



August 31, 2023

Y4.com Co.,Ltd

NEWS RELEASE

Novartis Health Insurance Association: Contracted for Specific Health Guidance Operations  
~ Launch of the health management app "Vital gain" for specific health guidance ~

Y4.com Co.,Ltd (Headquarters: Chiyoda-ku, Tokyo, CEO: Yukinao Ajima, hereafter referred to as Y4.com) has been contracted to support specific health guidance operations for the Novartis Health Insurance Association. Starting from September 1st, we will begin providing a state-of-the-art online health guidance program utilizing ICT devices. By integrating wearable devices with advanced digital technologies, we aim to effectively support the health management of participants during the specific health guidance period.

The program for the Novartis Health Insurance Association is a completely online specific health guidance program that utilizes ICT devices. It features two types of wearable devices, differentiated by motivational support and proactive support. For motivational support, there is a wearable that measures 10 different functions and a program that measures 13 types of body composition. For proactive support, there is a wearable that automatically measures calorie intake just by being worn, and an achievement incentive program is provided for those who reach a goal of minus 2 kilograms or minus 2 centimeters.

《Highlights of the Program》

○Motivational Support: (Participation Incentive Program)

- At the end of the health guidance program, participants will be gifted with a wearable device that has 10 different functions and a body composition scale that analyzes 13 types of body composition.
- G Healthcare Points: The medical cost containment effects generated by walking are converted into points. These can be exchanged with seven types of electronic money, including PayPay, thereby improving health awareness and encouraging sustained physical activity.

○Proactive Support: (Outcome Incentive Program)

- Wearable Device GoBe2: Simply wearing this device allows for the automatic measurement of calorie intake. Those who achieve a weight loss of minus 2 kilograms or a reduction of minus 2 centimeters will receive this as a gift.
- Electronic Money Incentive: During the guidance period, up to 50 yen in electronic money is awarded for each day exceeding 10,000 steps.

What we aim for is to make the most of wearable devices and ICT equipment to comprehensively manage the three major areas of physical activity, diet, and sleep. Through this program, we will facilitate the experience of successful weight loss, encourage sustained behavioral changes, and support the establishment of healthy living habits.

Implementation Period: September 1, 2023 to August 31, 2024

Content: ICT equipment-utilized online-specific health guidance

Target Participants: Individuals aged 40 to 74 who have been classified into the "motivational support" or "proactive support" categories based on the national criteria after receiving specific health check-ups by the Novartis Health Insurance Association.

[Company Profile of Y4.com Co.,Ltd.]

[Location] Otemachi First Square East Tower 4F, 1-5-1 Otemachi, Chiyoda-ku, Tokyo

[Established] April 2012

President and CEO Yukinao Ajima

[Business Activities] Healthcare services, import and sales of IoT devices

[URL] <https://y-4.jp/>

We will continue to develop business initiatives that integrate IoT and healthcare, aiming to extend healthy life expectancy and achieve the control of medical expenses and the prevention of diseases.



Inquiries Regarding This Matter

Y4.com Administration Department

E-mail : [info@y-4.jp](mailto:info@y-4.jp)