

DeNA Initiatives in the Data Health Space Using Engagement Science

「エンゲージメントサイエンス」を活用したDeNAのデータヘルス領域の取り組み



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厚生労働省 新型コロナ対策推進本部 参与

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慶應義塾大学医学部を卒業後、厚生省(現 厚生労働省)に入省。医師免許をもつ医系技官として20年以上に渡り勤務
メタボリックシンドロームなどの生活習慣病、新型インフルエンザなどの感染症の個別疾患の対策立案に従事。
インターネットやAIを活用し、人々が楽しく継続的に健康でいられる仕組みを民間の現場から提供したいという思いから2019年DeNA入社。
DeNAの新型コロナウイルス対策本部長を務める一方、2020年8月に厚生労働省対策推進本部事務局参与に就任。

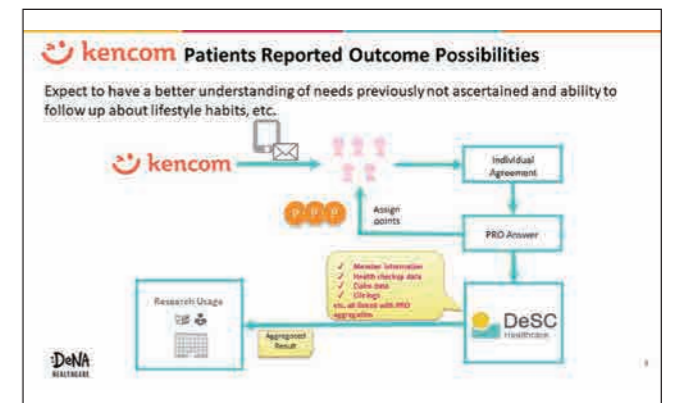
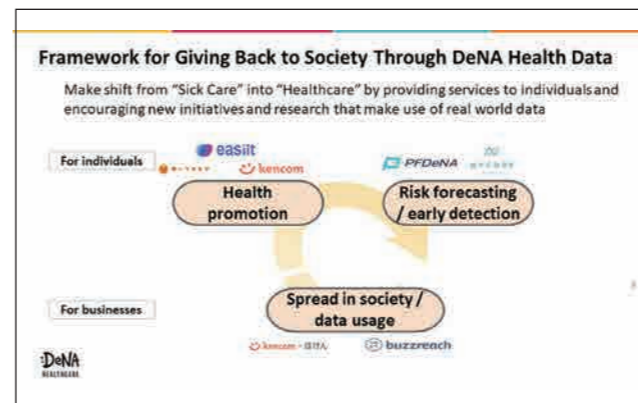
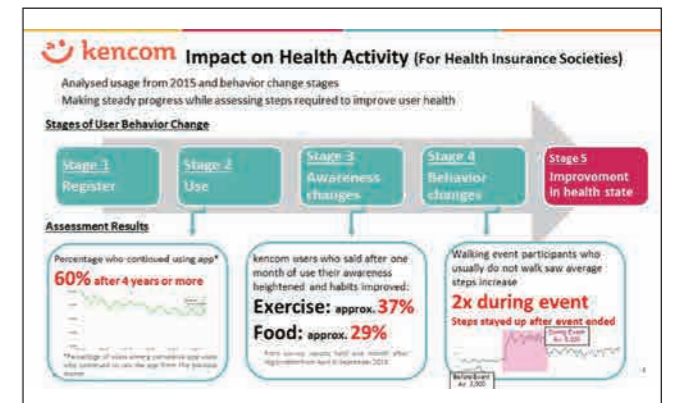
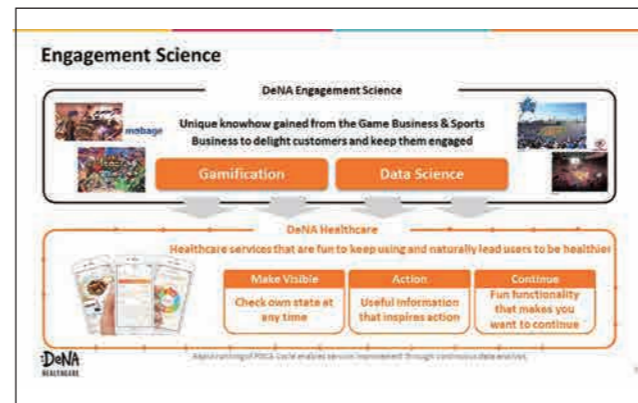
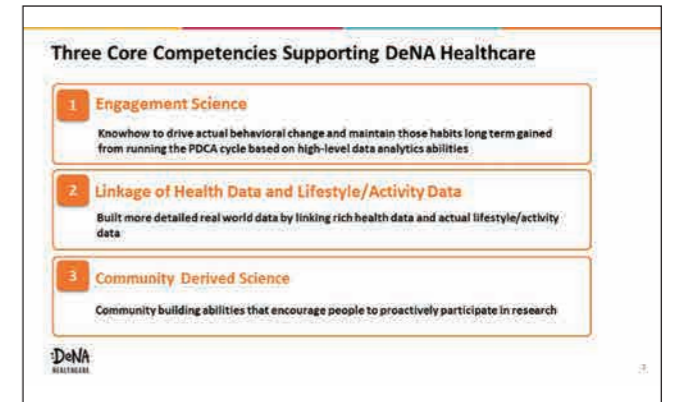
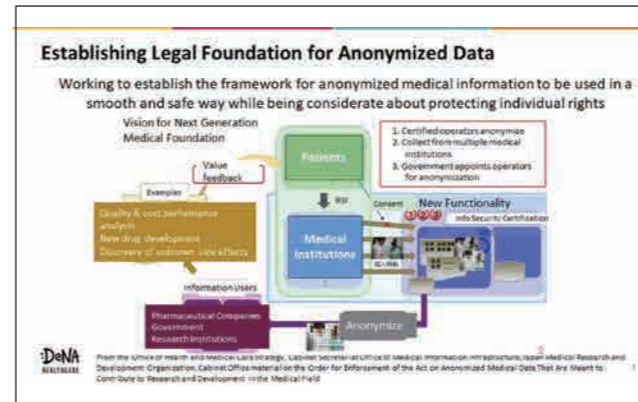
After graduating from the Keio University School of Medicine in 1995, Miyake worked as a high-level bureaucrat licensed to practice medicine for over 20 years at the Ministry of Health, Labour, and Welfare.
In particular, he worked on centralizing the approach to previously disparate lifestyle-related illnesses, placing them all under the umbrella term metabolic syndrome, and also centralizing the approach to treatment. He also worked on the response to infectious diseases such as the pandemic 2009 H1N1. He was also involved in a variety of initiatives, from appropriately sharing medical information to supporting the development of drugs and medical devices.
Miyake became the Chief Medical Officer (CMO) of DeNA from April 2019, and his goal is to enable people to enjoy being healthier for longer through private sector initiatives using the internet and AI.
He became the head of the COVID-19 Task Force in February 2020, and in April 2020 he became the Representative Director & Medical Doctor for DeSC Healthcare, Inc.
In August 2020 Miyake was appointed an advisor to the secretariat of the task force related to COVID-19 in the Ministry of Health, Labour and Welfare.

新型コロナウイルス感染拡大に伴い、人流ビッグデータなど匿名化情報の利活用が進み、一般生活においてもそれらの公表データを日常的に目にすることが増え浸透しつつある。国側の動きとしては個人情報保護を強化する動きがある一方で、匿名加工医療情報等のヘルスデータにおける円滑かつ公正な利活用に向けた取り組みも始まっている。

DeNAでも政府の感染症対策に関する新技術の実証プロジェクトを横浜スタジアムで実施するなど、匿名化データを活用した取り組みを実施。またヘルスケア事業では「シックケアからヘルスケアへの転換を実現し、健康寿命を延伸する」をミッションに掲げ、これまでのゲーム事業やスポーツ事業で培った、生活者が楽しみながらサービス利用を継続する「エンゲージメントサイエンス」のノウハウのもと各種ヘルスケアサービスを提供。

さらにそれら利用継続率の高いサービス運営により得られたヘルスデータをReal World Dataとして利活用し、利用者や社会に還元するための取り組みを行なっている。

With the spread of COVID-19, we have seen more usage of anonymized information such as big data for people's movements, and people have more opportunities to encounter mentions of this type of publicly available data in their everyday lives. National governments are working to enhance protections on personal information, while at the same time also working to allow health data such as anonymized medical information to be used more smoothly and openly. DeNA has also been involved in initiatives making use of anonymized data, working with government authorities on a project to test new technology related to anti-infection measures at Yokohama Stadium. The mission of DeNA's Healthcare Business is "Making the shift from 'sick care' to 'healthcare' and lengthening healthy lifespans," and DeNA provides various health care services using the engagement science knowhow gained from DeNA's Game and Sports Businesses to encourage people to continue using services and enjoy doing so. DeNA services have a high rate of continued usage, and DeNA collects a large amount of health data. DeNA is working to provide this health data as useful real world data for various usages in order to give back to people and society.



開催にあたって

プログラム

第1部 セッション1

第1部 セッション2

第2部

第3部 セッション1

第3部 セッション2

Greetings

Program

Part 1 Session 1

Part 1 Session 2

Part 2

Part 3 Session 1

Part 3 Session 2