Report on the Outcome of Meetings of the Study Group on the Strategy to Promote the Elderly Care- and Nursing Care-Related Services Industry (Overview)

Promotion of Elderly Care- and Nursing-Care Related Services: Significance and Present Situation

Significance of promoting elderly care- and nursing-care related services

The following points detail the significance of promoting these services from the perspectives of industrial promotion and the ripple effect of the increasing use of the services.

➤ **Significance in terms of industrial promotion**
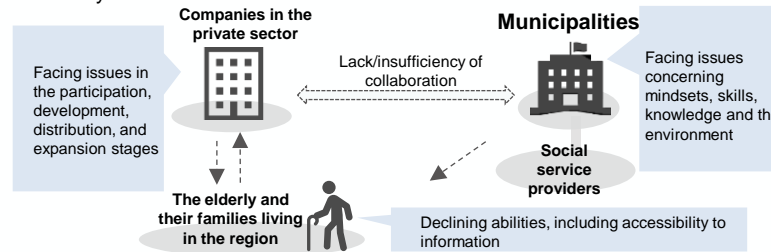
(1) Extensive provision of advanced technology-based services in society

(2) Addition of value to existing services in connection with social welfare services for the elderly

(3) Enhancing the productivity of the working generation by allowing them to combine work with caregiving

➤ **Significance in terms of social security systems (community-based integrated care systems)**

(1) Improvement of the QOL of the elderly

(2) Contribution to measures to secure funds for public nursing care insurance and to deal with the shortage of caregivers

Characteristics by stakeholder type

Elderly care- and nursing care-related services encompass a range of services, and various stakeholders are involved in them, including companies in the private sector, municipalities, care managers, and the elderly and their families.

Companies in the private sector — Facing issues in the participation, development, distribution, and expansion stages

Municipalities — Facing issues concerning mindsets, skills, knowledge and the environment

Lack/insufficiency of collaboration

Social service providers

The elderly and their families living in the region — Declining abilities, including accessibility to information

Regional characteristics

Municipalities were categorized into metropolitan areas, general urban areas and semi-mountainous areas for the visualization of the marketability of the services in consideration of locally available resources. Municipal governments need to make localized plans to deal with issues related to marketability in their areas, which, however, is hard to do.

High marketability areas

The most densely populated metropolitan areas, where the feasibility of new businesses is relatively high, including those launched by new market entrants.

Medium marketability areas

Mostly general urban areas with a population of 200-2000 people per square kilometer. In these areas, local companies and nationwide chain business operators provide the services, and the number of new market entrants would be limited.
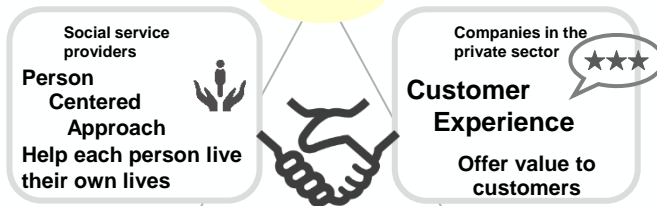
Low marketability areas

They are depopulated semi-mountainous areas and some general urban areas and metropolitan areas with low self-sufficiency rates for necessary resources, where the feasibility of purely private businesses is relatively low.

Vision for the Promotion of the Elderly Care- and Nursing Care-Related Services Industry

Achieve compatibility between the solution of elderly welfare-related issues and business profitability

Industry-Welfare Service Sector Co-creation

(1) Ensure the sustainability of social welfare services in each region

Social service providers
Person Centered Approach
Help each person live their own lives

Companies in the private sector ★★★
Customer Experience
Offer value to customers

(2) Enhance local resource development functions

(3) Revitalize local industries

Steps toward industry-welfare service sector co-creation

1 Start by sharing available local information (about the needs of the elderly, local resources and so on) between municipalities and companies

2 Creation of a localized model

- **High** marketability area:
Model to lead new resource development that could also be deployed in other types of areas

- **Medium** marketability area:
Model to make full use of existing local resources

- **Low** marketability area:
Model to secure highly needed resources

Strategy and Direction of Specific Measures to Achieve the Vision

Strategy 1: Enhance municipalities' incentives and systems to foster collaboration with the private sector

(1) Provision of close support to municipalities that are proactively fostering cooperation with the private sector

(2) Examination of the incentives to be given by municipalities to foster collaboration with the private sector

Strategy 2: Create, evaluate and spread the use of an advanced industry-welfare service sector co-creation model

(1) Demonstration project for the creation of an industry-welfare service sector co-creation model

(2) Analysis and evaluation of an industry-welfare service sector co-creation model, and the systematization and diffusion of relevant knowledge

Strategy 3: Improve the environment for the provision of the services

(1) Enhancement of collaboration with intermediaries through whom to recommend the services to the elderly (experts and families of the elderly)

(2) Examination of measures to encourage the elderly to participate in local communities

(Reference) Vision: Industry-Welfare Service Sector Co-creation

- In order to find a **solution ensuring the compatibility** of **regional elderly welfare-related issues** and **business profitability**, it is necessary for **companies in the private sector to collaborate and co-create with social service providers, including local governments (industry-welfare service sector co-creation)** and to contribute to regional economic activities and the solution of regional issues.

Vision and Value Brought to the Region

Achieve a solution ensuring the compatibility of elderly welfare-related issues and business profitability

Industry-Welfare Service Sector Co-creation

(1) Ensure the sustainability of social welfare services in each region

Enhance the sustainability of contributions made to old-age welfare by companies in the private sector, including the provision of monitoring functions and places where the elderly can feel comfortable and thrive

Social service providers
Person Centered Approach
Help each person live their own lives

Companies in the private sector
Customer Experience ★★★
Offer value to customers

(2) Enhance local resource development functions

As co-creative partners, companies will drive regional resource development toward the development and provision of new services and products in regions.

(3) Revitalize local industries

As co-creative partners, companies will enhance collaboration with local merchants and other businesses, thereby contributing to the promotion of local small and medium enterprises.

Steps toward Industry-Welfare Service Sector Co-creation

1 Start by sharing available local information (about the needs of the elderly, local resources and so on) between municipalities and companies

2 Creation of a localized model

High marketability areas

Model to lead new resource development that could be deployed also in other types of areas: Capitalizing on high marketability, provide advanced services in society and create new services based on collaboration between multiple companies

Examples: Laboratory functions for service development, and support systems based on collaboration between multiple companies

Medium marketability areas

Model to make full use of existing local resources: Collaborate with locally rooted companies for local community development and support the provision of services based on the effective use of various assets possessed by the municipalities

Examples: Participation by companies mainly as developers of local resources, and enhancement of resources through local marketing support

Low marketability areas

Model to secure highly needed resources: Foster collaboration through public projects and increase the efficiency of mutual assistance activities conducted by citizens based on the recognition of the low feasibility of businesses as they are
Examples: Collaboration through public projects, optimization of mutual assistance activities conducted by citizens, and linkage with the regional cooperation platform plan, which the Ministry of Economy, Trade and Industry is reviewing.

（Reference) Strategy to Promote Elderly Care- and Nursing Care-Related Services

- Toward industry-welfare service sector co-creation, (1) **enhance municipalities' incentives and systems to foster collaboration with the private sector,** (2) **create, evaluate and spread the use of an advanced industry-welfare service sector co-creation model,** and (3) **improve the environment for the provision of the services**.

Strategy 1: Enhance municipalities' incentives and systems to foster collaboration with the private sector

Strategy 2: Create, evaluate and spread the use of an advanced industry-welfare service sector co-creation models

Strategy 3: Improve the environment for the provision of the services

Industry-welfare service sector co-creation promotion project: Creation of diverse models in consideration of local characteristics

Verification of the effectiveness of each models
（From the perspective of requirements to be met and the process to implement models, the effect on the local community, and so forth)

Providers of elderly care- and nursing care-related services in the private sector

Collaboration

Co-creation

✓ **Creation of a models**

✓ **Analysis and evaluation of the models**

Enhancement of collaboration with intermediaries through whom the services are recommended to the elderly (experts and families of the elderly)

Provision of services

Elderly people

Participation as a core player

Municipalities (Including life-support coordinators and community general support centers)

Spread its use across the board

Improve models based on the effect verification results
(Accumulate and organize the verification results)

Collaboration

Examination of measures to encourage the elderly to participate in local communities

Provision of close support to municipalities that are proactively fostering cooperation with the private sector

Examination of the incentives to be given by municipalities to foster collaboration with the private sector

Collaboration

Life-support co-creation platform (National and prefectural governments)

Academia