

### Key messages

Japan Business Federation (Keidanren) has been publishing a series of recommendations on health care in the Society 5.0 era - the vision of an emerging form of society characterized as “Creative Society” enabled by the digital transformation. Building upon the main concept of “Health Care in the era of Society 5.0”, Keidanren promotes initiatives aimed at the digitalization of healthcare. These initiatives encompass the identification of healthcare services amenable to online implementation in 2022, as well as the exploration of strategies to maximize the utilization of healthcare data in 2023.



**KEIDANREN** (Japan Business Federation) is a comprehensive economic organization with a membership comprised of 1,512 representative companies of Japan, 107 nationwide industrial associations and the regional economic organizations for all 47 prefectures (as of April 1, 2023). Our mission as a comprehensive economic organization is to draw upon the vitality of corporations, individuals and local communities to support corporate activities which contribute to the sustainable development of the Japanese economy and improvement in the quality of life for the Japanese people.

To achieve this objective, Keidanren gather the perspectives of the business on a wide array of critical domestic and international matters that impact businesses promoting our effective and swift implementation. Simultaneously, we facilitate dialogues with various stakeholders, including policymakers, government officials, labor unions, and the public. Furthermore, we encourage our member companies to adhere to our “[Charter of Corporate Behavior](#)” and actively work to establish trust within the business. We also engage in discussions with governments, business federations, and international organizations to address global issues and enhance economic relations with other nations.

## **Recommendation on “Health Care in the era of Society 5.0”**

### **Concept and action plans for going digital and online of health care**

Japan Business Federation (Keidanren) has been publishing a series of recommendations on health care in the Society 5.0 era. The basic concept of “Health Care in the era of Society 5.0” is to move from “curing diseases” to “prevention”, “standardized care” to “personalized care”, “health-care-worker-driven style” to “self-motivated-engagement style”.

*“Society 5.0 is the vision of an emerging form of society characterized as “Creative Society” enabled by the digital transformation. Digital transformation, especially with artificial intelligence (AI) and robotics, provides augmented abilities to people enabling them to pursue their dreams, big or small, some of which shall make major contribution for global agenda including sustainability and social inclusions, and other major breakthrough to push human race forward.”*<sup>1</sup>

Building upon the main concept and a roadmap developed in the first recommendation in 2018, the second recommendation in 2020 incorporated the COVID-19 context and advocated three urgently needed actions for digitalization of health care.

The third recommendation published in 2022 identifies six health care services that could be implemented online and showcases the vision of the future, values provided for the society, and concrete recommendations to implement the transformation, followed by highlights of three key foundations of the online transformation of health care. Subsequently, the fourth recommendation in 2023 places a spotlight on the challenges and solutions with a particular emphasis on harnessing the full potential of healthcare data. This includes comprehensive considerations for infrastructure development and legal framework.

The outline of each recommendation is as follows:

1. [Health Care in the era of Society 5.0 - I](#) (March 2018)<sup>2</sup>
  - Concept (prevention, personalized, self-motivated-engagement)
  - Action Plan (data, biotechnology, new services, and ecosystem)
2. [Health Care in the era of Society 5.0 - II](#) (July 2020)<sup>3</sup>
  - COVID-19 pandemic and digital transformation
  - Action for digital transformation (Individual, health and long-term care system, and regulation)
3. [Health Care in the era of Society 5.0 - III](#) (January 2022)<sup>4</sup>
  - Selected health care services that can potentially go online (Health management and promotion, treatment, prescription, surgery, long-term care, clinical trial)
  - Foundations for the online transformation of health care (Last-one-mile, data, and public awareness)
4. [Health Care in the era of Society 5.0 - IV](#) (February 2023)<sup>5</sup>
  - Healthcare data infrastructure development (Healthcare information platform, medical record standardization, SaMD<sup>6</sup>)
  - Healthcare data legal framework (Personal Information Protection Law, Next Generation Medical Infrastructure Act, Ethical Guidelines, Japanese version of EHDS<sup>7</sup>.)

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<sup>1</sup> <https://www.keidanren.or.jp/en/policy/2018/095.html>

<sup>2</sup> <https://www.keidanren.or.jp/policy/2018/021.html>

<sup>3</sup> <https://www.keidanren.or.jp/policy/2020/062.html>

<sup>4</sup> <https://www.keidanren.or.jp/policy/2022/005.html>

<sup>5</sup> <https://www.keidanren.or.jp/policy/2023/009.html>

<sup>6</sup> SaMD: Software as a Medical Device

<sup>7</sup> EHDS: European Health Data Space