

White Jack Project Phase 4

'EBHS Life' launched; New health indicator

~ Predicting relative life expectancy based on the results of health check-ups and lifestyle habits,
promoting health management and improving the health of consumers ~

M3, Inc. (Headquarters: Tokyo, Japan; CEO: Itaru Tanimura; URL: <https://corporate.m3.com/>; "M3" below) has launched a service using "EBHS (Evidence Based Health Score) Life: Ebisu Life," a health indicator that predicts a person's life expectancy and health score based on the results of health check-ups and lifestyle habits, as the fourth phase of the White Jack Project, an initiative aiming to maintain health from the stage before the onset of disease.

By promoting consumers health behaviors through EBHS, EBHS will work with businesses, including companies engaged in health management and medical institutions aiming to improve the lifestyle habits of their examinees, to promote corporate health management and consumer health improvement.

1. About "White Jack Project"

In addition to "treatment after the onset of disease," which has been M3's main business domain and for which it has provided many related services, the M3 Group is expanding its focus to the "field of pre-disease and preventive medicine" and will develop and promote various measures under the name of the "White Jack Project."

The fourth phase, EBHS Life, aims to contribute to the promotion of health and disease prevention for consumers from the stage of pre-symptomatic state by visualizing and indexing health conditions in an easy-to-understand manner, thereby realising M3's mission from a more upstream level.

2. Main contents of EBHS Life and future initiatives

Health check-ups ('medical check-ups') are conducted by companies in accordance with the Occupational Health and Safety Law, and eligible employees undergo a medical check-up once a year. The number of people subject to specific health guidance, whose lifestyle needs to be improved as a result of the medical check-up, is increasing every year, and it is reported that approximately 5.22 million people were subject to this guidance in FY2020.¹ However, only about 20% (22.7%)¹ of those eligible for specific health guidance are actually receiving health guidance, so initiatives to

¹ Ministry of Health, Labour and Welfare FY2020 Status of implementation of specific health check-ups and specific health guidance
https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/newpage_25882.html

motivate health behaviour are considered essential.

“EBHS Life” is a new approach to health indicator scores that scientifically predicts an individual's relative life expectancy using health examination and lifestyle data and quantifies their health status based on these values. By scoring life expectancy, it is expected to have a stronger impact on consumer's health awareness and behaviour change than conventional health indicators.

The calculation of life expectancy is based on a machine learning algorithm built on medical papers with a high level of evidence. The algorithm was developed under the supervision of Yusuke Tsugawa, Associate Professor at the UCLA School of Medicine and Graduate School of Public Health, from a medical statistical perspective.

Comment by Yusuke Tsugawa

"The probability of living a long and healthy life fluctuates with the accumulation of various daily activities such as diet, exercise, sleep and alcohol consumption. EBHS, which I became an advisor for, aimed to create a simple indicator to recognise your own health status by estimating your life expectancy based on the results of your health check-up and lifestyle input. The creation of the algorithm reflects the results of high-quality research and we will continue to improve its accuracy through data collection. We hope that the widespread use of EBHS will help as many people as possible to maintain and improve their health and reduce healthcare costs in the future."

Initially, the service will concentrate on companies focusing on health management and medical institutions working to improve the lifestyle habits of their patients. In the future, the service will also be offered to individuals in partnership with consumer-oriented services.

<Specific examples of partnerships>

- General companies: true health management is possible by calculating EBHS for each company or department and implementing the PDCA cycle for improvement
- Health insurance associations: verification of the causal relationship between EBHS and future health care costs; improvement of health insurance finances by improving EBHS
- Medical institutions, including health check-up facilities: feedback on the results of the comprehensive judgment of the physical examination by EBHS. Suggestions for improvement are also implemented
- Life insurance companies: development of new services, such as preferential rates and health-enhancing insurance
- Fitness clubs, etc.: linking services for members with EBHS to support consumers in improving their health

In the future, services will be added from time to time based on the results of “EBHS Life” to provide advice on how to improve individual health and recommendations for medical examinations.

The new health indicator EBHS provides an opportunity for everyone to easily and comprehensibly understand their own health status and improve their behaviour autonomously. Through EBHS, M3 will support people's efforts to improve their health from the point of pre-disease and prevention, aiming to realize M3's mission of “Making use of the Internet to increase, as much as possible, the number of people who can live longer and healthier lives, and to reduce, as much as possible, the amount of unnecessary medical costs.”

■ About Yusuke Tsugawa

Associate Professor, University of California, Los Angeles (UCLA) School of Medicine and Graduate School of Public Health (Health Policy and Management); Director and Physician, Japan Health and Policy Institute; PhD, Harvard University. Author of: 'The Economics of Cause and Effect' (co-authored with Makiko Nakamuro), No. 1 'Best Economic Book' in 2017; 'The World's Easiest Textbook on Health Policy'; 'The Ultimate Diet, the Simplest and Most Scientifically Proven in the World'; 'The Best Cancer Treatment Found by Thorough Comparison of Medical Research Around the World' (co-authored with Satoru Osuka and Noriyuki Katsumata); 'Health Rules,' etc.

■ Report image



■ 'White Jack Project' image

