

ME-BYO Challenge

KANAGAWA

Curing "ME-BYO" - A Challenge of Kanagawa

Healthcare New Frontier

KANAGAWA
ME-BYO Challenge

ME-BYO Policy

ME-BYO-related projects

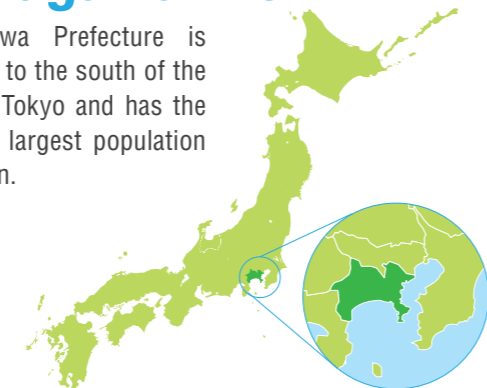
- Development of the ME-BYO industry
- Establishment of scientific evidence for ME-BYO
- Dissemination of the concept of the Chief Health Officer (CHO)
- ME-BYO House Lab



Life Innovation Center opened in 2016 as a center for application and commercialization of regenerative and cell medicine therapies.

Kanagawa Pref.

Kanagawa Prefecture is located to the south of the capital Tokyo and has the second largest population in Japan.



- Population: 9,147,400 (as of January 1, 2017)
- Area: 2,415.83 km²

KANAGAWA
ME-BYO Challenge

Advanced Technology

Pursuit of state-of-the-art healthcare and technology

- Consolidation of clinical research systems
- Formation of centers for commercializing regenerative and cell medicine therapies
- Development of healthcare robot industry

Leveraging the cluster of life science industries and research institutes in Kanagawa Prefecture, we are developing and commercializing innovative drugs, medical devices, and regenerative medicine products through industry-academic-government partnership to bring advanced healthcare services to the people of the prefecture.

KANAGAWA
ME-BYO Challenge

Platform

Platform for the Healthcare New Frontier policy

- Promotion of healthcare ICT
- Training of talents for promoting the policies
- Kanagawa's global network
- Use of three special zones:
 - National Strategic Special Zone (covering all of Kanagawa Prefecture)
 - Special Zone for Life Science Industry
 - Special Zone for Robotics Industry (Robot Town Sagami)

KANAGAWA
ME-BYO Challenge

Let's work together

The Healthcare New Frontier policy combines two approaches of "pursuit of state-of-the-art healthcare and technology" and "curing ME-BYO."

To promote this policy and drive domestic economic growth, it is important that we bring our first-class health and healthcare technology to overseas market, attract foreign companies to set up operation in our prefecture, and forge partnerships with foreign companies. For these purposes, we are building a network with governments and universities abroad. We have signed memorandums of understanding (MOUs) on mutual cooperation in life science, biotechnology, and other fields related to the Healthcare New Frontier policy with many government organizations and research institutes in Asia, North America, Europe, and other regions.

Kanagawa World Healthcare Alliance

Promotion of partnership with WHO



Dr. Margaret Chan, Director-General, WHO | Yuji Kuroiwa, Governor, Kanagawa Prefectural Government



As part of an effort to promote the Healthcare New Frontier policy, Kanagawa Prefecture plans to establish a graduate school of public health in Kanagawa University of Human Services in 2019 to nurture international talents capable of spurring innovation in social systems and technology.

Healthcare New Frontier Promotion Headquarters Office

TEL: +81-45-210-3265 FAX: +81-45-210-8865
E-mail: iryoujinzai@pref.kanagawa.jp
1 Nihon-odori, Naka-ku, Yokohama City, Kanagawa Prefecture 231-8588, Japan
<http://www.pref.kanagawa.jp>

Europe

- UK
- France
- Finland
- Germany
- World Health Organization (WHO)

US

- Massachusetts, US
- Maryland, US
- Five universities and research institutes

Asia

- Singapore

KANAGAWA ME-BYO Challenge

Curing “ME-BYO” Healthcare New Frontier
- A Challenge of Kanagawa

Challenge

Kanagawa Prefecture addresses
the challenges of rapid population ageing

Mission

Role of Kanagawa Prefecture

Philosophy

Philosophy of Kanagawa Prefecture

Methods

Methods for changing the status quo

ME-BYO Policy

ME-BYO-related projects

Advanced Technology

Pursuit of state-of-the-art healthcare and technology

Platform

Platform for the Healthcare New Frontier policy

Future

Transformation to a sustainable social system

Challenge

**Kanagawa Prefecture addresses
the challenges of rapid population ageing**

To overcome challenges posed by unprecedentedly rapid population ageing, there is a need for humanity to implement innovative policies designed to transform our social systems into ones that are sustainable.

To take on these challenges, Kanagawa Prefectural Government is promoting the Healthcare New Frontier policy, which combines two approaches of “pursuit of state-of-the-art healthcare and technology” and “curing ME-BYO.”

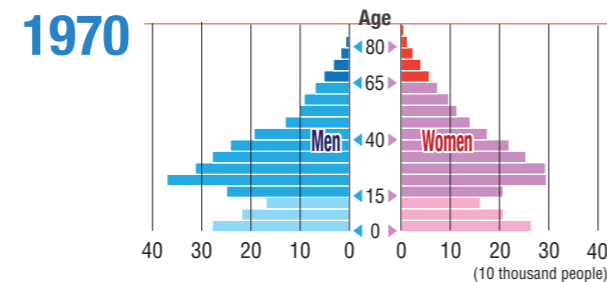
Mission

Role of Kanagawa Prefecture

Japan’s population is ageing faster than anywhere in the world. In particular, the population of Kanagawa Prefecture, which grew briskly during Japan’s era of high economic growth, will age at the fastest pace in Japan. This means that Kanagawa Prefecture must become a precursor in developing its own policies ahead of Japan’s central government.

As a trailblazer, Kanagawa Prefecture will use its unique resources to proactively make its social system sustainable in this age of population ageing, and effectively disseminate the “Kanagawa model” to domestic and international audiences.

Population Pyramid Kanagawa



Philosophy

Philosophy of Kanagawa Prefecture

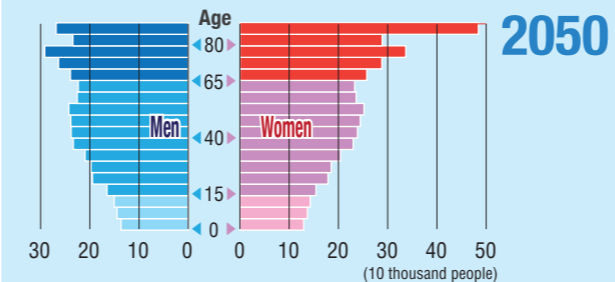
“ME-BYO” is the central concept of the Healthcare New Frontier policy. Instead of seeing health conditions in the dichotomy of “healthy” and “ill,” ME-BYO sees health conditions within a continuum of healthy and sick conditions, as shown in the illustration below. ME-BYO is a concept that captures all changes along this continuum.

“Curing ME-BYO” means to prod people’s health conditions towards healthy along this continuum, and includes, but is not limited to, prevention of diseases.



Using advanced information and communications technology (ICT), Kanagawa Prefecture is establishing scientific evidence for ME-BYO and stimulating people to change their behavior for “Curing ME-BYO” to enhance their current and future health conditions.

Population Pyramid Kanagawa



Methods

Methods for changing the status quo

To lay the foundation for ME-BYO, we have been engaging in academic discussions around ME-BYO, creating centers for application and commercialization of regenerative and cell medicine, and promoting public relations efforts. In the second phase, we will promote “changes in people’s behavior,” establish “evidence for ME-BYO,” and create “a new social system.” Specifically, we will carry out the following projects centered on ME-BYO:

- Establishment of a healthcare ICT system using ME-BYO Health Records to enable individuals to check their ME-BYO status and encourage changes in their behavior for curing ME-BYO.
- Pursuit of advanced technology, including development and application of healthcare robots and regenerative and cell medicine in the Life Innovation Center.
- Establishment of scientific evidence for ME-BYO.
- Training of talents for implementing the Healthcare New Frontier policy, including establishment of a graduate school of public health and partnership with World Health Organization (WHO).



Three Elements for Curing ME-BYO

Future

Transformation to a sustainable social system

The Healthcare New Frontier policy aims to create a new social system where individual citizens of Kanagawa Prefecture can reexamine their lifestyles for “Curing ME-BYO.” Cooperation of various entities such as companies, universities, and research institutes will also be a key to laying this foundation for ME-BYO.

Through this policy, we aim to extend citizens’ healthy life expectancy, create new markets and industries, drive domestic economic growth, and disseminate to domestic and international audiences the “Kanagawa model” for overcoming the challenges of population ageing. We hope to build a society where all people can live healthy, meaningful lives with a sense of security.

- Advantages for citizens:
 - Access to advanced healthcare services
 - Healthy longevity
 - Sense of security about the future
 - Creation of employment opportunities, etc.
- Advantages for companies:
 - Business opportunities
 - Access to global markets
 - Increasing corporate value, etc.
- Advantages for Kanagawa Prefecture:
 - Expansion of public services
 - Optimization of care
 - Consolidation of clinical research systems
 - Increasing the appeal of Kanagawa, etc.