



Design of Preemptive Pathway of Future **People Journey** for Dementia

*-Early Awareness, Diagnosis,
Treatment and Monitoring*

Keisuke Naito

Eisai Co., Ltd.

Corporate Officer

Chief Digital Officer

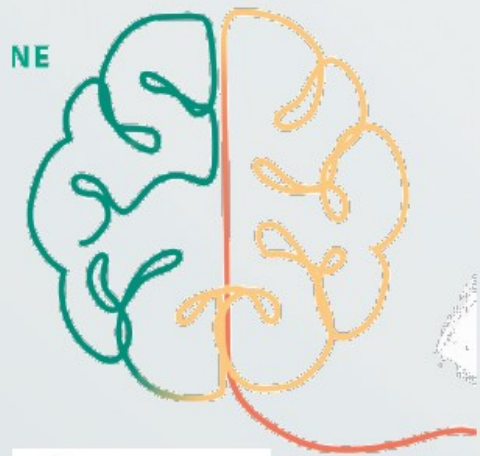
Head of Consumer Experience Transformation HQs

Deputy President, Eisai Japan

hvc
human health care

Suggestion from WHO guideline

RISK REDUCTION OF COGNITIVE DECLINE AND DEMENTIA WHO GUIDELINES



- Physical activity interventions
- Tobacco cessation interventions
- Nutritional interventions
- Interventions for alcohol use disorders
- Cognitive interventions
- Social activity
- Weight management
- Management of hypertension
- Management of diabetes
- Management of dyslipidemia
- Management of depression
- Management of hearing loss

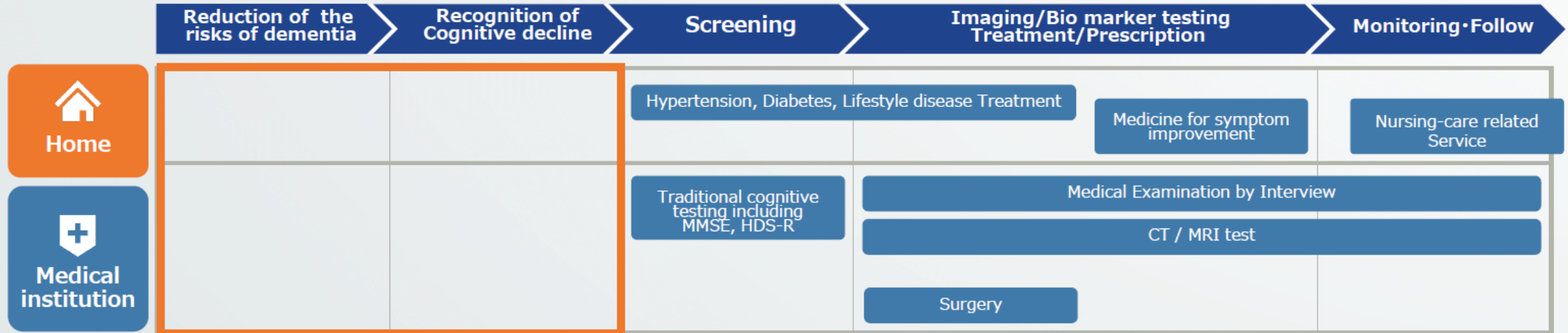
Importance of behavioral intervention

- The existence of potentially modifiable risk factors means that prevention of dementia is possible through a public health approach, including the implementation of key interventions that delay or slow cognitive decline or dementia.
- While expectation for disease-modifying therapies for dementia is getting bigger, incorporating the type of lifestyle that mitigates the risk of dementia from middle-age are also expected to decrease Social burden.

RISK REDUCTION OF COGNITIVE DECLINE AND DEMENTIA WHO GUIDELINES
(https://www.who.int/mental_health/neurology/dementia/guidelines_risk_reduction/en/
Last Access August 17, 2020)

■ People & Patient Journey on dementia

Options under public insurance



Issue 1

Behavioral change at the stage of early awareness to visit phisicians

Expansion of self-check As one-stop-shop

Issue 2

Differential diagnosis or Pathological diagnosis technology

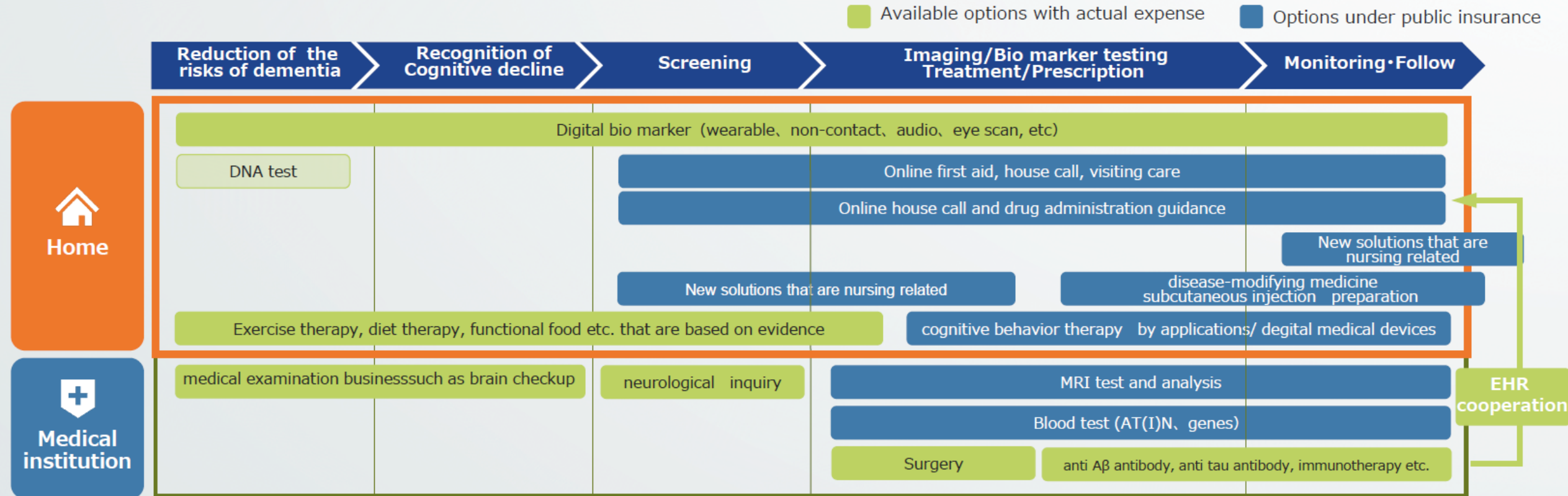
Realization of alternative options such as blood biomarker of practical application of genes testing

Issue 3

Development of indicator/scale for monitoring/follow-up of treatment

Increase of QOL and satisfaction for treatment by introducing objective indicator

■ People & Patient Journey on dementia



The border between daily life and healthcare will be fading more and the place of functional service will shift to home or to a part of daily life.

Transforming into the new health care style that is to combine to diagnose, treat, follow the progress of degenerative disease at home with special tests or surgery that are only available in medical facilities.

2020 Bunkyo ward dementia follow-up program summary



(At: Kumin center. 60 participants)

One month

Three months

Six months



Communit
ity Place

September 25th (Fri) PM ※2 venue

- Doctor's lecture
- Synapsology®
- Health check
 - Physical function measurement
 - Lifestyle check
 - Brain performance check (NOU-KNOW※)

December 18th (Fri) PM ※2 venue

- Nutritionist's lecture
- Health exercise instructor's lecture
- Synapsology®
- Brain performance check (NOU-KNOW※)

March 16th (Tue) PM ※2 venue

- Doctor's lecture
- Synapsology®
- Health check
 - Physical function measurement
 - Lifestyle check
 - Brain performance check (NOU-KNOW※)

①Watch cable TV ②hosted by Eisai"Synapsology®trial session"participation
recommended +independent improvement of lifestyle



From home

September 25th (Fri) ~ Octber 2nd (Fri)

- Brain performance check (NOU-KNOW※)
- Lifestyle check

December 18th (Fri) ~ December 25th (Fri)

- Brain performance check (NOU-KNOW※)

March 16th (Tue) ~March 23rd (Tue)

- Brain performance check (NOU-KNOW※)
- Lifestyle check

※NOU-KNOW is not a Medical Device