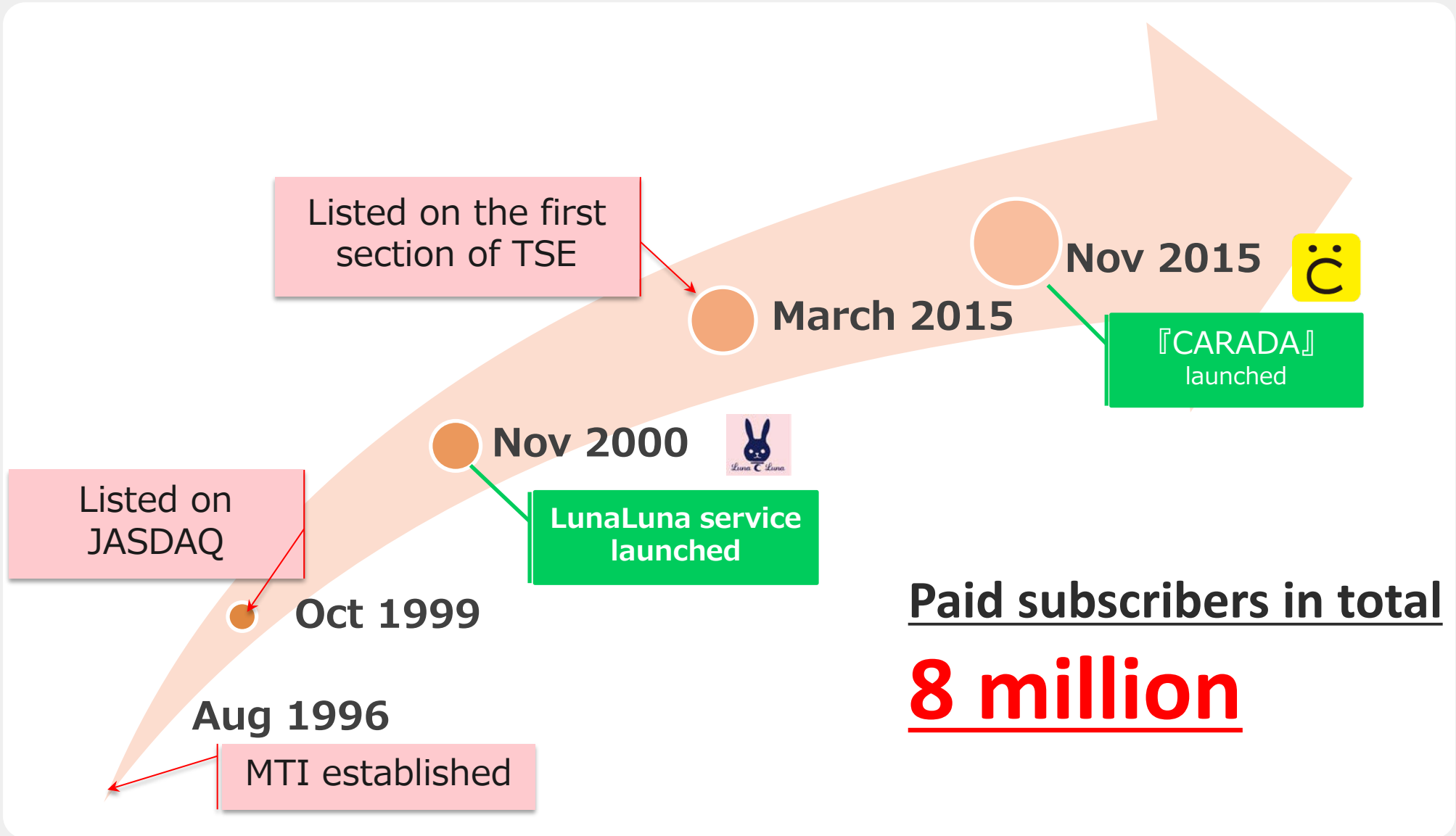


For the participants of ITU/WHO High-level
Policy Dialogue on Digital Health

Mobile healthcare ~MTI's Approach ~

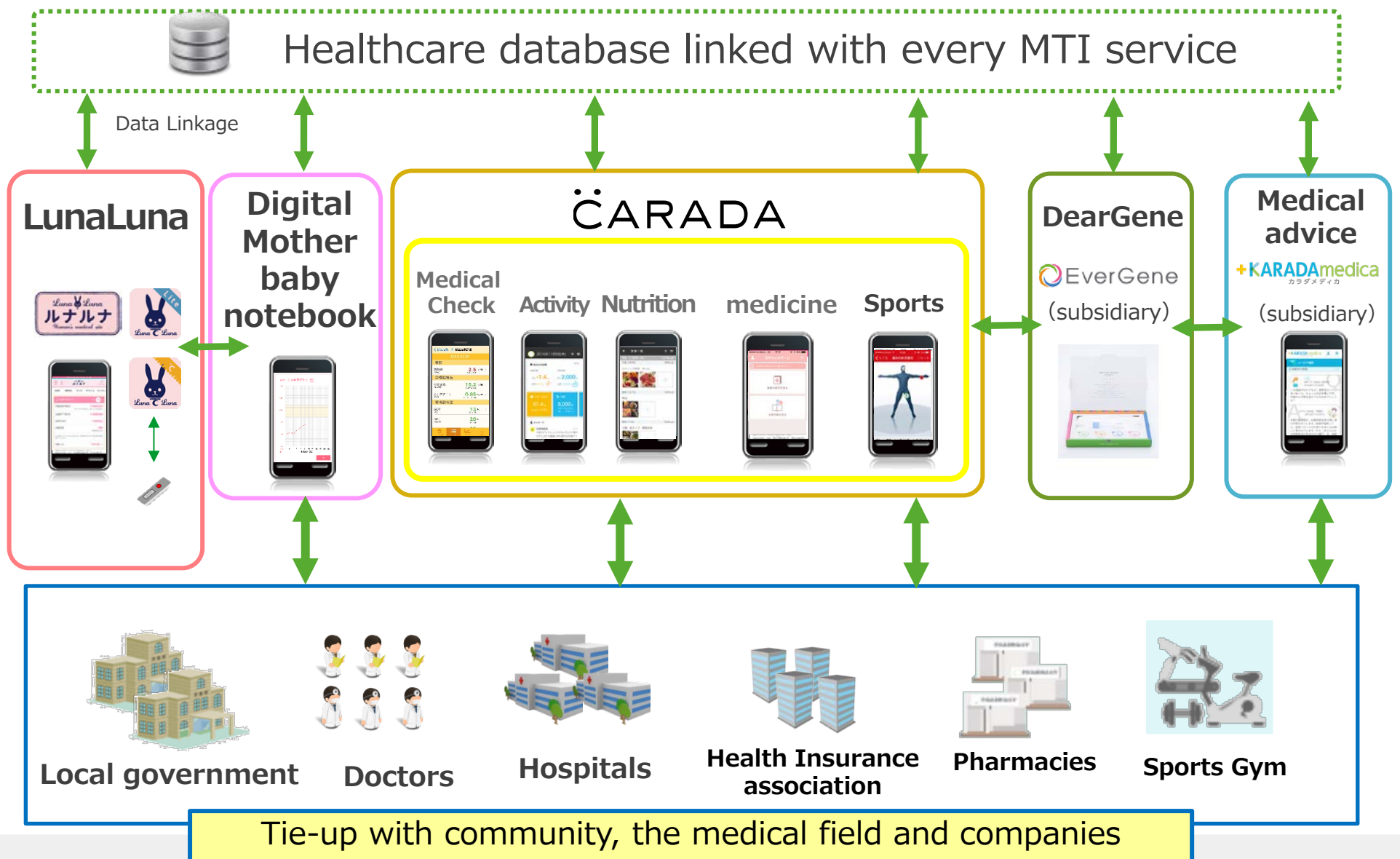
Toshihiro Maeta
Founder and CEO, MTI Ltd

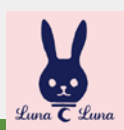
May 24, 2016



Paid subscribers in total

8 million





Health management service for women



User input of period dates



TTC



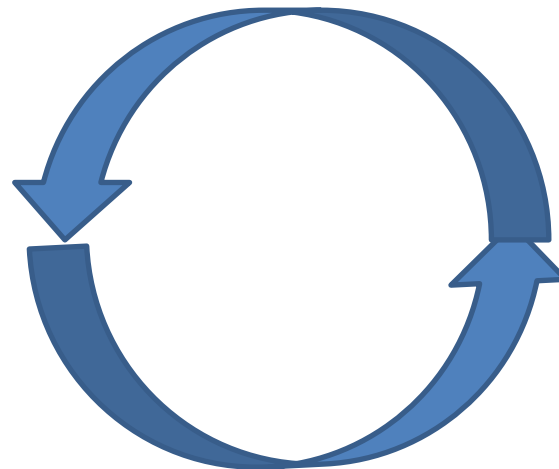
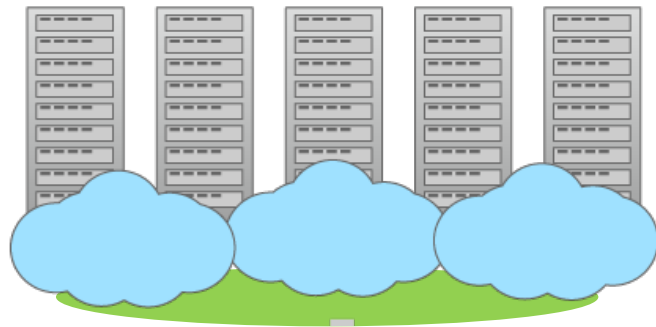
Health management

10 million users!



Analysis of 10 million data

Own proprietary algorithm
to predict ovulation date !
(patent pending)



100K babies per year
= 10% births in Japan !

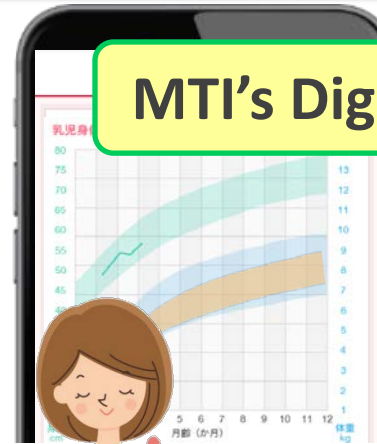


Digitalization connects mothers with the community

妊娠中の経過 (1)

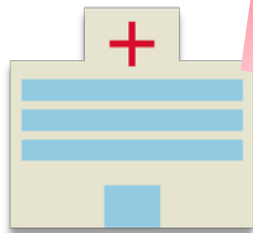
胎動日	胎動回数	子宮高	胎心	子宮口	胎位	胎動	胎動
18-6	9	67	140	閉	Q	9	+
19-6	15	67	140	閉	Q	9	+
23-6	20	72	140	閉	Q	9	+
27-6	26	81	140	閉	Q	9	+
29-6	27	82	140	閉	Q	9	+
32-6	28	82	140	閉	Q	9	+
34-6	29	82	140	閉	Q	9	+

Traditional Hand-written Mother Baby notebook

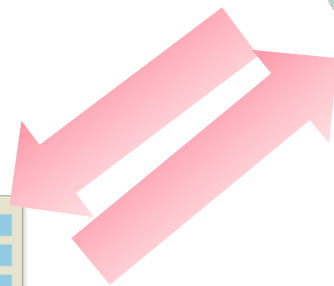


MTI's Digital Mother Baby Notebook

- Digital growth records based on statistics
- Automated appointment with hospitals



Hospital



Kanagawa prefecture

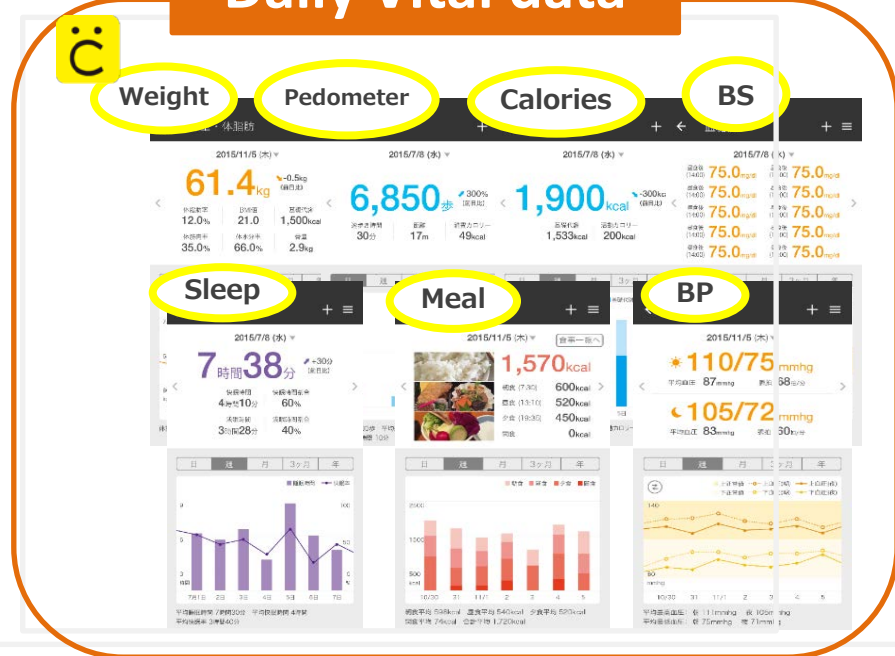


Local Government

Devices



Daily Vital data



My Nutritional Coaching



90% successfully lost weight

CARADA

Daily Vital data



2015/7/8 (水)

6,850歩

30分 17m 49kcal

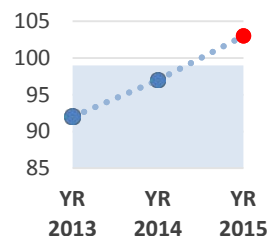


- Pedometer
- Weights
- Calories
- Sleep
- Blood pressure
- Blood sugar

Past records



Blood Sugar



- BMI
- Cholesterol level
- Triglyceride level
- Γ -GTP
- Uric Acid level
- Blood pressure



Nutritional coaching

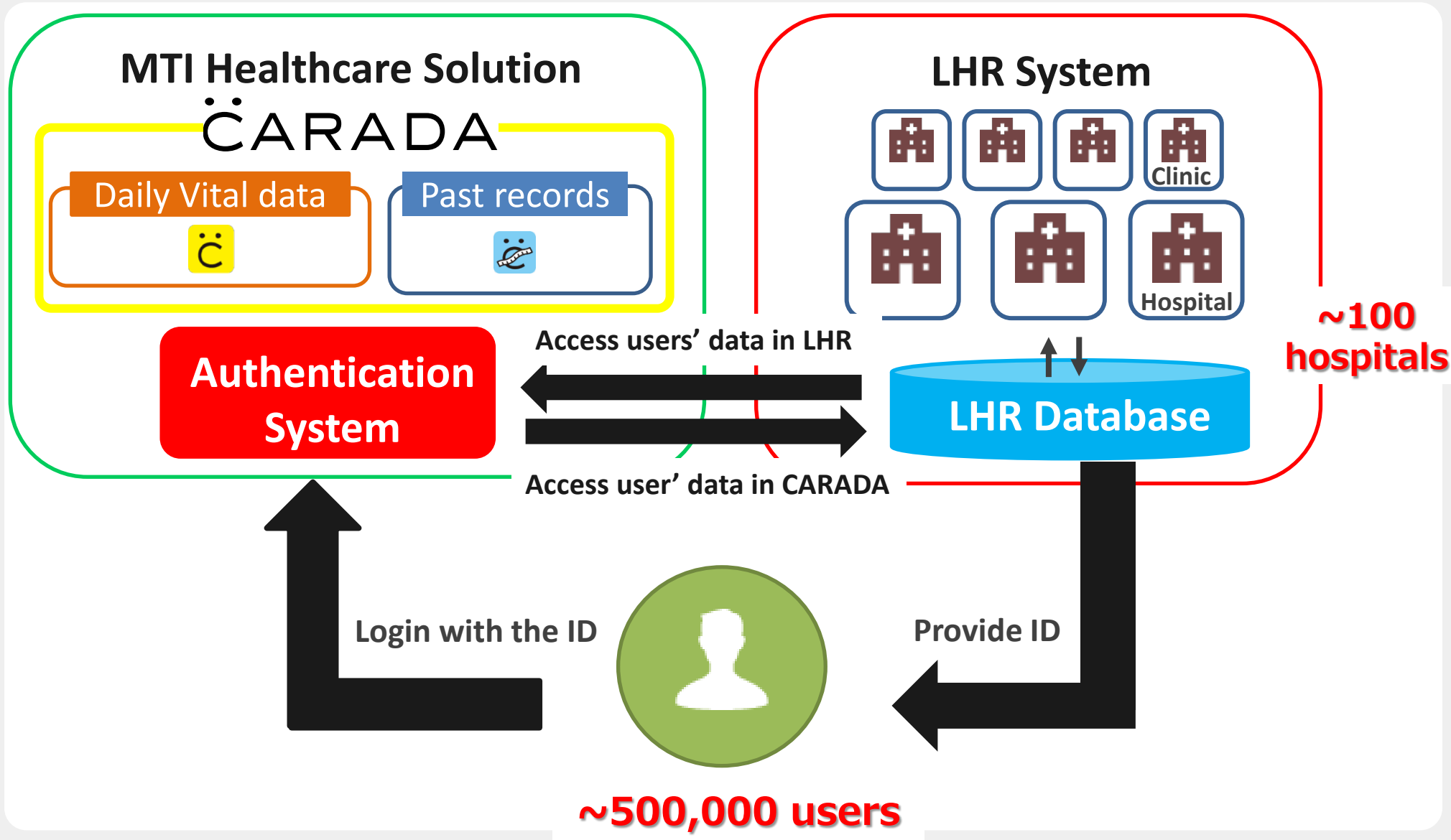
Today's lunch



Next time, how about adding a salad?



The collaboration with Okinawa prefecture



Future Healthcare Services

