
Press Release

October 30, 2024

Sumitomo Pharma Co., Ltd.

Sumitomo Pharma's Subsidiary Concluded Agreement with Tokyo Metropolitan Government and the Tokyo Metropolitan Institute for Geriatrics and Gerontology Concerning a Health Promotion Project for the Elderly

Sumitomo Pharma Co., Ltd. (Head Office: Osaka, Japan; Representative Director, President and CEO: Toru Kimura) announced today that its subsidiary, FrontAct Co., Ltd. has concluded an agreement with the Tokyo Metropolitan Government and the Tokyo Metropolitan Institute for Geriatrics and Gerontology concerning a health promotion project for the elderly as per the attachment.

Contact:

Corporate Communications

Sumitomo Pharma Co., Ltd.

E-mail: prir@sumitomo-pharma.co.jp

October 30, 2024

Conclusion of agreement with Tokyo Metropolitan Government and the Tokyo Metropolitan Institute for Geriatrics and Gerontology concerning a health promotion project for the elderly

FrontAct Co., Ltd (Chuo-ku, Tokyo; Representative Director, President, and Chief Executive Officer: Takehiko Nomura) (hereinafter referred to as “FrontAct”) announced today that it has concluded a three-party agreement to engage in preparations for the implementation of the “project to utilize digital devices such as smartwatches to contribute to health promotion for the elderly” (hereinafter referred to as the “project to utilize digital devices to contribute to health promotion for the elderly”), a project being undertaken by the Tokyo Metropolitan Government (Governor: Yuriko Koike) and the Tokyo Metropolitan Institute for Geriatrics and Gerontology (Itabashi-ku, Tokyo; CEO: Kenji Toba) (hereinafter referred to as “TMGHIG”).

The increasing number of people entering advanced old age means that Japan faces urgent social problems such as frailty and the risk of needing care. In response to this, it is necessary to achieve evidence-based health promotion among the elderly and innovation to prevent frailty, and to create an environment in which the elderly can naturally become healthy. After the current demonstration run of the “project to utilize digital devices to contribute to health promotion for the elderly” (FY2024 plan), the Tokyo Metropolitan Government and TMGHIG intend to run an app that makes use of technology such as smartwatches (activity-measuring devices worn on the wrist) that measure elderly people’s vitals and physical activity levels to understand the state of their health at home and detect the risk of frailty. FrontAct will provide its own wristband activity-measuring devices to realize the implementation of the app, aiming to help the Tokyo Metropolitan Government and TMGHIG facilitate changed behavior among the elderly and focus on promoting health.

(Reference)

The Tokyo Metropolitan Government’s initiatives for the prevention of nursing care and frailty

The Bureau of Social Welfare, Tokyo Metropolitan Government is carrying out initiatives to encourage the prevention of nursing care and frailty by creating community centers independently operated by residents so that elderly people can always live with energy and cheer. More specifically, it is supporting the further expansion of resident-operated community centers and stronger functions within these, running initiatives to secure environments to maintain connections with the elderly, and raising public awareness of the prevention of nursing care and frailty and of desirable lifestyle habits.

Source: “Section 2, Chapter 1: Promoting Long-Term Care and Frail Prevention and Social Participation,” 9th period of the Tokyo Metropolitan Government Health and Welfare Plan for the Elderly (FY2024 to FY2026), website of the Bureau of Social Welfare, Tokyo Metropolitan Government

<https://www.fukushi.metro.tokyo.lg.jp/kourei/shisaku/koureisyaikaku/09keikaku0608/09keikaku-pdf.html>

Project to utilize digital devices such as smartwatches to contribute to health promotion for the elderly

The project to utilize digital devices such as smartwatches to contribute to health promotion for the elderly (hereinafter referred to as “this project”) has been run by the Bureau of Social Welfare, Tokyo Metropolitan Government since FY2022. It applies the knowledge and clinical/research fields of TMGHIG and makes use of technology such as smartwatches that can measure elderly people’s vitals and physical activity levels with the aims of developing an app that can understand their health even in the home and detect the risk of frailty, as well as encouraging changed behaviors among the elderly and promoting their health.

Digital devices such as smartwatches used in this project

The digital devices used for this project are, for example, smartwatches that can be linked to the smartphone apps being developed for the project. It is possible to obtain physical and activity parameters associated with numerous diseases and symptoms, including frailty, depression, and dementia, based on number of steps, activity levels, time asleep, pulse, etc., simply by wearing these devices and behaving normally. Furthermore, the physical and activity parameters obtained can be linked to this project's smartphone app with no particular limitations and the data put to use.

Source: FY2024 Tokyo Metropolitan Institute for Geriatrics and Gerontology Annual Plan (draft) (overview)

https://www.tmg Hig.jp/cms_upload/%E5%B9%B4%E5%BA%A6%E8%A8%E7%94%BB%EF%BC%88%E4%BB%A4%E5%92%8C6%E5%B9%B4%E5%BA%A6%EF%BC%89%EF%BC%88PDF%EF%BC%89.pdf

TMGHIG's initiatives for frailty

The research objective of TMGHIG's Research Team for Human Care (Team leader: Shuichi Obuchi) is to undertake research to help improve vital functions, mental health, quality of life, and lifestyle environments among elderly persons who need support or nursing care and among people in advanced and very advanced old age, and to return their outcomes to society. Their research activities focus on three themes, "Digital Transformation for Aging Society," "Health Services Research," and "Social Inclusion Studies"; within these, the team are working on the early-stage discovery of physical and cognitive frailty through day-to-day monitoring using wearable watches and similar devices. Through the implementation of this research, the team is developing interdisciplinary research activities that are both academic and practical, aiming to contribute to the mission of the Institute and the team: to support the local, everyday lives of the elderly.

Source: Tokyo Metropolitan Institute for Geriatrics and Gerontology: <https://www.tmg Hig.jp/>

Research Team for Human Care: <https://www.tmg Hig.jp/research/team/fukushi-seikatsu/>

About FrontAct Co., Ltd.

FrontAct is a wholly owned subsidiary of Sumitomo Pharma Co., Ltd. (Chuo-ku, Osaka City; Representative Director, President and CEO: Toru Kimura) (hereinafter referred to as “Sumitomo Pharma”). Following the launch of Sumitomo Pharma’s Frontier Business Office in April 2019, the company aimed to provide new solutions for social issues in the area of healthcare outside of pharmaceuticals. In June 2024, the company split and started operations as FrontAct with the goal of implementing agile business operations, including management decisions that immediately respond to changes in customers, markets, and the environment; business development; and cooperation with academia and other companies. Based on its vision of “responding to people’s diverse wishes through cutting-edge technology,” FrontAct aims to continue to realize well-being and provide healthcare solutions with high social needs.

[Inquiries]

FrontAct Co., Ltd.

NMF Kayabacho Bldg. 5F, 1-17-24

Shinkawa, Chuo-ku,

Tokyo 104-0033

For inquiries : inquiry@frontact-gl.co.jp