

Four Strategic Research and Development Issues to Realize the Vision Targets

[VISION] Regional society well-being built on an economic development model and a multi-generational approach with a focus on health

<Healthy across all generations>

Extending healthy lifespans with high QOL across generations

<A society where people in the region can stay healthy and continue to work>

Develop a socioeconomical environment where people can remain healthy and active for their entire life

<Young people settle in the region>

Cyclical regional economy with a focus on health

<Improvements in taking responsibility for one's own health/health literacy>

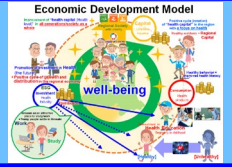
[Target 1] Increase high QOL healthy lifespans and optimal social security costs

<New industries that young people want to work in/Active social participation of middle/old age>

[Target 2] Creating an attractive health industry and a lifelong active society

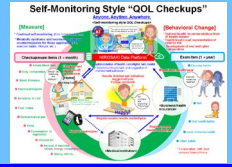
<Promotion of investment in businesses (ESG) that make the region healthy>

<Research and Development Issue 1> Build a strong and sustainable health innovation ecosystem



<Raising motivation in young people/Mechanisms that change behavior while having fun>

<Research and Development Issue 2> Develop a new health checkup program that changes the behavior of all generations through DX



Development/investment in creative new health products/services

Promote investment in business that makes the region healthy (PFS/SIB)

Measure the relationship between health building and social insurance costs

Establishment of biomedical research centers

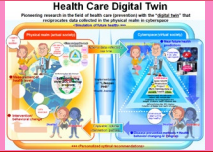
Research on anti-aging × Omics analysis × Industry and academia collaboration

Development of new health solutions leading to behavior changes

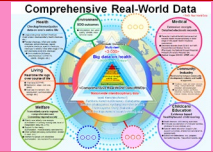
<Revitalization of regional economy utilizing platform base>

[Target 3] Create the setting for a healthy society by strengthening the infrastructure for people and data

<Research and Development Issue 3> Develop a digital twin that gives form to behavioral change



<Research and Development Issue 4> Develop a data utilization infrastructure that supports behavioral changes in daily life



Development of "lifespan PHR" (Practice a healthy lifestyle while having fun)

AI for development behavior change (Recommends best intervention pathways)

Building a nationwide network with multiple sites

Establishment of data utilization infrastructure from self-monitoring style QOL health checkups

Collection and consolidation of data based on the Second Generation Medical Infrastructure Act