

Kanagawa Prefecture

Healthcare New Frontier - Initiatives based on the Concept of ME-BYO



Situation

Kanagawa Prefecture is one of the fastest-ageing regions in Japan. It is obvious that the current social systems will not be sustainable. In response, Kanagawa Prefectural Government has established the “Healthcare New Frontier” policy to extend the healthy longevity (*) of the people of Kanagawa, and to make the prefecture an engine of economic growth, which will lead to realising a “society of security, health and purposeful lives”.



Action

The prefecture aims to realise personalized medicine by integrating two approaches, “pursuing cutting-edge medical treatment and technology” and “curing ME-BYO”, and to realise the “extension of healthy longevity” by reexamining people’s lifestyles, and the “creation of new markets/industries”. The prefecture is working on creating the “ME-BYO Industry”, a new industry that originated in Kanagawa, and expanding its markets.

Impact

The prefecture has been promoting initiatives with the basic concept of “ME-BYO”, that a person’s physical and mental conditions are changing continuously between the states of health and sickness.

In the future, the prefecture intends to promote efforts for the further popularization of products and services related to the ME-BYO Industry and its overseas business development.