

HIROSAKI COI-NEXT: NEW VISION



Actualization of a “Well-being” Regional Society Model
to develop the regional economy with a focus on health and increase high QOL
healthy lifespans

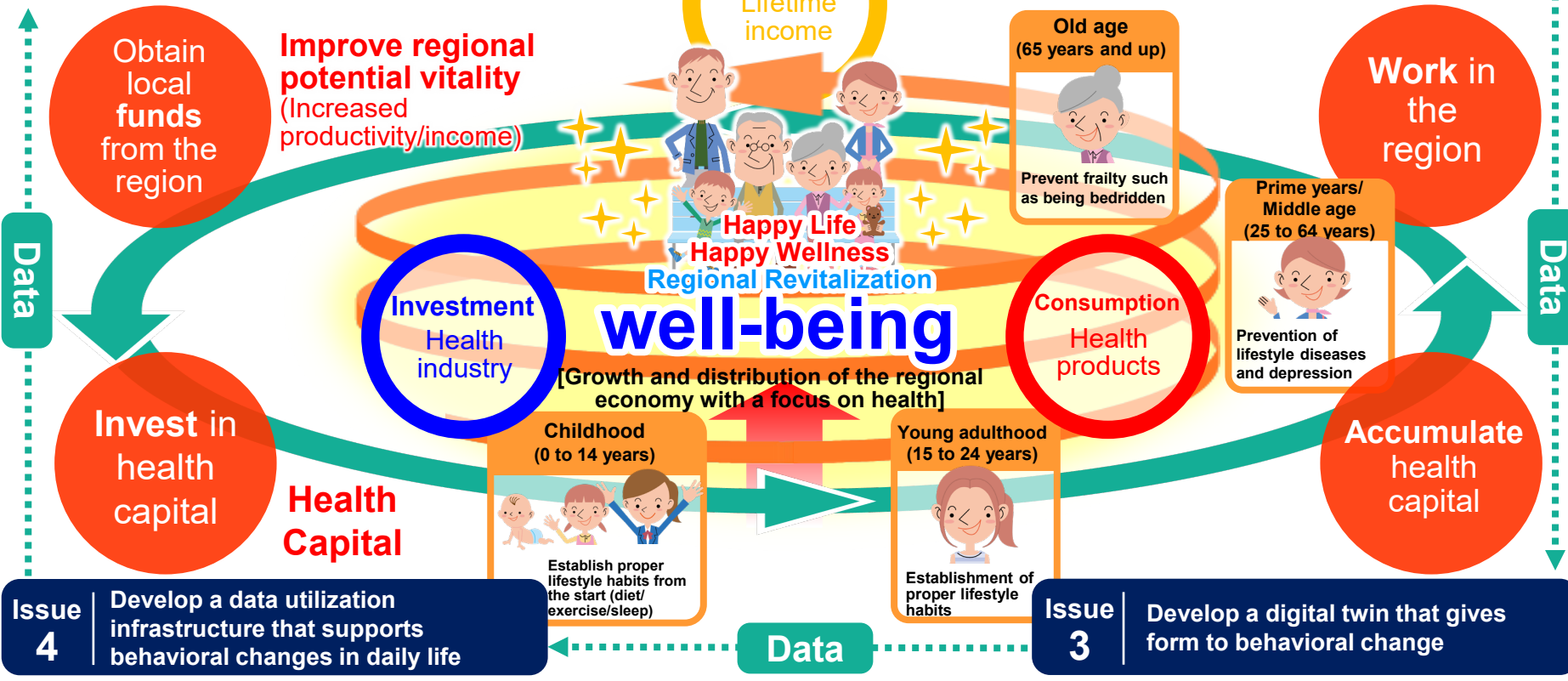


Promoting investment in regional health industry

Develop health checks that make daily life fun and healthy

Issue 1 | Build a strong and sustainable health innovation ecosystem

Issue 2 | Develop a new health checkup program that changes the behavior of all generations through DX



Integration of multidisciplinary data based on health

Development of AI that effectively delivers individualized advice

With a focus on health, we will **develop the economy** by creating an attractive industry that makes the people of the region healthy, enables people of **all generations** to continue working with a sense of purpose, and increase healthy lifespans with a high QOL both physically and mentally. We will make a **“well-being” healthy regional society** into a reality.