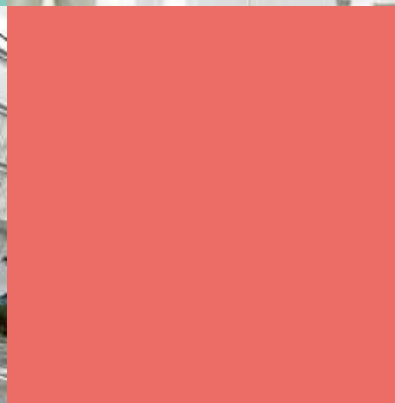
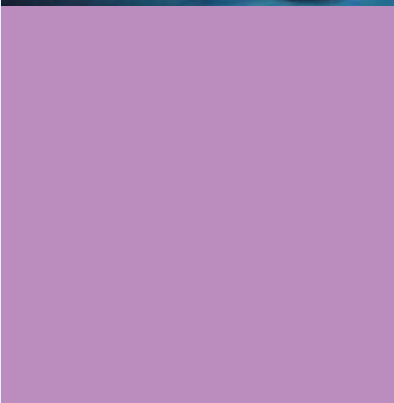
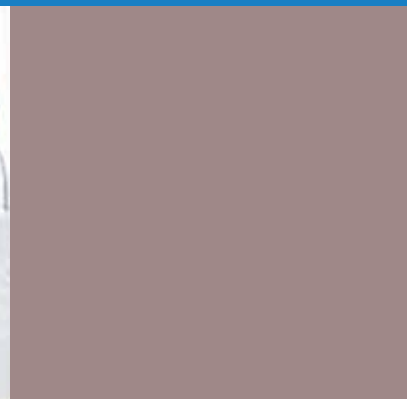




Healthcare New Frontier

A Challenge from Kanagawa, Japan

Kanagawa Prefectural Government



Message from the Governor



In order to create a brighter future vision for the era of the super-aged society, Kanagawa, the second most populous prefecture in Japan adjacent to Tokyo, has been promoting a grand policy package called “Healthcare New Frontier (HCNF).”

HCNF is a bundle of healthcare and industrial/regional policies. Its key concept is “Managing ME-BYO,” the scope of which is something broader than that of “disease prevention” in the context of Western medicine. Combining this concept with the utilization of advanced medical treatments and technologies, we aim to achieve healthy longevity of the citizens and to create new markets and industries at the same time.

I would greatly appreciate your understanding and support in fulfilling our goals. HCNF will provide a solid base for everybody to lead a better life in the coming years.

黒岩祐治

Yuji Kuroiwa
Governor, Kanagawa Prefecture

Contact Information

Inochi and Future Strategy Headquarters Office
Policy Bureau
Kanagawa Prefectural Government

<https://www.pref.kanagawa.jp/docs/bs5/pr/index.html>

Phone +81-45-210-2720

Fax +81-45-210-8865

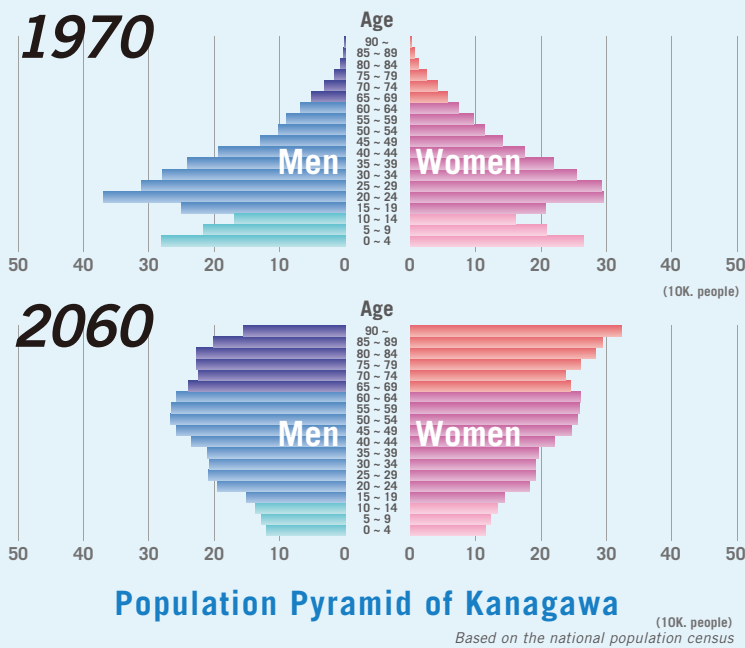
E-mail hcnf-gs@pref.kanagawa.lg.jp

1 Nihon-odori, Naka-ku, Yokohama, Kanagawa, 231-8588, Japan

Healthcare New Frontier Policy

Healthcare New Frontier (HCNF) is a package of policies developed by the Kanagawa Prefectural Government to assist everybody to live a long and healthy life in the face of the severe social changes resulting from the advent of the super-aged society.

Super-Aged Society Causing a Rapid Change in Population Structure



The advancement of an ageing society is a common concern among industrialized nations, with Japan experiencing the most rapid progress of an ageing society. Kanagawa is one of the fastest ageing societies in Japan.

Problems Arising from Changes in Population Structure

The current social welfare system with the working generation supporting elderly citizens will not be sustainable with the unprecedented changes in social structure demonstrated by the change in the population pyramid.

Dual Approaches to Solve the Issue of Population Ageing

Kanagawa Prefecture has been promoting the HCNF Policy in order to address the issue of population ageing. The HCNF Policy consists of two approaches: pursuing cutting-edge medical treatments and technologies, and managing ME-BYO.



Biomedical Cluster in KING SKYFRONT



One of the core projects of the prefecture is taking place in Tonomachi Area, Kawasaki City, a National Strategic Special Zone. This area along the Tama River is a Kanagawa's cutting-edge life science cluster, called KING SKYFRONT, where various companies and institutes have moved in. In 2022, Tonomachi Area was connected to Tokyo with a bridge, which enables quick access to Tokyo (Haneda) International Airport with only a fifteen-minute walk.

Life Innovation Center

The Center for Regenerative Medicine and Cell Therapy

Life Innovation Center (LIC) was established in April 2016 to promote industrialization of regenerative medicine and cell therapy, a rapidly evolving field as next-generation medical technology.

LIC is located at KING SKYFRONT, an open innovation hub for life science where companies and research institutes with cutting-edge technologies cluster. Taking advantage of such accumulation, LIC aims to accelerate the growth towards commercialization and industrialization of promising seeds in regenerative medicine and cell therapy.

Promoting cooperation among various technical seeds



- Well-equipped R&D environment
- Functional and versatile common space
- Easily accessible to Haneda Airport
- Shared lab / Rental lab
- Foster venture business

Shonan Health Innovation Park

Build a life science ecosystem that is open to the world

Shonan Health Innovation Park (Shonan iPark), established in 2018, is one of Japan's largest science parks. With a total floor area of approximately 300,000 square meters, it hosts a diverse range of companies and academia, including domestic and international pharmaceutical companies, biotech startups, cellular agriculture firms, and AI enterprises. This concentration of organizations fosters an ecosystem that accelerates innovation in the healthcare industry.

Kanagawa Prefecture, Fujisawa City, Kamakura City, Shonan Kamakura General Hospital, and Shonan iPark are working together to achieve the following goals:

- Establishing a leading hub for health innovation in the Shin-Shonan area
- Implementing innovative ideas in collaboration with the local community
- Creating new business and startups in the healthcare industry



iPark
Shonan

School of Health Innovation

Graduate School of Health Innovation (SHI) was established in 2019 to foster human resources that can revolutionize social system and technology on the basis of ME-BYO concept.

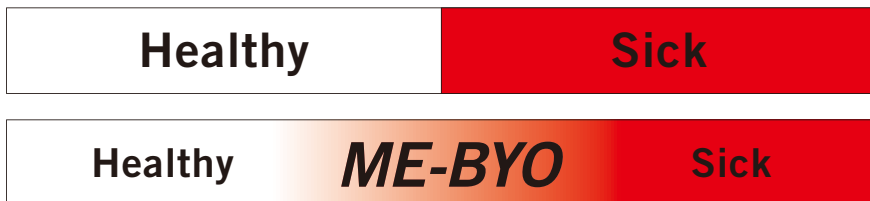
The school provides innovative education including public health, technology, business, administration and practical training in healthcare-related fields, and offers the Master of Public Health (MPH) and the Ph.D. The classes are taught in both English and Japanese.



Scheme

Purpose	Development of human resources that can create innovations in healthcare-related fields
Form of Installation	Graduate school of public health founded by Kanagawa University of Human Services
Address	Tonomachi, Kawasaki City, Kanagawa
Academic Degree	1) Master of Public Health (MPH) 2) Doctor of Philosophy (Ph.D.)
Terms of Study	1) 2 years 2) 3 years
Admission Capacity	1) 15 per grade 2) 2 per grade

Approach Managing ME-BYO



Instead of clearly defining people's physical and mental condition as being either healthy or sick, under the concept of ME-BYO, the physical and mental conditions evolve continuously between healthy and sick states, and ME-BYO applies to all conditions between being "healthy" and "sick."

Hence, in order to stay physically and mentally healthy, it is important for individuals not to wait until they become sick to take action. Rather, it is important for them to monitor closely their ME-BYO condition in daily life and take active steps to maintain and improve their physical and mental conditions. The prefecture is promoting initiatives to stimulate changes in their health awareness and behavior patterns.



ME-BYO Index in Collaboration with WHO

ME-BYO Index

Under the concept of ME-BYO, it is important that people work responsibly to manage their ME-BYO status by changing their behaviors into more healthy ones. To encourage their behavioral change, the prefecture has developed the ME-BYO Index.

The ME-BYO Index is a numerical value to indicate where people stand on the gradation scale between being healthy and being sick. The prefecture developed the Index in collaboration with academia and WHO. ME-BYO Index also has the future prediction function.



ME-BYO STYLE



ME-BYO STYLE Ambassadors communicate with women in their 20s to 50s regarding lifestyles that can easily incorporate ME-BYO management in their daily lives. Events are held in cooperation with municipalities and companies.



CHO

An initiative by companies to promote health management by appointing a CHO (Chief Health Officer) in the company and making health promotion for employees and their families a part of corporate management.



