



MBTLink Co., Ltd.

Multi-Layered Connected Care Demonstration Project

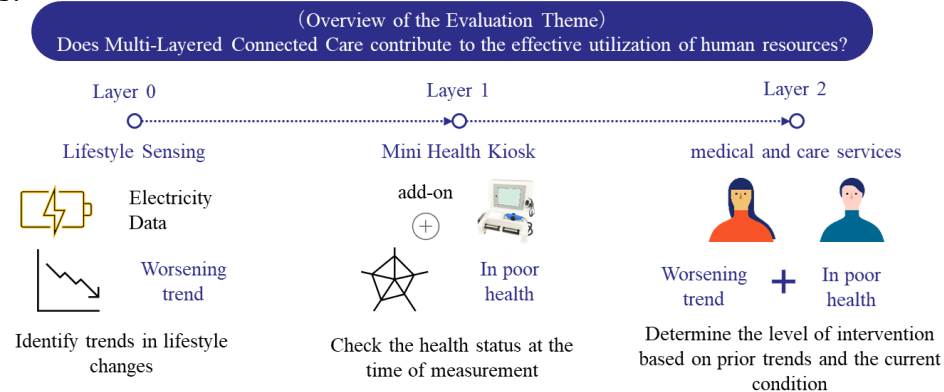
Purpose of the Project

■ Objectives

This project aims to verify the "Multi-Layered Connected Care" model for effective utilization of healthcare workforce resources. This model integrates "built-in" lifestyle sensing for monitoring activities within the home with "add-on" Mini Health Kiosks for measuring biological data. The study determines whether this model can enable the early detection of changes in health status and facilitate timely and appropriate interventions.

■ Background and Challenges

While Japan's aging population has reached approximately 29%, it is estimated that an additional 570,000 care workers will be needed by fiscal year 2040, resulting in a widening mismatch between supply and demand. To make effective use of limited human resources, there is a nationwide need for optimizing workforce allocation and reducing workloads through the broader adoption of preventive services, such as early detection of health status changes and timely interventions.



Details of Demonstration

■ Division of Responsibilities with the Collaboration Partner

MBTLink: Provision of sensing solutions, coordination with stakeholders, and management of overall operations.

Partner: Provision of Mini Health Kiosk equipment and technical support.

■ Specific Initiatives in the Demonstration Project

In three local governments where our services had been deployed, we conducted eight vital data measurement sessions using Mini Health Kiosks for existing lifestyle sensing service users (totaling ~55 participants). In two of these municipalities, we integrated vital measurements with "Health Salons"—one-hour lectures focused on frailty prevention, dementia prevention, and hypertension management. In the remaining municipality, measurements were conducted through individual home visits. In parallel with the vital measurements, we analyzed the vital data in combination with the daily activity data obtained through lifestyle sensing, and verified its effectiveness. Furthermore, we conducted interviews with study participants, government officials, physicians, and nursing care professionals to assess the acceptability and usage needs of each stakeholder. To identify market needs and the potential for collaboration with private-sector entities, we also exhibited at two trade shows and exchanged views with wholesalers, municipalities, and telecommunications infrastructure providers and others. Through these initiatives, the service model was evaluated from three perspectives: (1) effectiveness, (2) market needs, and (3) operations.

■ Schedule

October 2025 – January 2026: Equipment installation, measurements, and data analysis. October & December 2025: Market research via trade show exhibitions.



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Project Outcome

■ Verification of Effectiveness

Integrated analysis of lifestyle behavioral data and vital data revealed a staged progression: changes in lifestyle behaviors first affect the body's regulatory and recovery capabilities and eventually manifest as physical strain. This demonstrated that lifestyle sensing serves a "proactive role" in the early detection of lifestyle changes, while the Mini Health Kiosk plays a "verificatory role" by confirming physical condition at a given point in time.

■ Verification of Market Needs

Study participants highly valued the service for providing "sense of reassurance," "better understanding of personal health conditions," and "motivation for lifestyle improvement." Government officials expressed expectations for improved operational efficiency and medical cost containment, while medical/long-term care professionals noted that the model could contribute to improving the quality of care-related decision-making. Through the trade shows, interest in collaboration was also confirmed among private-sector stakeholders, including Pharmaceutical Wholesaler S, Municipality K, and Telecommunications Provider C.

■ Verification of Operations

The "Health Salon + Measurement" format was demonstrated to be feasible without any critical issues, operating within the constraints of up to 6 participants per session at ~10 minutes per person. Positive feedback, including comments such as "easy to understand" and "I would like to participate again," demonstrated high acceptability and the viability of the operational flow.

Challenges and Solutions

Clarification of Service Value: As it is often misunderstood as providing "immediate anomaly detection," the service must be clearly defined and presented as a system for determining the timing, target, and level of intervention required.

Operational Diversification: As measurements take up to 10 min/person and require consideration of internet connectivity, multiple formats—mobile, event-based, and fixed-site—will be developed to ensure flexibility.

Multi-layered Indicators: Since the benefits of the service become apparent over the medium to long term, to support decisions regarding continued adoption, short-term metrics (e.g., participant satisfaction and the number of support-related decision-making cases) will be presented separately from medium- and long-term outcomes.

Future Plans

Short-term (~6 months): Develop a technology platform for the integrated utilization of lifestyle sensing and Mini Health Kiosk data.

Medium-term: Expand full-scale service delivery primarily to municipalities that have already adopted lifestyle sensing. Build a track record as a BtoG model aligned with the Ministry of Health, Labour and Welfare's framework for the Integrated Implementation of Health Services and Long-Term Care Prevention for Older Adults.

Long-term: Drive nationwide rollout of the BtoG model and expand collaborations with private-sector companies as well as healthcare and long-term care providers. Explore global expansion leveraging NILM international standard (IEC 63297:2025).