

# Hirosaki University Site : Overview of COI-NEXT Strategy Plan



<Happy and healthy life of each individual>

<Building a health innovation ecosystem>

<Maximization of regional societal vitality>

**SDG 3.4**  
(Health)

**SDG 9.5**  
(Technological Innovation)

**SDG 11.a**  
(Community)



A co-created regional society well-being hub built on an **economic development model** and a **multi-generational approach** with a focus on health

## Vision

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

## Target

- Increase high QOL healthy lifespans and optimal social security costs**  
Bring about **optimal social security costs** and **extend healthy lifespans** by instilling **health literacy in youth** which leads to continued **behavior changes**, as people take responsibility for their own health
- Creating an attractive health industry and a lifelong active society**  
Develop the **regional economy** even further by creating an attractive **health industry**, and create a **setting where all generations can continue to work** regionally with a sense of purpose
- Create the setting for a healthy society by strengthening the infrastructure for people and data**  
Establish a regional society with high **social capital** from the perspectives of both **human resources and data utilization** where regional inhabitants naturally engage in healthy behavior

## Research and development issues

- Build a strong and sustainable health innovation ecosystem**  
Build health innovation ecosystems through the introduction of **SIB** and the **promotion of investment** in attractive industries  
Make investment in **“health capital”** to build an economic development model with a focus on health into a reality
- Develop a new health checkup program that changes the behavior of all generations through DX**  
Develop a **self-monitoring style QOL health checkup program** that manifests behavioral changes in all generations through the introduction of **DX technology**  
Improvement of **health literacy** in all **generations** through easily accessible, fun health checks and education
- Develop a digital twin that gives form to behavioral change**  
Develop a **digital health twin** that can accurately guide individuals' **behavior changes** in every-day life in real-time  
Implement a mechanism that effectively delivers **future health outlooks** and **behavior change recommendations**
- Develop a data utilization infrastructure that supports behavioral changes in daily life**  
Build a **data utilization infrastructure** that collects and integrates multiple fields: medical/welfare/elderly care/lifestyle with a focus on health  
Building a base of **real-world data** that can utilize information from multiple fields