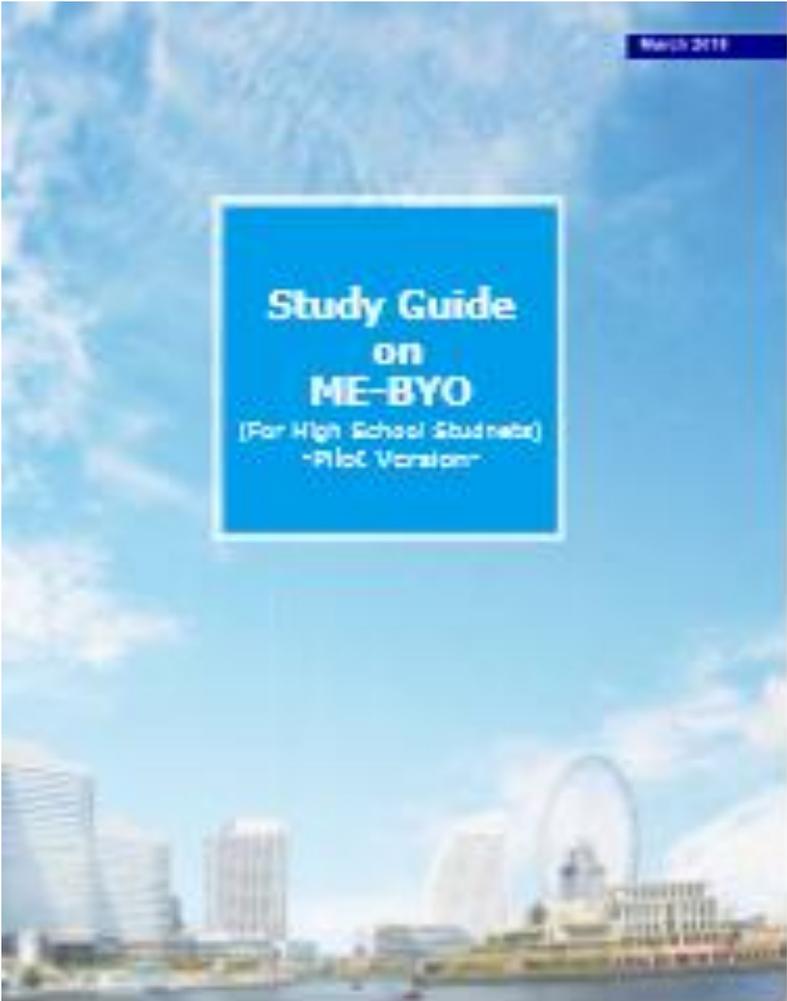


# ME-BYO MAN

Friendly character for kids



## Study Guide on ME-BYO for high school students in Kanagawa



Childhood	Young Generation	Meddle-aged Generation	Older Generation
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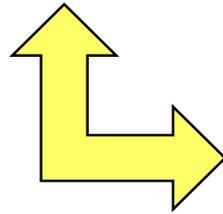
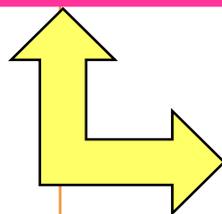
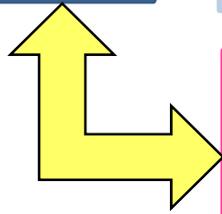
**ME-BYO Measures  
for kids**

**Mental Health Measures for  
People at their prime age**

**ME-BYO Measures  
for Women**

**Combat Lifestyle Diseases**

**Prevention Measures for  
Dementia/  
Locomotive  
Syndrome/Frailty**

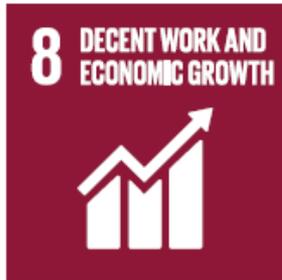


## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

### SDGs Promotion of Kanagawa

- Establishment of Special Assistant to the Governor
- Establishment of Promotion Headquarters



**Kanagawa has been selected for "SDGs Future City" and "Local Governments SDGs Model Project"**



**With the Prime Minister of Japan and His Cabinet on June 15, 2018**

# Ageing Society with a smile up to 100 years old

