



May 16, 2024  
Y4.com Co.,Ltd

The Ministry of Economy, Trade and Industry's "FY 2023 Supplementary Budget Project for Accelerating the Social Implementation of PHR" has selected Y4.com Inc.'s "Vital Data Integration Project  
– PHR to Realize a "Society Where People Can Naturally Become Healthier –

Y4.com Inc. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Yukinao Ajima; hereinafter referred to as Y4.com) has been selected as a demonstration project operator for the Ministry of Economy, Trade and Industry's "FY 2023 Supplementary Budget Project for Accelerating the Social Implementation of PHR (Survey and Demonstration Project for Issues and Points of Discussion in Creating PHR Use Cases through Information Collaboration Infrastructure)." The goal is to expand the number of PHR service users and create use cases, aiming for a future where PHR connects in an environment open to both businesses and consumers, leading to richer services, lifestyles, and experiences. Through this demonstration, we aim to contribute to the growth of the PHR service we provide and the market, thereby contributing to Japan's healthcare services.



## ■ Service Overview

In the "Vital Data Integration Project" selected for Y4.com Inc., we will provide the health management app "VitalGain," the health management platform "Genkimiru," and the wearable device "BS BAND" to monitors for the purpose of collecting raw data of daily vital data (PHR).

### health management app "VitalGain"

#### ① multi-device support

It can connect with various health devices from different manufacturers, including wearable devices. (Supports Bluetooth connectivity and inter-app integration.) On the app, you can choose effective visualization items from over 50 types of dashboards, tailored to the devices used and specific goals (such as caregiving prevention, dieting, etc.).

#### ② **Mechanisms for Behavioral Change**

For every step taken, points are accumulated towards reducing healthcare costs. (Note: Our company has obtained a business model patent for this.) Additionally, participants can earn electronic money by joining virtual contests, which can be exchanged for eight types of electronic money and gifts. The app also offers AI-generated advice and "online health consultations" that match users with qualified professionals for addressing health issues such as metabolic syndrome, diabetes, and mental health.

## **Health Management Platform“Genkimiru”**

### Data Output and Integration

We have multiple achievements in integrating the vital data obtained through the VitalGain app with municipal urban operating systems as part of initiatives like the Digital Garden City National Concept. Additionally, we support multi-device integration by embedding APIs from various manufacturers.

## **Wearable Device “BSBAND”**

The device "BS BAND" we are providing has a proven track record of being introduced to groups ranging from a few dozen to several hundred individuals aged 40 to 90. It is a user-friendly wearable device for a wide range of age groups. The vital data to be integrated includes steps, sleep duration, and stress levels, as well as other metrics that are likely to interest users, such as blood oxygen saturation and skin temperature.

By utilizing the health management platform "Genkimiru," the health management app "VitalGain," and the wearable device "BS BAND," we aim to securely provide PHR (daily vital data) to numerous service providers through a data integration platform. This initiative will facilitate the creation of PHR use cases and address social issues.

## **■About the “FY2023 Supplementary Budget Project for Accelerating the Social Implementation of PHR(Survey and Demonstration Project for Issues and Points of Discussion In Creating PHR Use Cases through information Collaboration Infrastructure)”**

### **< Background and Purpose >**

In recent years, various services using Personal Health Records (PHR)—which include information from health checkup results such as weight, blood pressure, and blood sugar levels, as well as health and medical information obtained from wearable devices and sensor equipment, such as diet, exercise, and sleep—have been provided by private businesses. As Japan faces the challenges of a declining birthrate, an aging population, and population decline, the importance of utilizing PHR for prevention and health promotion is increasing. From the perspective of extending healthy life expectancy and addressing pre-symptomatic illness, there are expectations for the creation of new industries and the improvement of existing products and services.

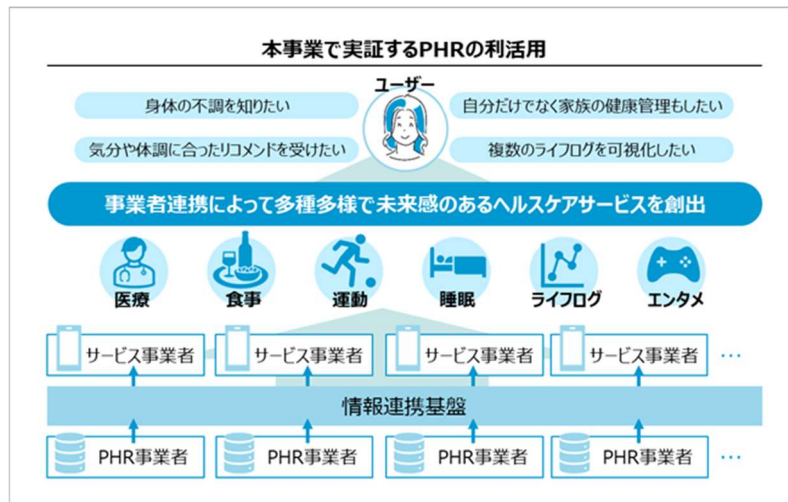
As part of a broader government initiative, the Medical DX Promotion Headquarters, led by the Prime Minister, was established in October 2022. Discussions on promoting medical digital transformation (DX), including the utilization of PHR, have begun, and measures to realize medical DX are being steadily implemented in cooperation with relevant ministries and agencies. Additionally, in July 2023, the PHR Service Business Association, a cross-industry organization, was established, indicating a growing momentum for PHR utilization not only within the government but also in the private sector.

In this context, the Ministry of Economy, Trade and Industry is promoting the "FY 2023 Supplementary Budget Project for Accelerating the Social Implementation of PHR (Survey and Demonstration Project for Issues and Points of Discussion in Creating PHR Use Cases through Information Collaboration Infrastructure)." This project aims to further accelerate the social implementation of PHR. The findings from this demonstration project will be presented to the public at the 2025 Osaka-Kansai Expo (hereinafter referred to as "the Expo") to raise public awareness of PHR. Additionally, the project will address and clarify the challenges and key points related to the actual social implementation of PHR services and products.

## < Project Overview and Schedule >

Through this demonstration project and the Expo, themed "Designing Future Society for Our Lives," which will be held starting in April 2025, we aim to connect various PHRs and services in an environment open to both businesses and the public. This initiative will lay the foundation for a future where businesses create new products and services, and citizens use them with confidence, leading to richer lives and experiences. We will work towards realizing a "society where people can naturally become healthier" through the utilization of PHR.

During the project period, we will empirically implement mechanisms to provide use cases utilizing PHR through an information collaboration platform. This will be done in cooperation with PHR providers and service providers across various themes such as exercise, sleep, and diet.



**Project Concept Diagram**

We will proceed with the concretization of use cases and their connection to the information collaboration platform. In February 2025, we plan to hold a demonstration event where participants can experience and evaluate these use cases. Additionally, starting from April 2025, we aim to expand the number of PHR service users by providing opportunities for the public to experience the created use cases at the Expo. For more details about this project, please visit the application site: <https://phr-expo-data-utilization.meti.go.jp/>

		2024年												2025年				
		3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	1月	2月	3月	4月	~	10月	
対外発表		● 採択事業者発表						● ユースケース紹介			● プレスイベント							
実証事業内イベント		● マッチングイベント												● 実証イベント   ● 万博開始				
採択事業者の取り組み	公募・採択	ユースケース検討		サービス・プログラム開発 (基盤接続・データ連携等)			情報連携基盤 接続テスト			実証事業報告			大阪・関西万博での PHRを活用した体験提供					
		複数のPHR事業者・サービス事業者が協働のもと連携し、PHRを活用したサービス・商品を提供するユースケースを構想する。		複数の事業者間でPHRのやり取りができる情報連携基盤への接続を含むサービス開発を行う。			各ユースケースにおいて情報連携基盤への接続を実行し、接続テストなどを行う。万博への出展事業者が確定する。			各ユースケースにおいて実証イベントでユーザーへのユースケース体験機会を提供し、実証事業の成果検証・報告を行う。			本事業で構築された情報連携基盤を活用したユースケースの体験展示やサービス提供を実施予定。「健康とウェルビーイングウィーク」と運動予定。					

※今後変更となる場合があります。

**Project Schedule**

## **【Company Overview】**

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

[Established] April 2012

[Representative] Yukinao Ajima

[Business Activities] Healthcare service business, IoT device import and sales business

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



株式会社Y4.comは、スマート・ライフ・プロジェクトと、  
みなさまの健康・体づくりを応援します。

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