



March 9, 2024

Y4.com Co.,Ltd

Niigata Prefecture National Health Insurance Association Selects Contractor
for Health Guidance Support

On March 8, 2024, we were selected as a collaborative business operator for the project to improve the implementation rate of specific health guidance by the Niigata Prefecture National Health Insurance Organizations Association.

In the project to support the improvement of the implementation rate of specific health guidance, we will implement monitoring support using ICT to promote participation in the specific health check-ups in the following year and continue follow-up. This program enhances the convenience of health management through the use of ICT technology and wearable devices, supporting participants to easily understand their health status and proactively engage in improving their lifestyles. In particular, by visualizing the tracking and improvement results of health conditions, it encourages participants to change and continue their behaviors.

Furthermore, individuals who actively participate in the specific health guidance and complete the program will receive a wearable device or an app that incentives steps (for participants using the app only) as a gift. This initiative aims to maintain participant motivation while encouraging a transition to health-conscious lifestyle habits.



<For inquiries regarding this matter>

Administration Department of Y4.com Corporation E-mail : info@y-4.jp