



弘前大学



August 9, 2022
Hirotsugu University
Value HR Co., Ltd.
Tokio Marine Holdings, Inc.

Hirotsugu University, Value HR, and Tokio Marine Holdings Jointly Establish Department of Healthy Life Expectancy Extension Science

On August 1, 2022, Hirotsugu University (President: Shinsaku Fukuda), Value HR Co., Ltd. (President & Representative Director: Michio Fujita; hereinafter “Value HR”), and Tokio Marine Holdings, Inc. (President & Chief Executive Officer, Group CEO: Satoru Komiya; hereinafter “Tokio Marine Holdings”) jointly established the Department of Healthy Life Expectancy Extension Science as a joint research unit within Hirotsugu University Graduate School of Medicine. To commemorate this industry-academia collaboration, an opening ceremony was held on August 9 at Hirotsugu University.

1. Reason for the establishment of joint research department

Having entered the so-called “era of 100-year lifespans,” and with Japan experiencing a “super-aging society,” there is a need to achieve a society in which all citizens can continue to live actively and healthily with peace of mind.

Hirotsugu University COI^{*1} has acquired a variety of knowledge and results from research utilizing the ultra-comprehensive big health data under the Iwaki Health Promotion Project^{*2} that began in 2005. This new joint research department will combine these results with the data and knowledge accumulated by Value HR and Tokio Marine Holdings, aiming to research and develop disease prediction and behavioral change models.

Value HR and Tokio Marine Holdings will use these disease prediction and behavioral change models to provide services to customers, aiming to contribute to healthy life expectancy extension, work style reform, the promotion of Health Management, and more.

2. Overview of joint research

(1) Research objective

By providing the disease prediction and behavioral change models developed in this joint research department, we aim to reduce individual disease risk, achieve a society in which a high level of health can be maintained into old age, and solve the social issues of social security crunch and shortage of labor (decline in social vitality).

(2) Research content

- [1] Research and development of disease prediction models to identify those at high risk of contracting life-style related diseases, etc. based on individual physical examination results and receipt data, among others
- [2] Research and development of behavioral change models to provide those found to be at high risk with individually tailored behavioral solutions to maintain and promote their health
- [3] Development of insurance products and services with the inherent function of extending life expectancy through incentives

3. Overview of joint research department

Name	Department of Healthy Life Expectancy Extension Science	
Establishment Period	August 1, 2022 to July 31, 2025	
Research Leads	Specially Appointed Professor	Shigeyuki Nakaji (Graduate School of Medicine, Hirosaki University)
	Professor	Koichi Murashita (Health Future Innovation Research Organization, Hirosaki University)
	Professor	Tatsuya Mikami (Graduate School of Medicine, Hirosaki University)
	Professor	Ken Itoh (Graduate School of Medicine, Hirosaki University)
	Professor	Yoshinori Tamada (Graduate School of Medicine, Hirosaki University)
	6 members at Value HR Co., Ltd. 7 members at Tokio Marine Group (Tokio Marine Holdings, Inc., Tokio Marine & Nichido Fire Insurance Co., Ltd., and Tokio Marine & Nichido Life Insurance Co., Ltd.)	

(*1) Hirosaki University COI

COI is a program aimed at identifying innovative research and development issues that will affect society ten years from now, breaking down the barriers between existing fields and organizations, and bringing together industry and academia to achieve radical innovation that neither can achieve alone. It also seeks to develop an “innovation platform” in Japan that continually creates cutting-edge innovations.

Based on the analysis of ultra-comprehensive big health data spanning 2,000 to 3,000 test items gathered from the Iwaki Health Promotion Project, initiated in 2005 in the Iwaki district of Hirosaki, Aomori, Hirosaki University COI has been creating and testing methods for the early detection and prevention of diseases such as dementia and lifestyle-related diseases, with a view to implementing the results in society. In 2019, the program won the Prime Minister’s Award as the most outstanding initiative or project in the 1st Japan Open Innovation Prize, and was awarded the Grand Prize/Minister of Internal Affairs and Communications Award at the 7th Platinum Award. In 2020, it received the Minister of Education, Culture, Sports, Science and Technology Award at the Innovation Net Award 2020, and was recognized by the 1st Healthy Aging Innovation Prize for Asian Innovation as an Outstanding Case Study in Japan (Community-Based Initiatives Category).

The COI ended in March 2022, and Hirosaki University established the Health Future Innovation Research Organization as a successor to the COI system.

(*2) Iwaki Health Promotion Project

A health survey initiated by Hirosaki University in 2005 in the Iwaki district of Hirosaki, Aomori that has collected a vast amount of big health data by providing roughly 3,000 test items, a number that is unprecedented on a global scale.

■Corporate Profile of Value HR Co., Ltd.

Name	Value HR Co., Ltd. (TSE Prime Market, ticker symbol 6078)
Address	Head Office: 5-21-14 Sendagaya, Shibuya-ku, Tokyo Hirosaki Operations Center: 3-9-4 Tomita, Hirosaki, Aomori
Representative	Michio Fujita, President & Representative Director
Established	July 2001
Capital	JPY 1,556 million
Business	Provides one-stop health management services (medical checkup bookings, medical exam results management, specific health guidance, cafeteria plans, etc.) with the internally developed Value Cafeteria system. Provides other BPO services for health insurance associations related to support for new establishment and administrative operations.
URL	https://www.valuehr.com/

■Corporate Profile of Tokio Marine Holdings, Inc.

Name	Tokio Marine Holdings, Inc. (TSE Prime Market, ticker symbol 8766)
Address	2-6-4 Otemachi, Chiyoda-ku, Tokyo
Representative	Satoru Komiya, President & Chief Executive Officer, Group CEO
Established	April 2002
Capital	JPY 150 billion
Business	1. Management of non-life insurance companies, life insurance companies, specialized securities companies, foreign companies engaged in insurance businesses, and any other company which is or may become a subsidiary of the Company in accordance with the provisions of the Insurance Business Law of Japan 2. Any other business incidental to the foregoing item
URL	https://www.tokiomarinehd.com/

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