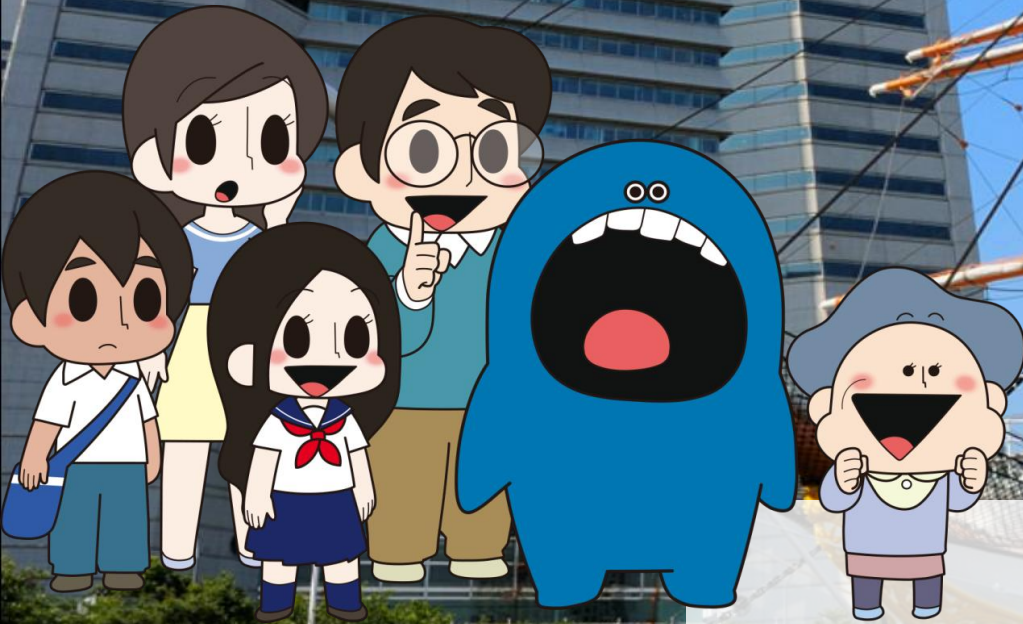


“Healthcare New Frontier” Kanagawa’s Innovative Policy for the challenges of Super Ageing Society

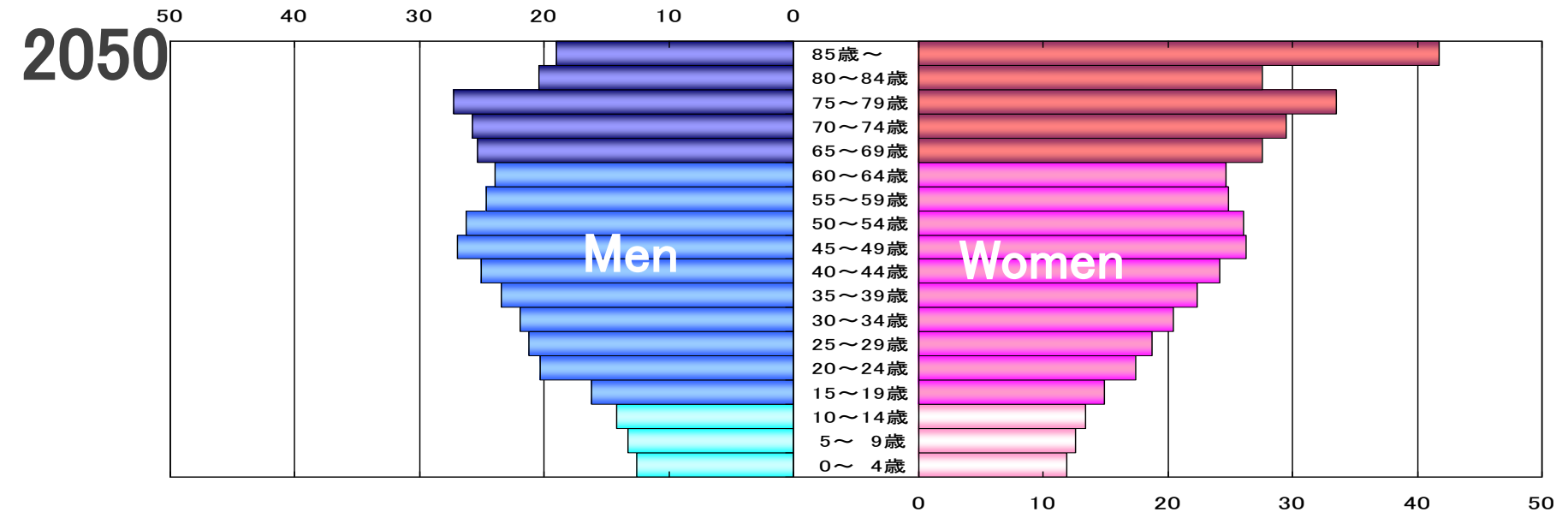
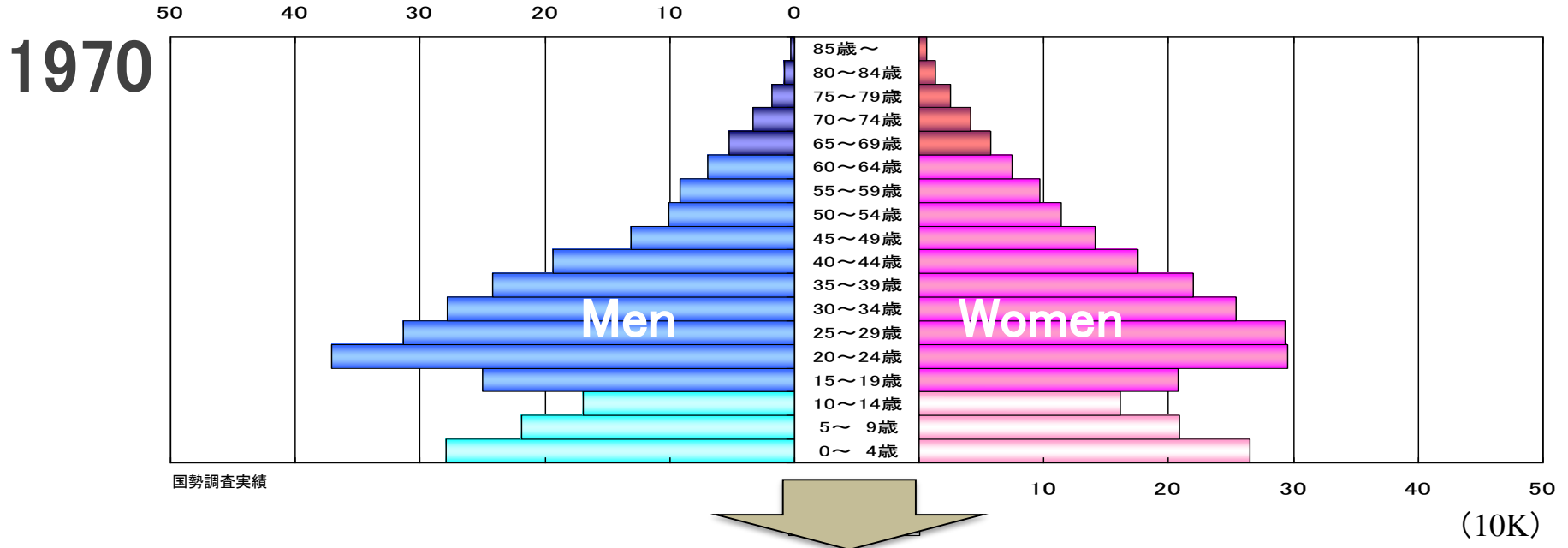


December 6th 2018

Yuji Kuroiwa

Governor, Kanagawa Prefectural Government

Super-Ageing Society in Kanagawa



“Me-Byo”

「未病」

The state in-between health and sickness

What is ME-BYO

Healthy

Sick

What is ME-BYO

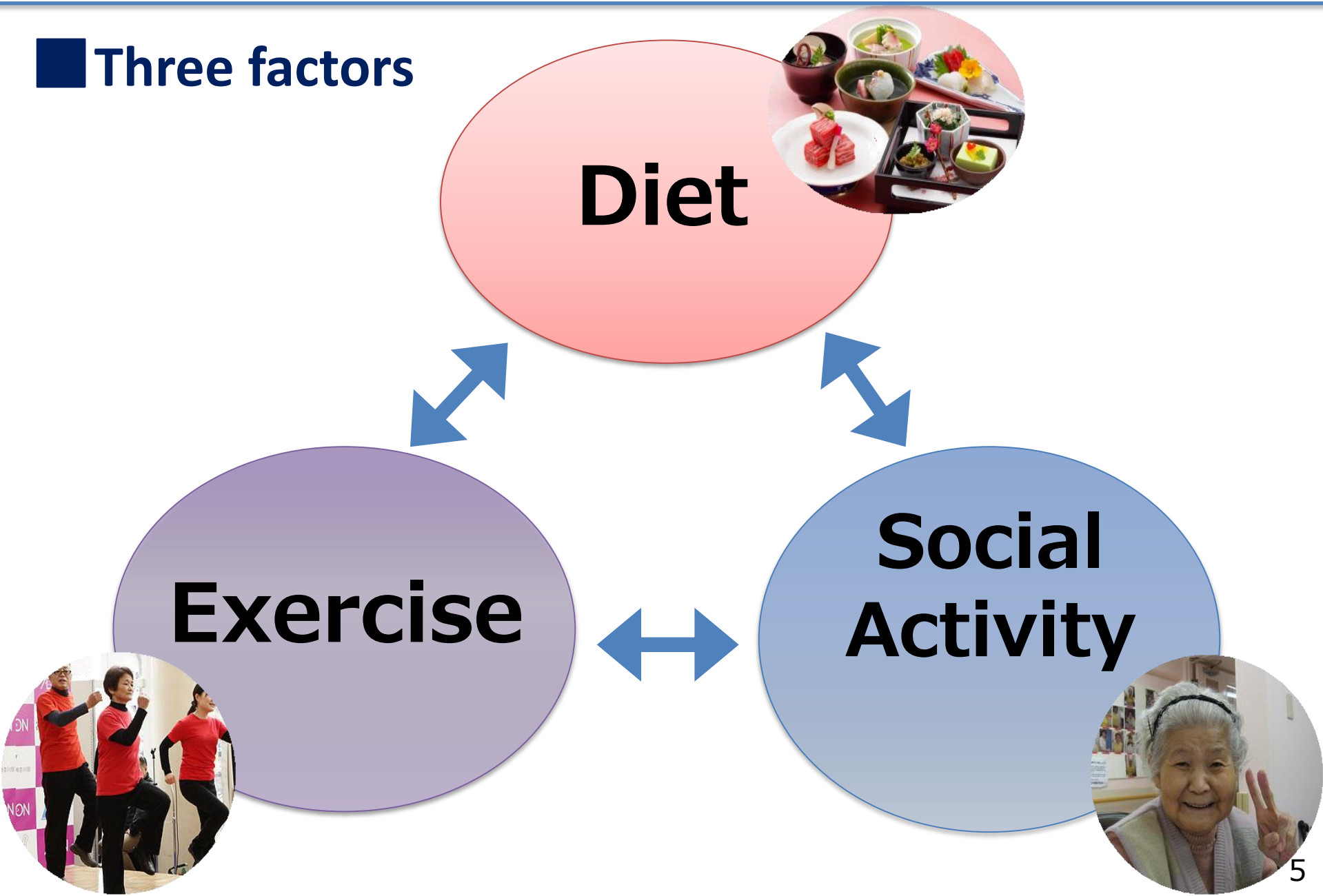
Healthy

ME-BYO

Sick

What is ME-BYO

■ Three factors



Integration of the two approaches

Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



Curing ME-BYO

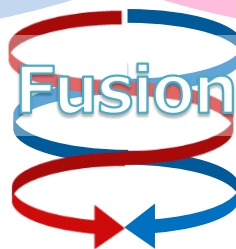
Daily Food as Medicine



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.1st, 2018)

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

MIMOSYS[®] (Mind Monitoring System)



活動値 MIMOSYS

62 m (mimo)



計測期間	2015.05.11～2015.05.22 [12日間]
通話回数	22回
発話総数	377回

活動値は良いペースですね。長時間の集中が続く時は、適当に休憩をとって、リズムを整えましょう。 [share](#)

神奈川県 水産産業研究会 **ME-BYO**

元気圧 睡眠 活動値 睡眠 その他

元気圧 MIMOSYS

今回



通話開始時間	2015. 05. 22 11:11:52
発話した回数	17回
発話時間の合計	35秒

いつもより少し高い元気圧ですね。元気があっていいです。たまにはリラックスも忘れずに。 [share](#)

神奈川県 水産産業研究会 **ME-BYO**

元気圧 睡眠 活動値 睡眠 その他

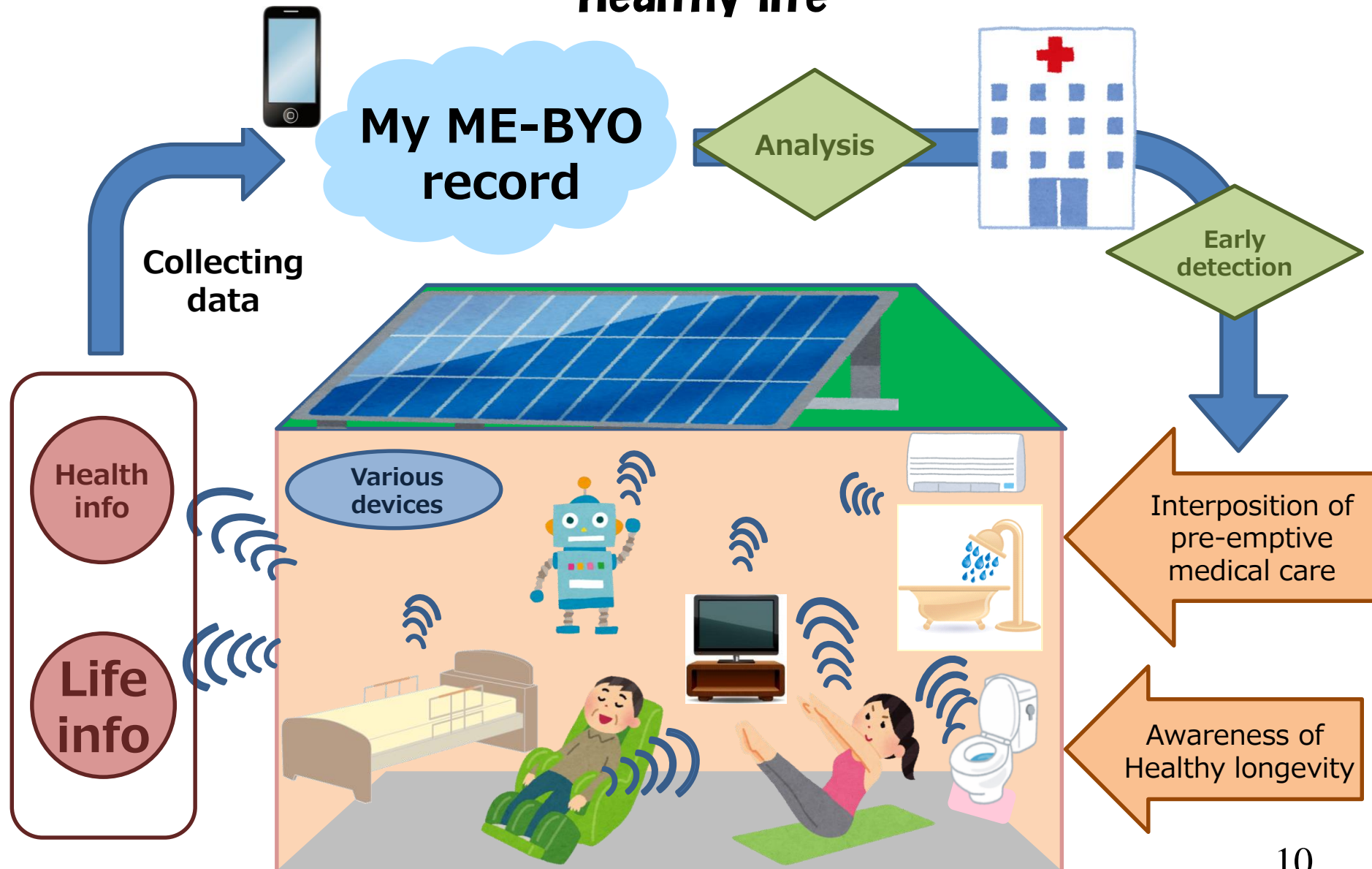
Products of PST Inc.

Promoting ME-BYO Industry

ME-BYO Japan 2018 (every fall)



Healthy life



IoT Smart Home



My ME-BYO Medical Record

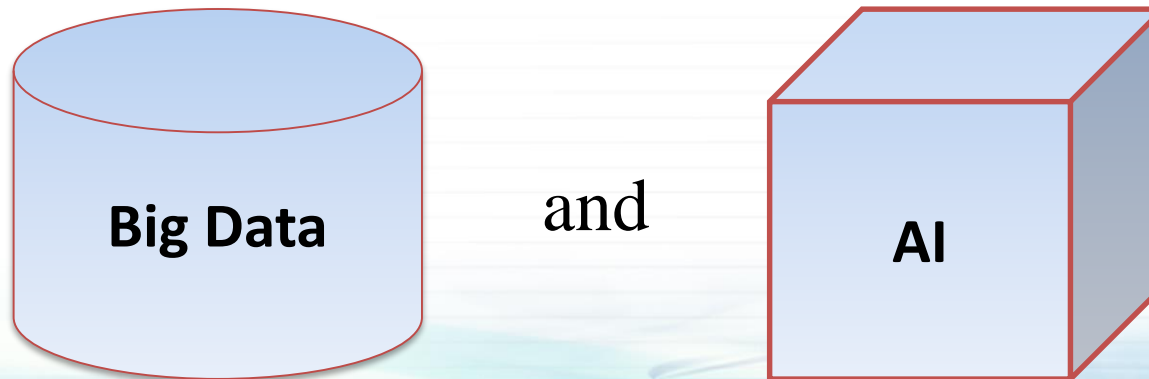


Electronic Maternity Health-record Book



“IoHH”

Internet of Human Health



**Tokyo International Airport
(Haneda)**

The bridge is scheduled to
open in 2020

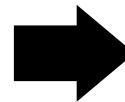
**Tonomachi Area,
Biomedical Cluster
In Kanagawa**



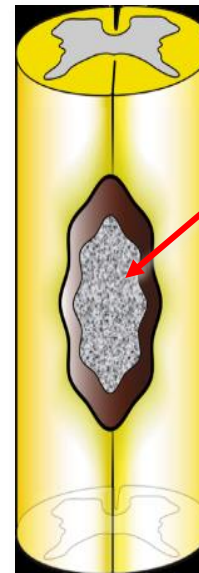
Collaborative Research between Keio University (regenerative medicine) and Cyberdyne (HAL)



Acute stage



Sub-acute stage to chronic stage





KANAGAWA

Kanagawa's Global Collaboration Platform

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



2nd ME-BYO Summit Kanagawa in Hakone, October 2017



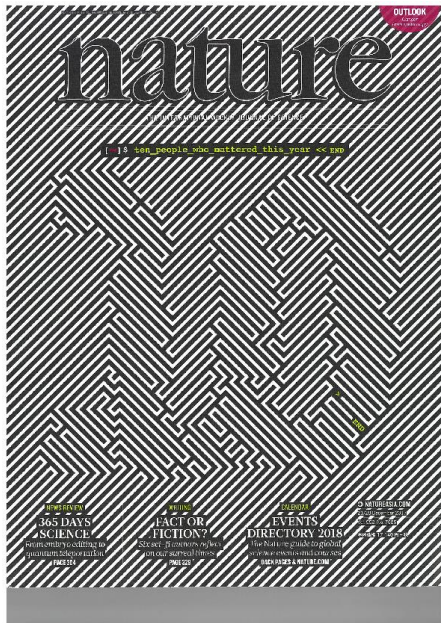
WHO clinical consortium

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 aging 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?

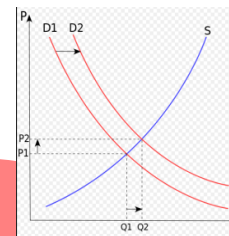
A: While working as the anchor of a national television news programme, I was shocked to learn that patients were dying due to the lack of medical services in ambulances in Japan. Between 1989 and 1991, I campaigned for ambulance teams to provide emergency medical services and did several television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



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 was involved in various health-care related activities, including the establishment of the Kanagawa Prefectural Health-care Policy Research Institute.



ICT

**Genetic
Analysis**

**Medical
Professions**

Economics

School of Health Innovation

**Big Data
Analysis**

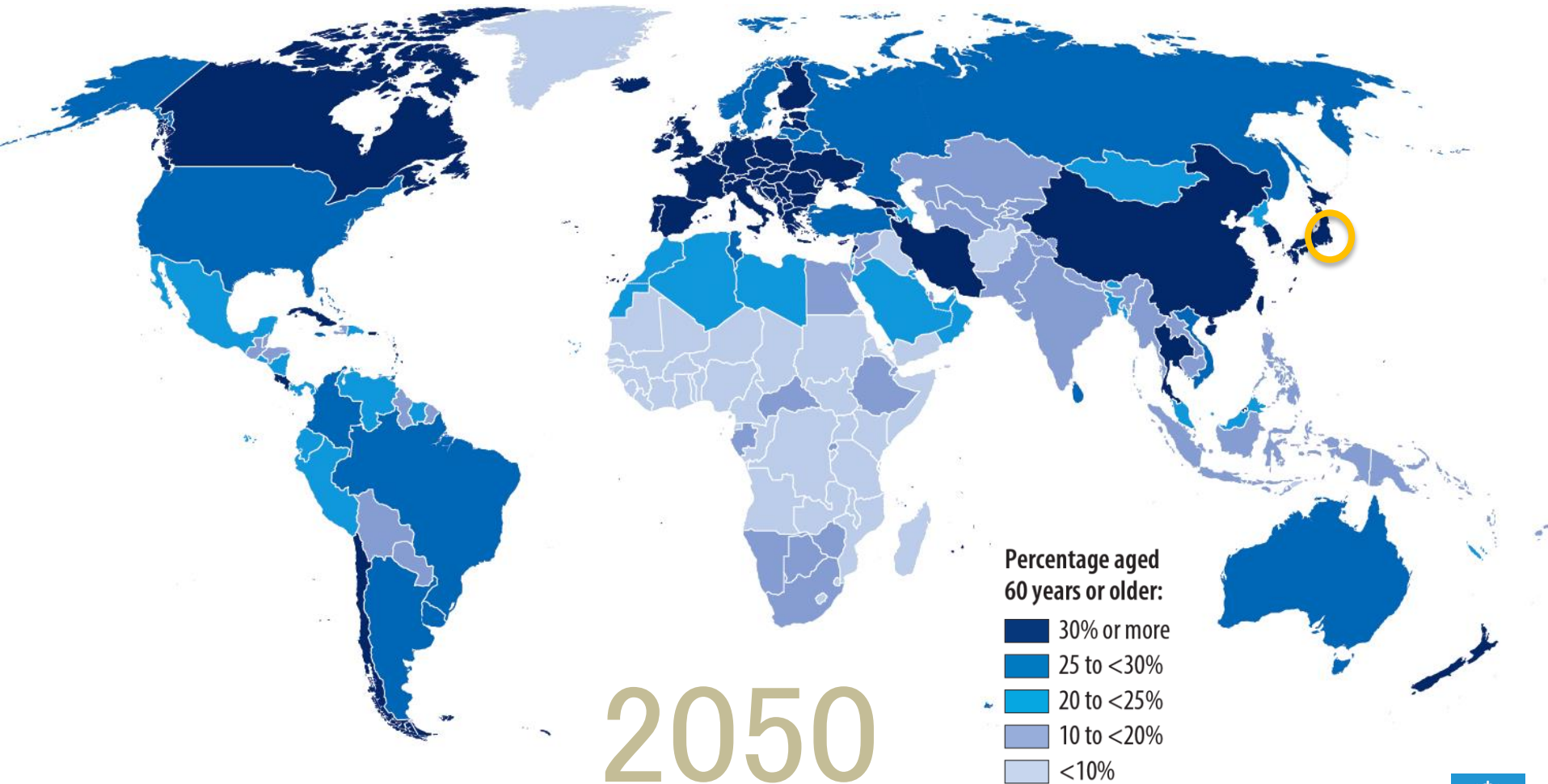
Robotics

**Social
Systems**

Communities



Populations are getting older all over the world



From WHO website

ME-BYO: For Children

Diet



**Social
Activity**



Exercise



Child Poverty

Japan's Child Poverty Rate

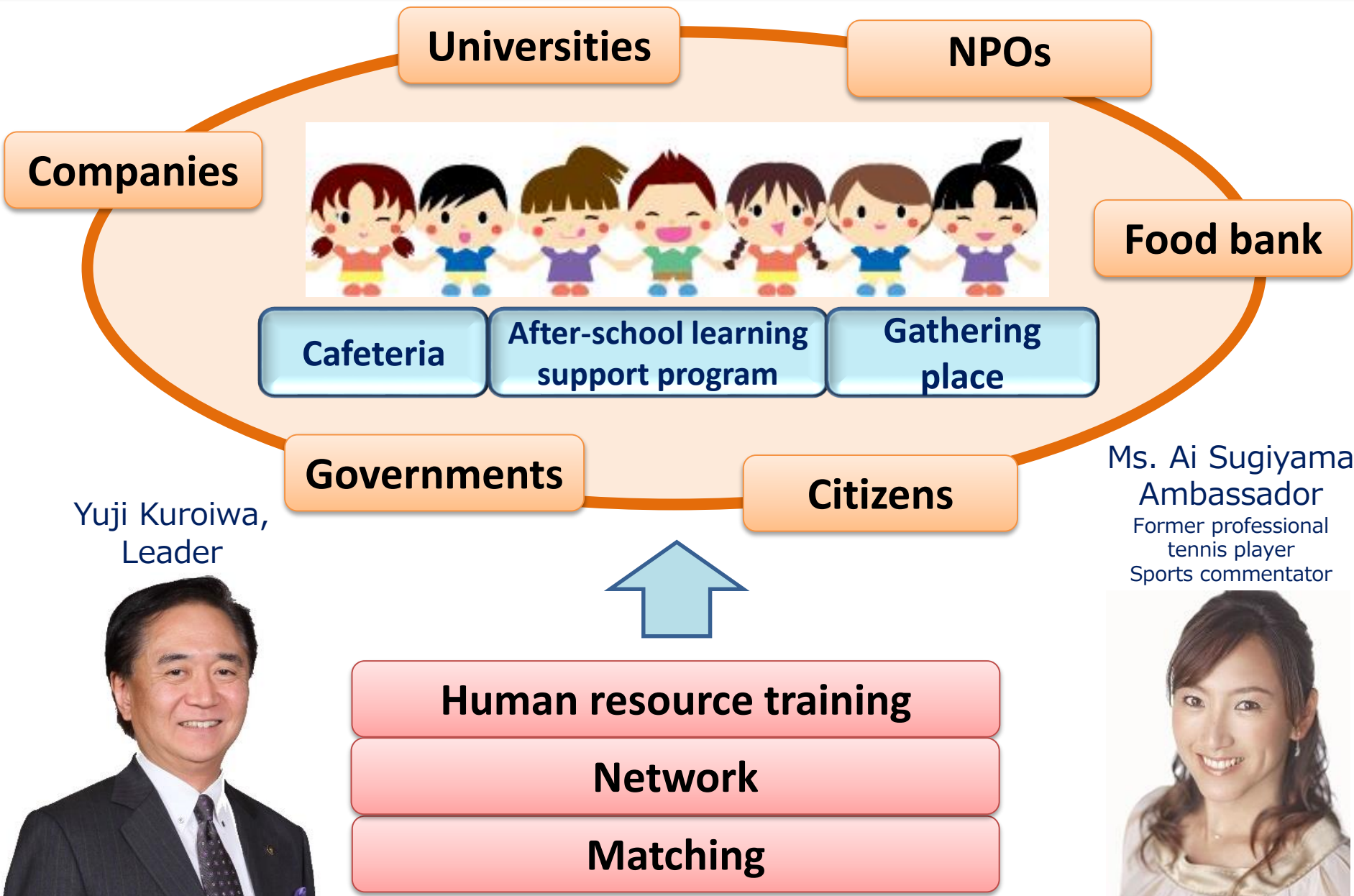
13.9%

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

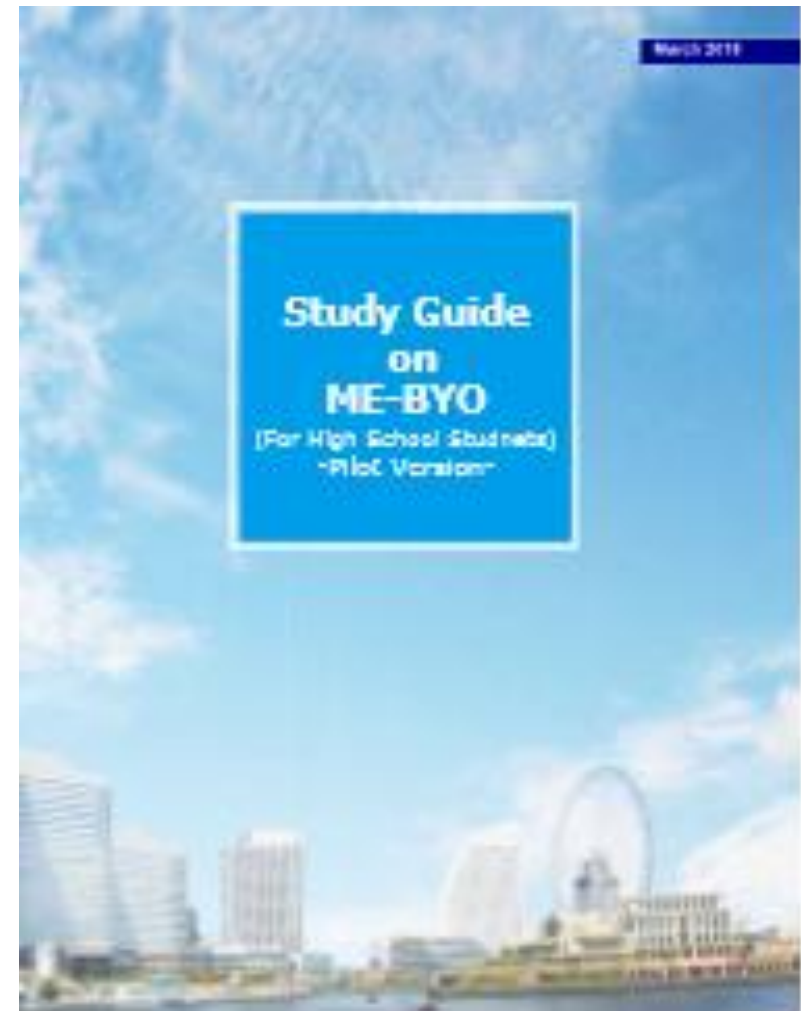


ME-BYO MAN

Friendly character for kids



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



Childhood

Young Generation

Meddle-aged Generation

Older Generation

**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

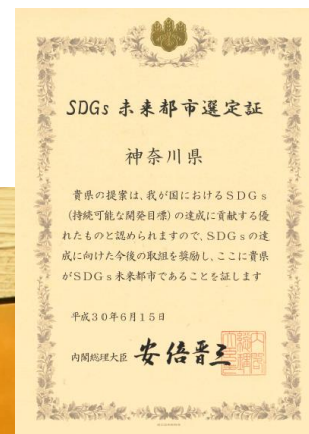
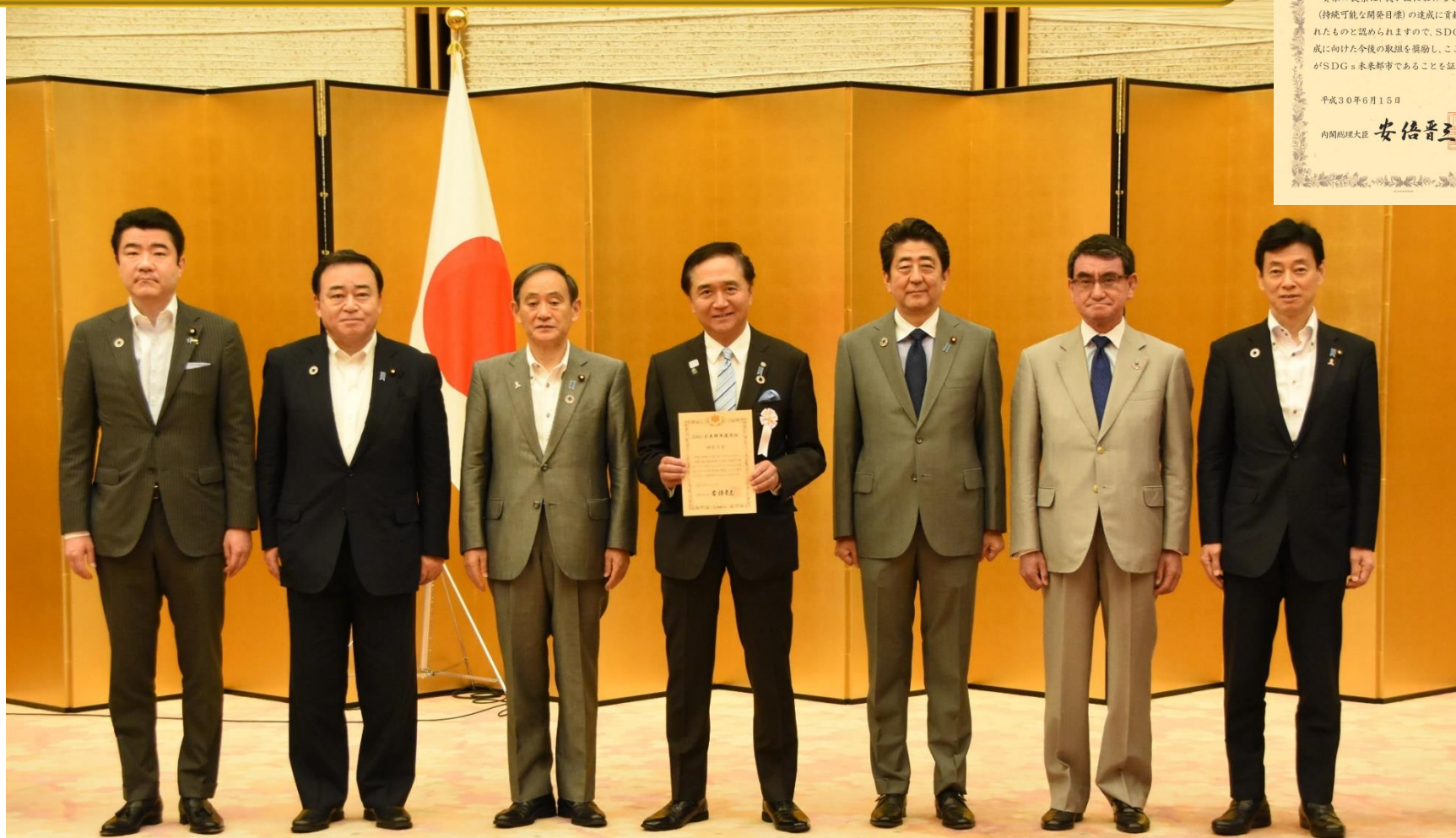
17 GOALS TO TRANSFORM OUR WORLD

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

