

C-04

# docomo's Initiatives on Digital Therapeutics

## Social Issues that we have focused on

It is estimated that as many as 20 million people in Japan suffer from dyslipidemia, and appropriate treatment can help prevent arteriosclerotic diseases. However, because doctors provide guidance to patients only once every few months during outpatient visits, it is difficult to provide sufficient support for lifestyle improvement, which is important for treatment.

## Initiatives to resolve issues

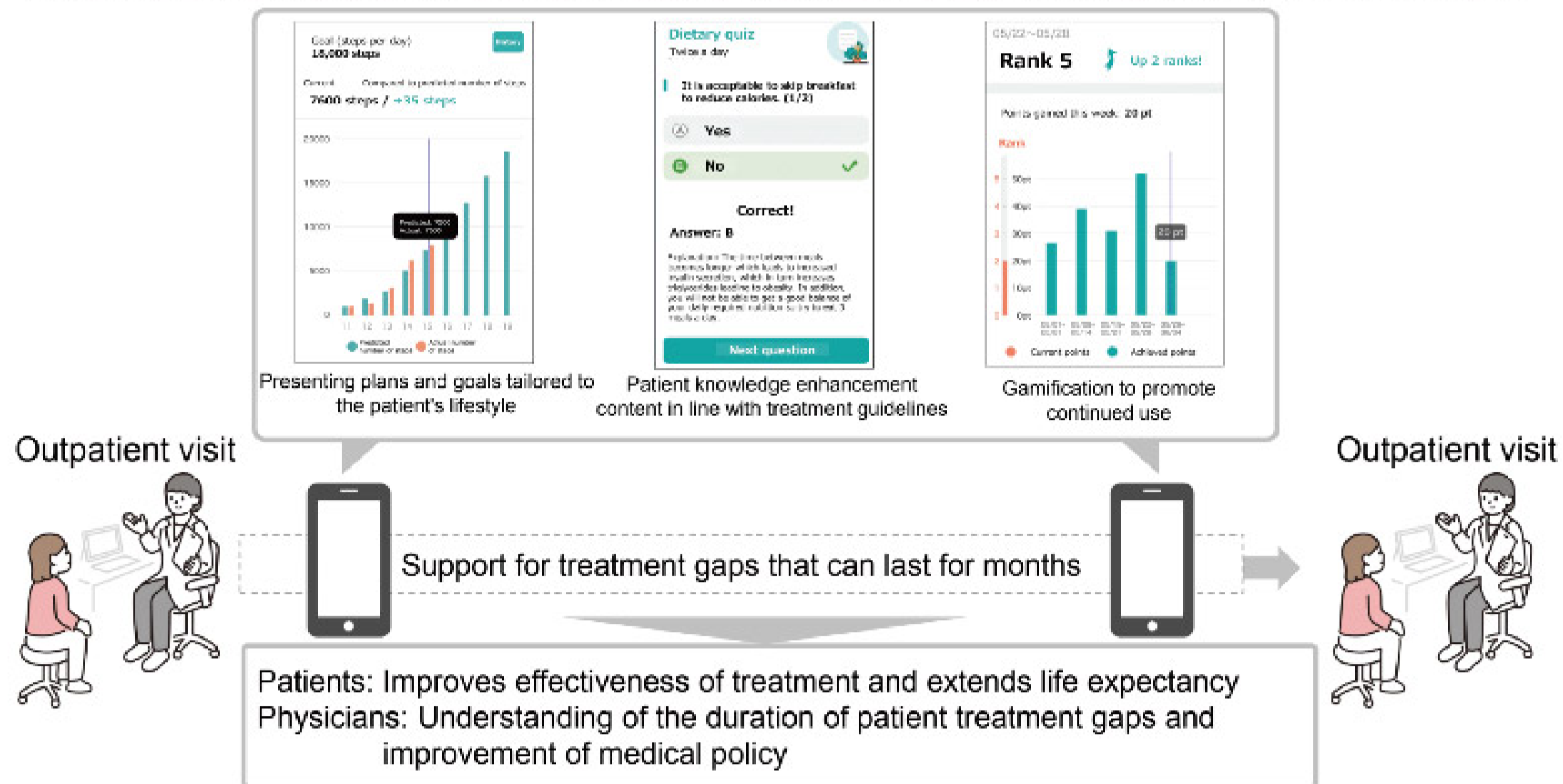
### Overview

If we can use smartphones to understand the lifestyle habits of patients with dyslipidemia and encourage individualized and real-time improvements, we can expect to increase the effectiveness of treatment and prevent serious diseases such as arteriosclerotic diseases.

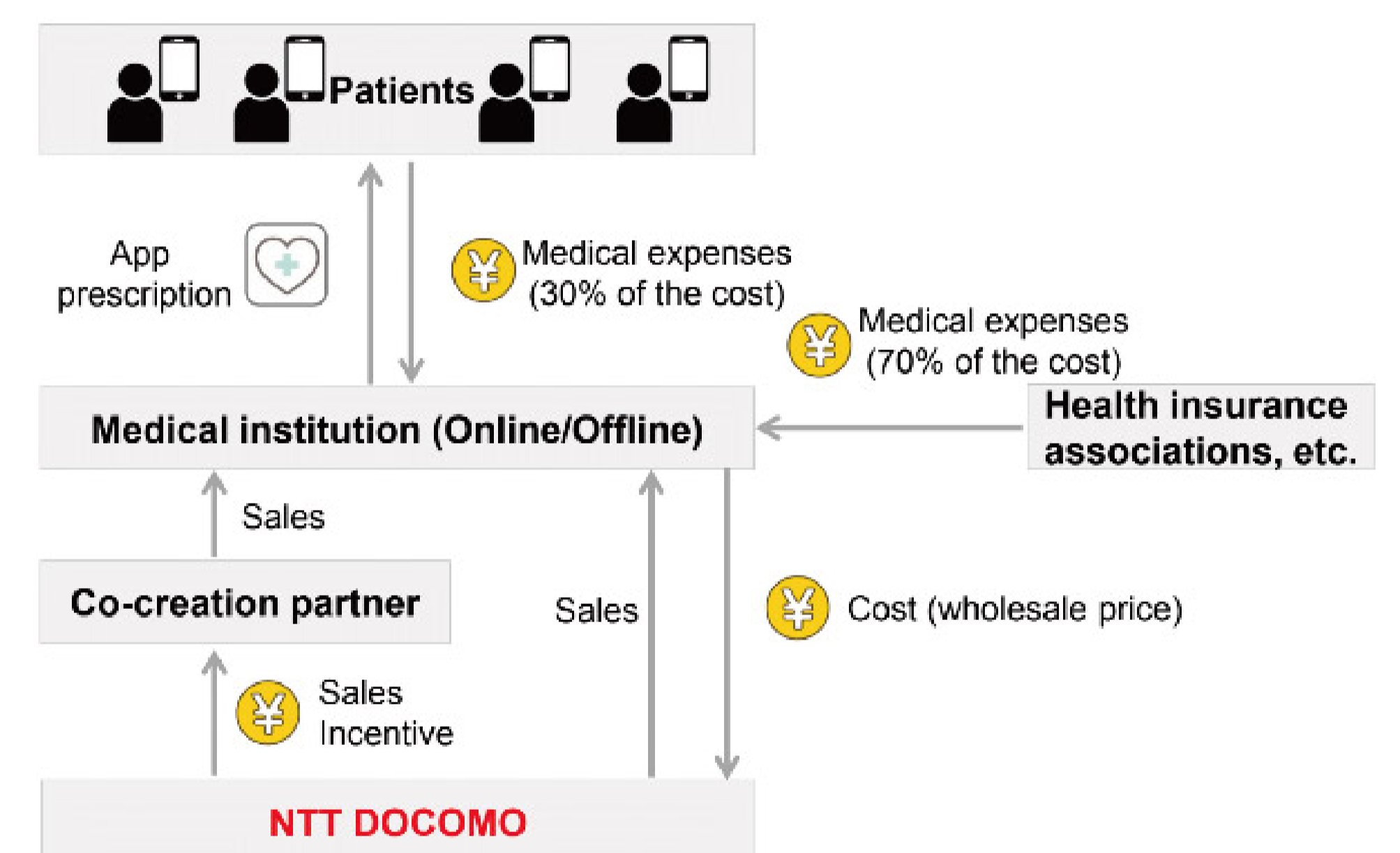
### Technology to Support Initiatives

In order to support the improvement of lifestyle habits such as exercise and diet, we utilize behavior change technology based on machine learning to increase self-efficacy, promote walking, and establish exercise and diet habits. The addition of gamification elements provides a mechanism to encourage behavior change on an ongoing basis.

Software as a medical device that supports the improvement and establishment of lifestyle habits related to exercise and diet and aims to improve blood test values of substances such as cholesterol.



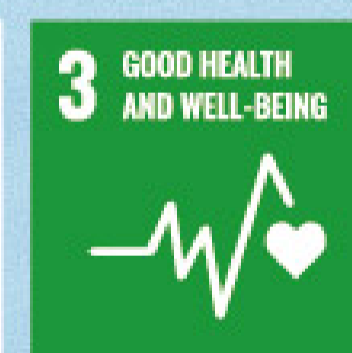
## Business Model



Co-creation  
Partners

Chiba University Hospital, Diabetes, Metabolism and Endocrinology

SDGs



For patients, this is expected to improve the effectiveness of treatment and extend healthy life expectancy.

For physicians, this is expected to improve patient satisfaction through improved quality of care.

Finally, for the government, this is expected to reduce healthcare costs through the prevention of serious diseases such as arteriosclerotic diseases.

Our goal is to reduce the severity of illnesses and the amount of medication taken, thereby cutting down on medical costs.