



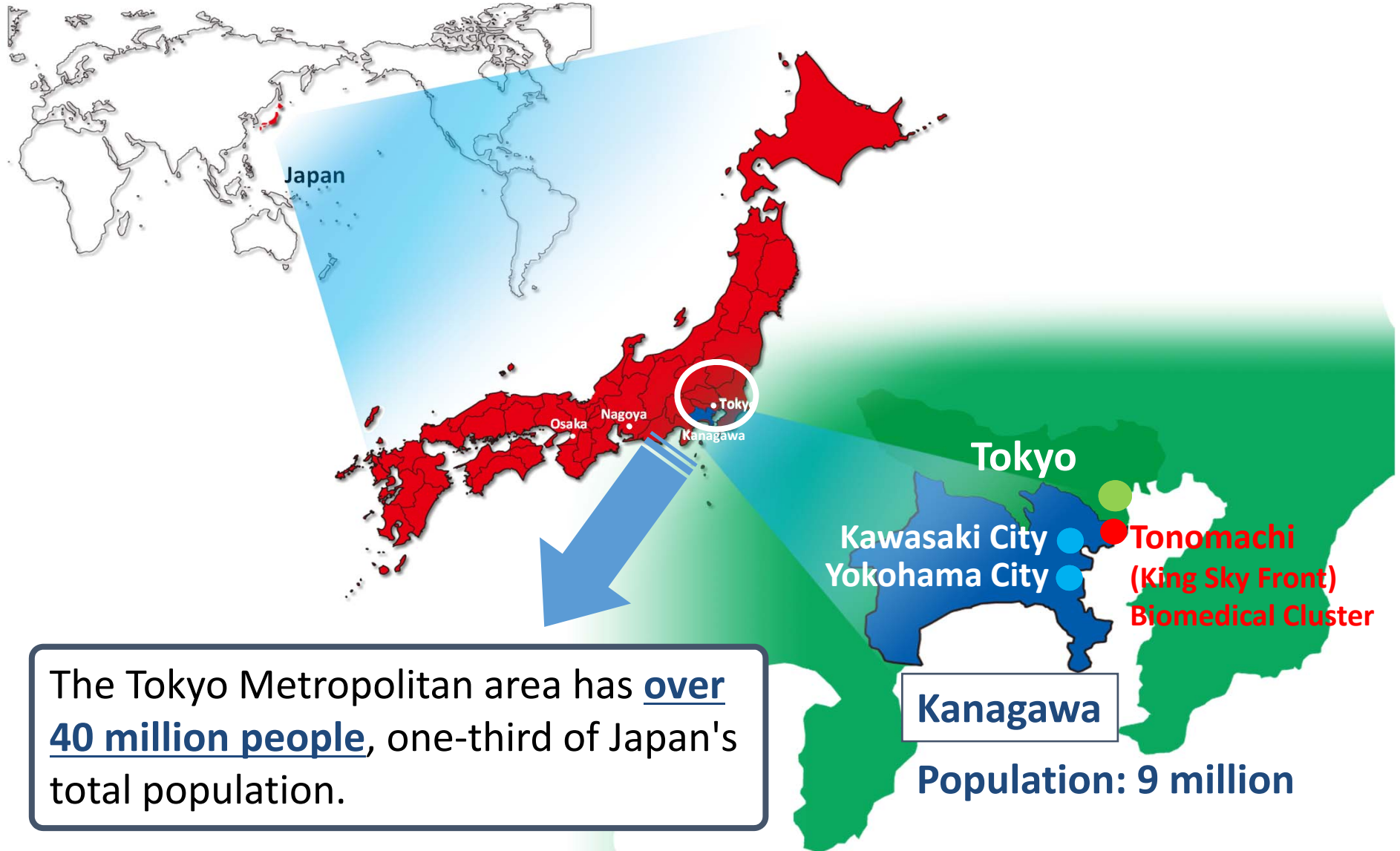
**“Innovative Healthcare Policy of  
Kanagawa”**

**ME-BYO Concept for Overcoming the  
Challenges of a Super-aged Society**

**May 22, 2019**

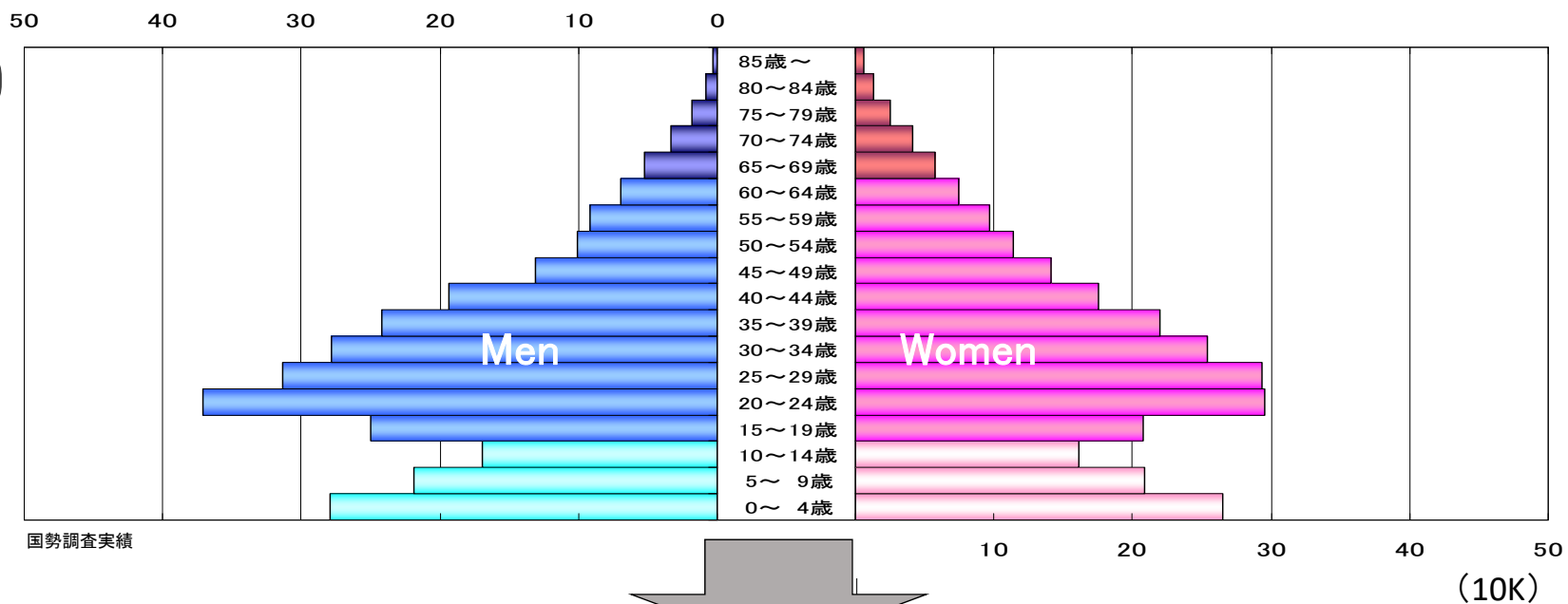
**Yauo Otani, Advisor to the Governor  
Kanagawa Prefectural Government**

# Introduction of Kanagawa Prefecture

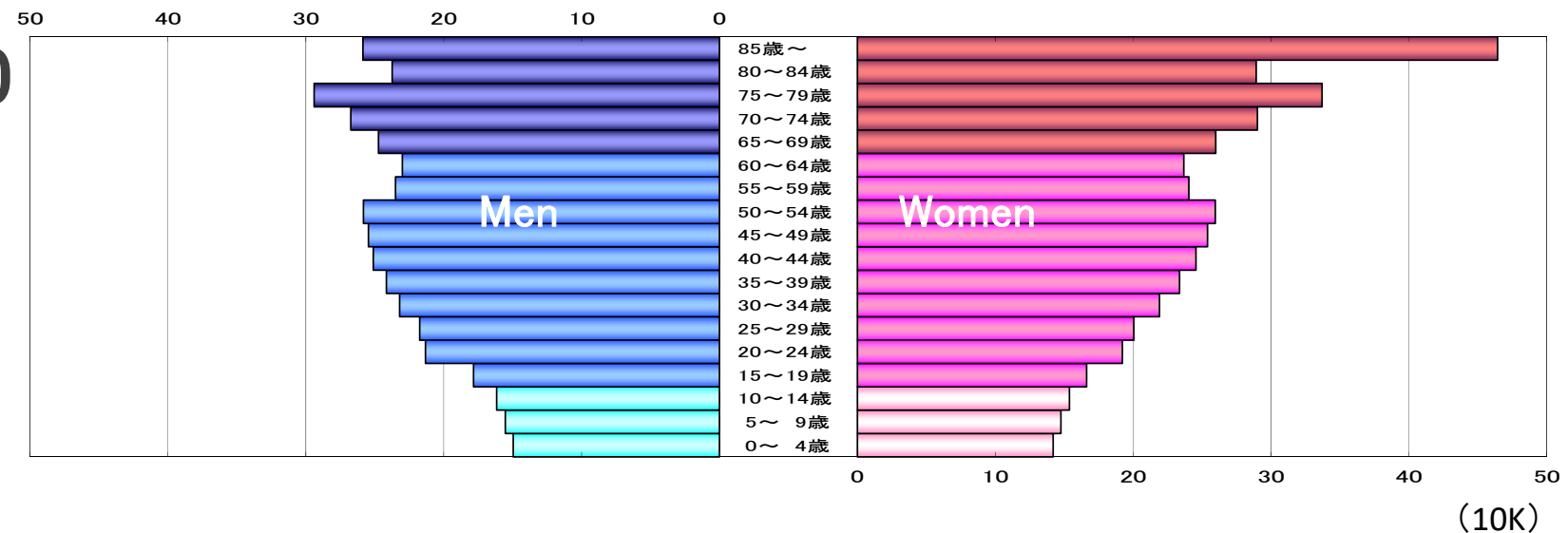


# Super-Ageing Society in Kanagawa

1970



2050



# What is ME-BYO

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**Healthy**

**Sick**

# What is ME-BYO



**Healthy** **ME-BYO** **Sick**



# Various Images from the Concept of ME-BYO



**Pursuit of enjoyable life  
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-hospitalized**

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

**And more • • •**

# Healthcare New Frontier

## Integration of the two approaches

### Advanced Medical Technologies

iPS cell research



Life supporting robot



Personal Health Record through smartphone



### Managing ME-BYO

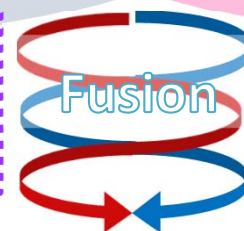
Daily Food as Medicine



Exercise habit



Realization of personalized medicine

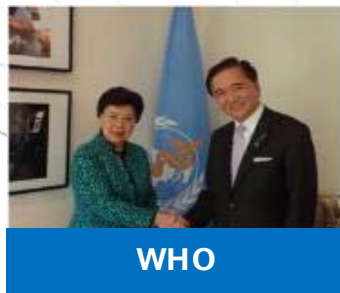
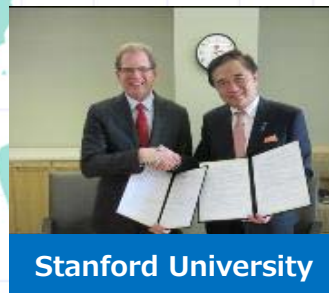
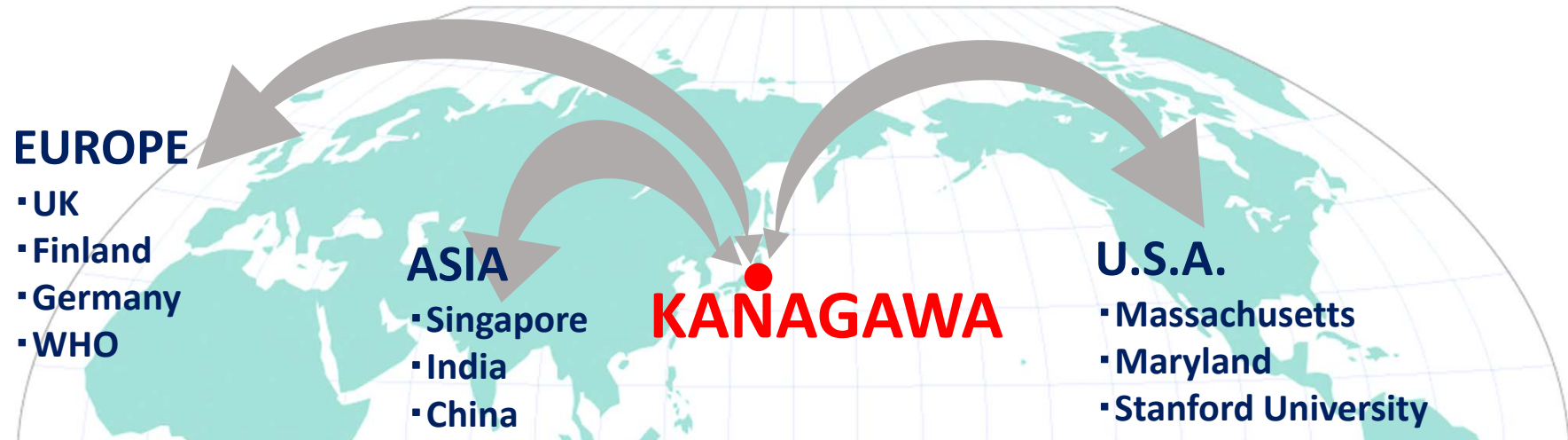


Lifestyle change

Healthy longevity

New Markets / Industries

# Global Collaboration Platform





# <Kanagawa University of Human Services>

## New Graduate Program

### Graduate School of Health Innovation (SHI)

Opened in April 2019

- Kanagawa University of Human Services (KUHS), working with the Kanagawa Prefectural Government, has established a new graduate program for health innovation.

# Aims & Objectives

## Human Resources Development

To produce excellent graduates with social entrepreneurship skills who can dedicate themselves to social innovation through scientific approaches

## Health Innovation Hub

To foster health-related industries, services, technologies and policies through innovative research and development

## Think-Tank Functionality

To apply academic findings and scientific expertise to policy-making

# Healthcare for the New Era

