

## Japan sets new model case of personalised healthcare based on wearable tracking devices

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**Expected to drive the launch and utilisation of similar platforms in Japan and abroad**



Tohoku University- Tohoku Medical Megabank Organization, Daiichi Sankyo Company, Takeda Pharmaceutical Company, and MICIN, Inc. have started a joint research agreement for the application of a wearable tracking device.

A wearable tracking device will be worn by 2,000 people to acquire data on people's lifestyle habits for an extended period. The acquired data will be analyzed in relation to the information accumulated through the Tohoku Medical Megabank Project cohort studies.

This research is also expected to serve as a model case for the era of personalized healthcare based on wearable tracking devices and further drive the launch and utilization of similar platforms in Japan and abroad.

This will be the first and pioneering study of its kind in Japan that integrates digitized lifestyle data accumulated over a one-year period with the wealth of existing data owned by the Tohoku Medical Megabank Project (TMM).

Combined with the cohort information from the Tohoku Medical Megabank Project, it is expected to enable a more detailed analysis of the relationship between lifestyle habits and health/disease, and further accelerate the application of this information to innovative medical research such as drug discovery aimed at achieving precision medicine and personalized healthcare. The hope is to further expand and develop the framework of this research. This research also serves as a model case for the era of personalized healthcare based on wearable tracking devices. It is expected to drive the launch and utilization of similar platforms in Japan and abroad.