



KENTO

Northern Osaka Health and Biomedical Innovation Town (NohBIT)

北大阪健康医療都市

健 都

Designing a healthy town

Keiji Goto, Mayor of Suita City

0. Introduction

What we used to think

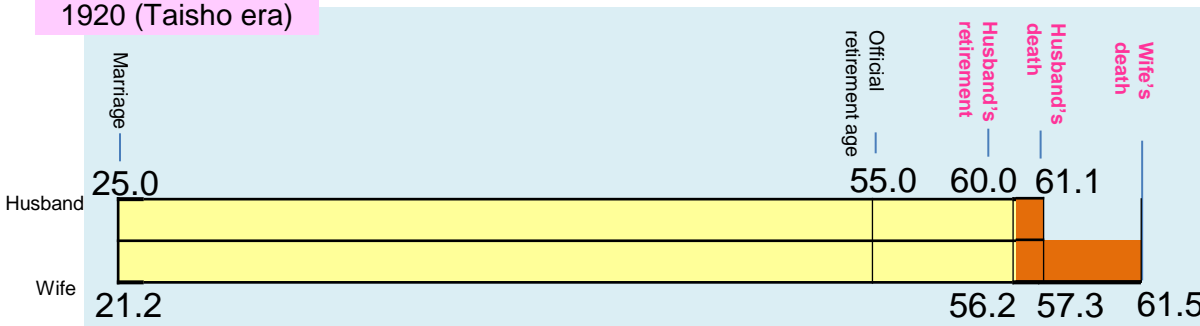
Living longer = happiness

What we now think

Living longer \neq happiness

Changes in average Japanese lifespan

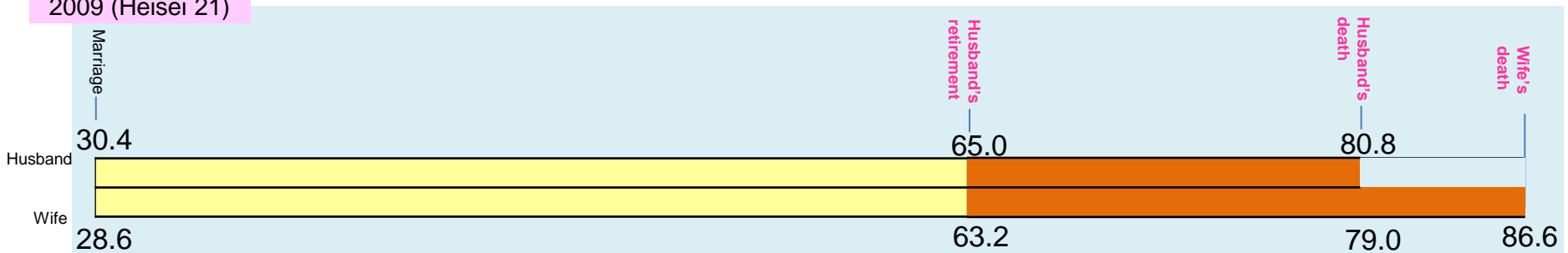
1920 (Taisho era)



1961 (Showa 36)



2009 (Heisei 21)



Source: The 1920s figures are from the 1984 White Paper on Health and Welfare published by the Ministry of Health and Welfare, and the 1961 and 2009 figures have been produced by the Counsellor Office for Policy Evaluation under the Director-General for General Policy and Evaluation of the Ministry of Health, Labour and Welfare from sources including Vital Statistics published by the Statistics and Information Department, Minister's Secretariat, Ministry of Health, Labour and Welfare.

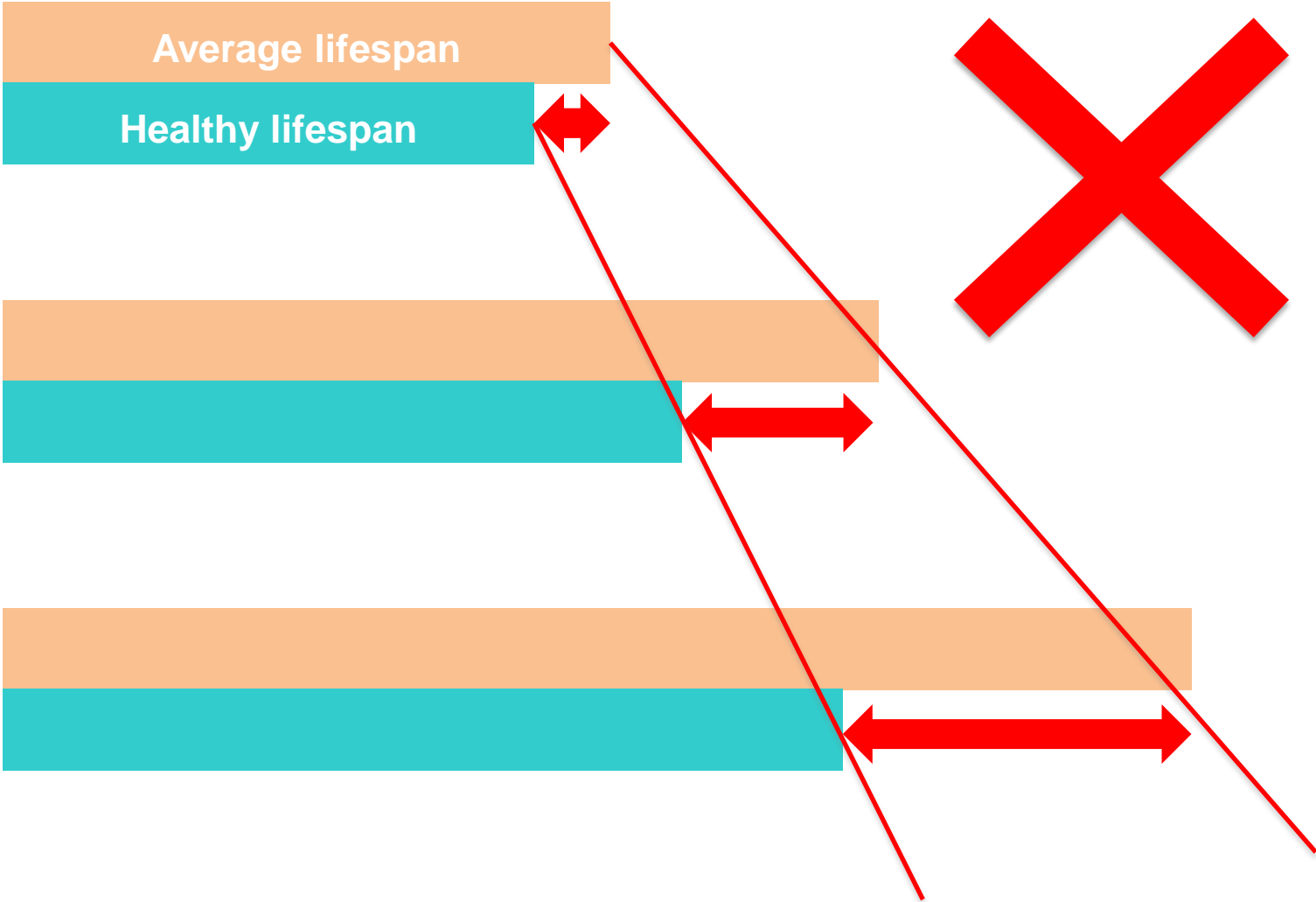
Note: As values have become more diverse and life choices more varied over the years, in many cases people's life choices no longer conform to the average lifestyle indicated in these statistics.

**Living longer \neq extending
healthy lifespan**

Extending

healthy lifespan = happiness

Lifespan and healthy lifespan



To extend healthy lifespan



Lifecycle

**Form lifestyle habits
in childhood**

Prevent disease

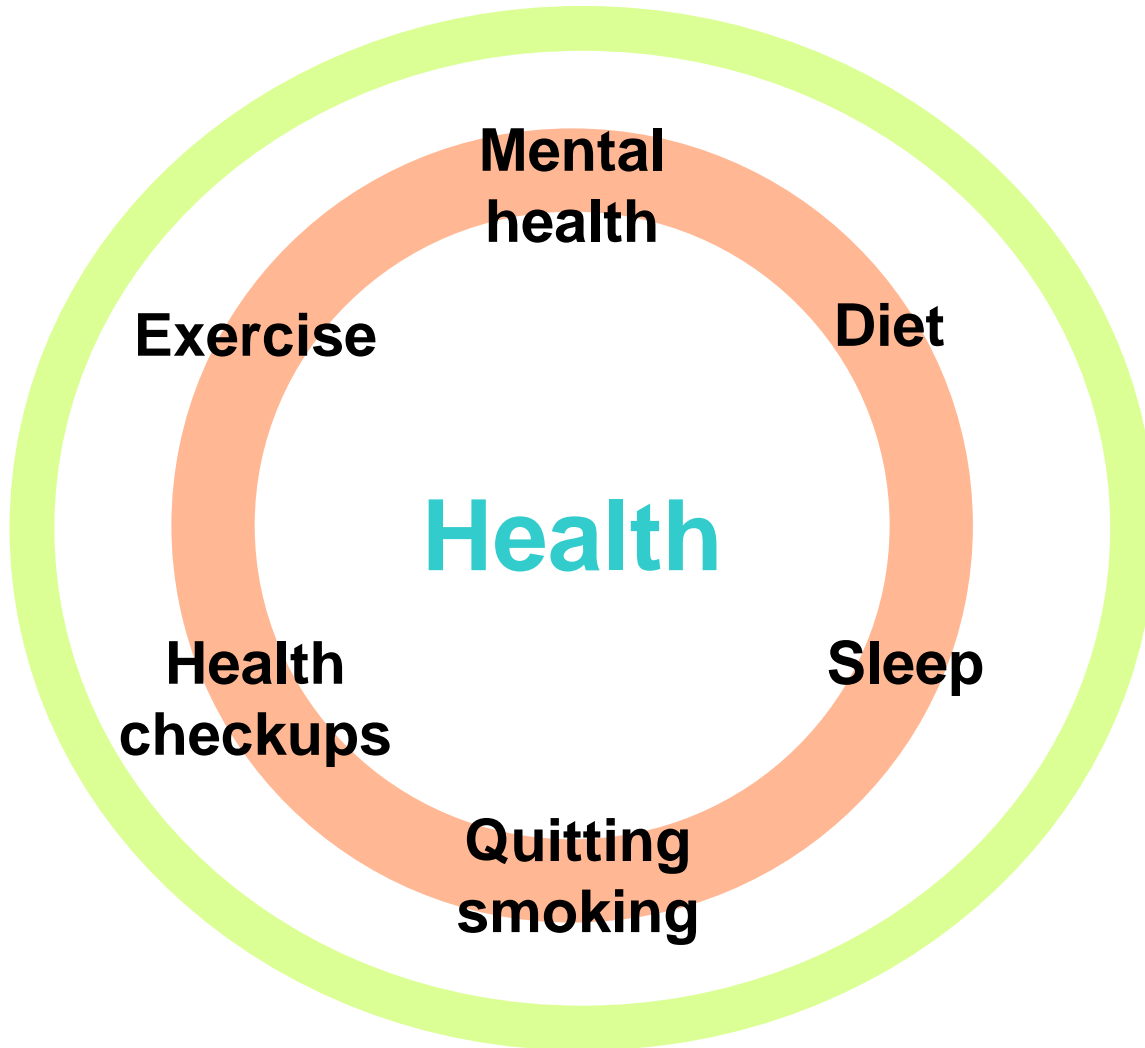
**Prevent disease from
becoming serious**

**Prevent the need for
long-term care**

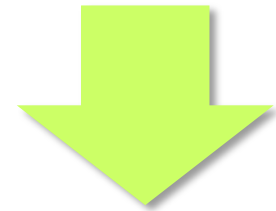
Prevent frailty

Prevent dementia

To extend healthy lifespan



Lifestyle



Role of municipalities as the closest organization to local residents

1. Concept of KENTO

Osaka has a flourishing life science industry



Umekita (Grand Front Osaka)

AMED Department of Innovative Drug Discovery and Development
 PMDA Kansai Branch
 Medical Device Consultation Desk



Saito (International Culture Park City)
 (Ibaraki City, Minoh City)

◆ **Drug discovery/life sciences**
 Core institutions, etc.
 • Osaka University/Osaka University Hospital
 • National Institute of Biomedical Innovation

HYOGO

International Hub for Medical Innovation (under consideration)
 (Nakanoshima, Kita-ku, Osaka City)

◆ **The most advanced medical innovation, responding immediately to future advances in medical technology on the basis of regenerative medicine but also incorporating other areas such as genomic medicine, AI, and the IoT**

RIKEN (Kobe)

Kansai International Airport

OSAKA

KYOTO

Center for iPS Cell Research and Application, Kyoto University

Osaka International Airport

Shin-Osaka Station

Doshomachi

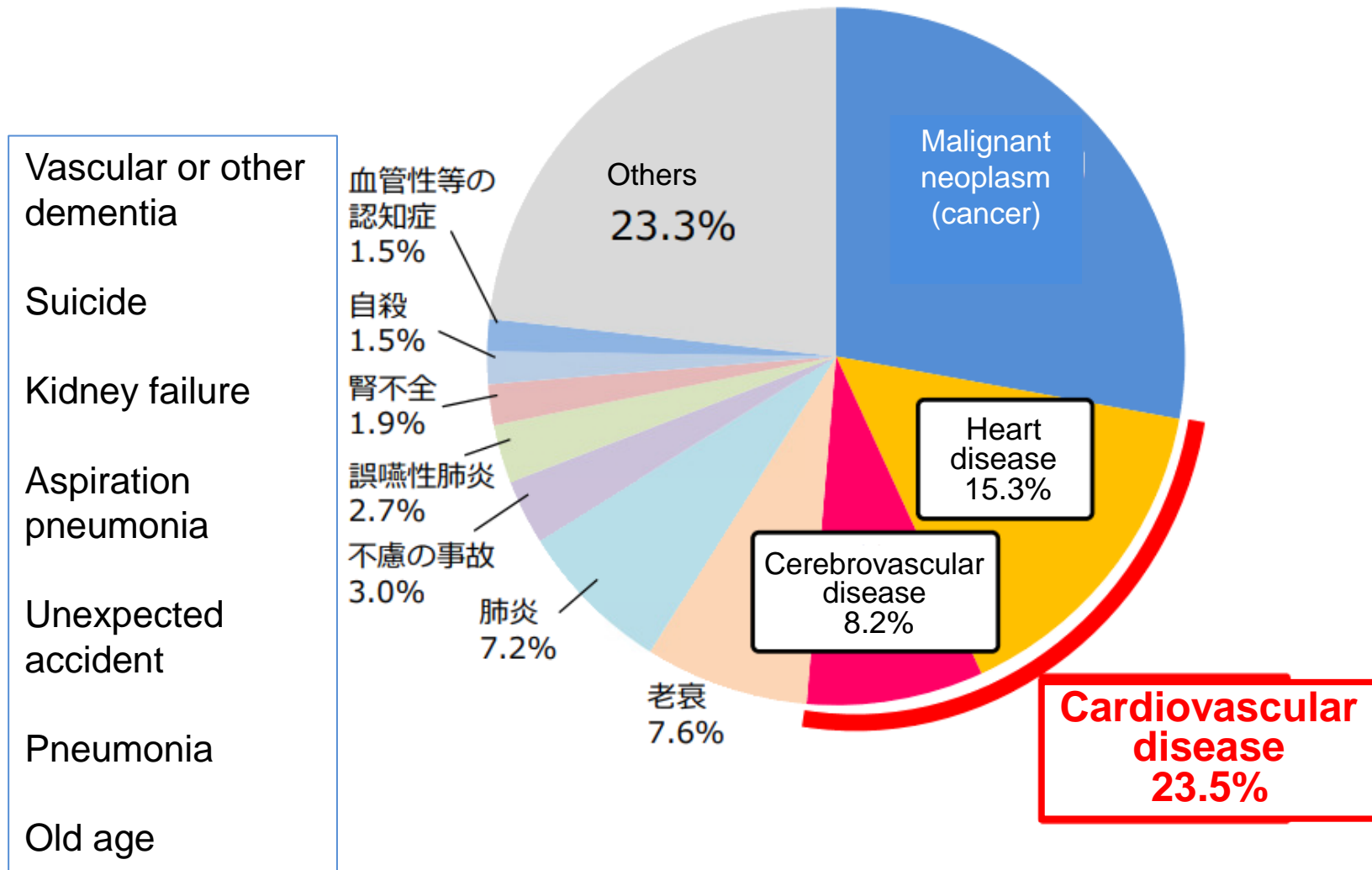
Kento (Northern Osaka Health and Biomedical Innovation Town)
 (Suita City, Settsu City)

◆ **Health and medicine (cardiovascular disease prevention)**

Core institutions, etc.
 • National Cerebral and Cardiovascular Center (NCCV)
 • National Institute of Health and Nutrition (NIHN)

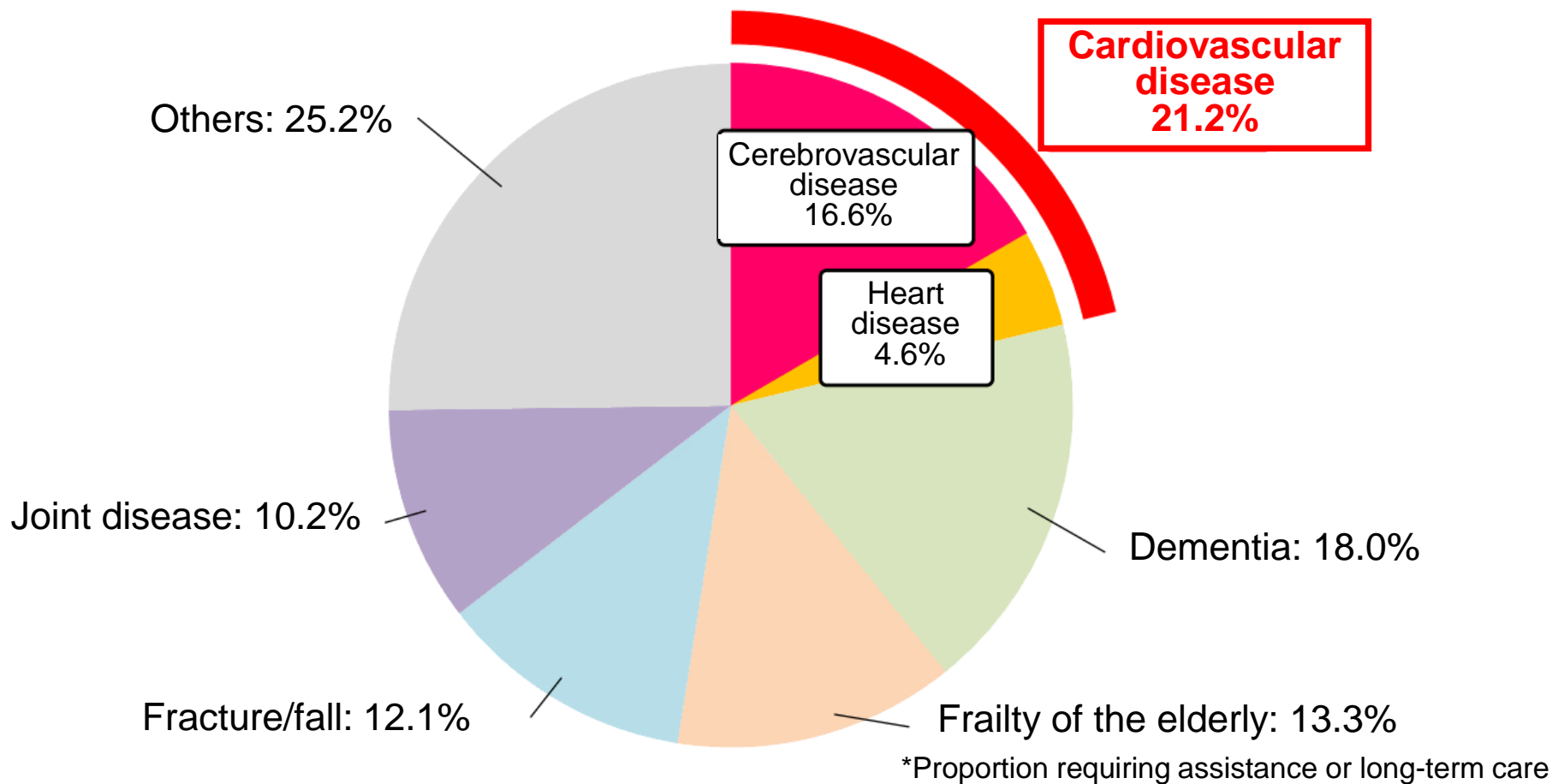


Causes of death (2017)

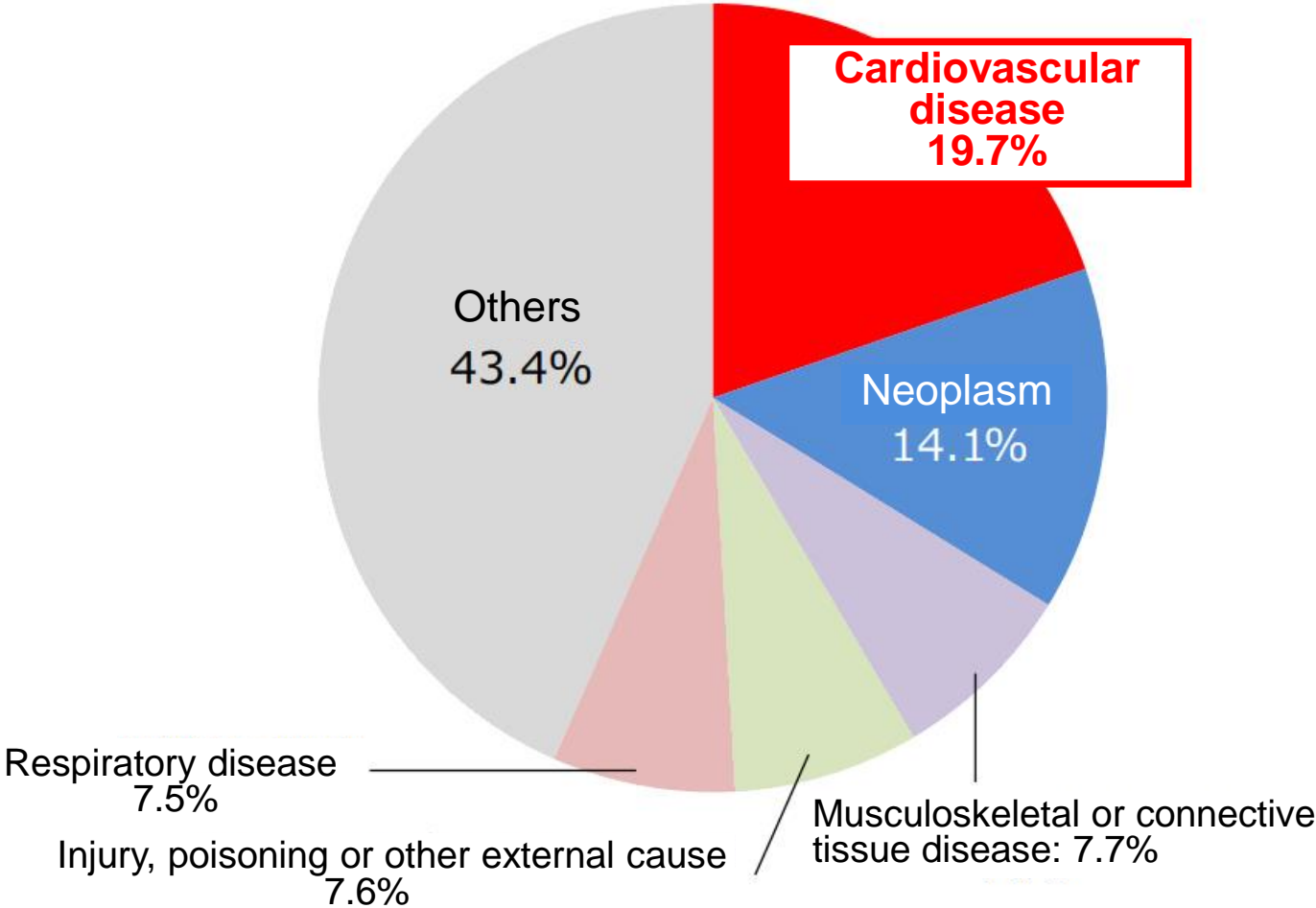


Source: Vital Statistics (1947–2017)

Main reasons for needing long-term care



Proportion of medical costs by cardiovascular disease



National Cerebral and Cardiovascular Center (NCVC)



Northern Osaka Health and Biomedical Innovation Town (NohBIT)

北大阪健康医療都市

健康都市



KENTO



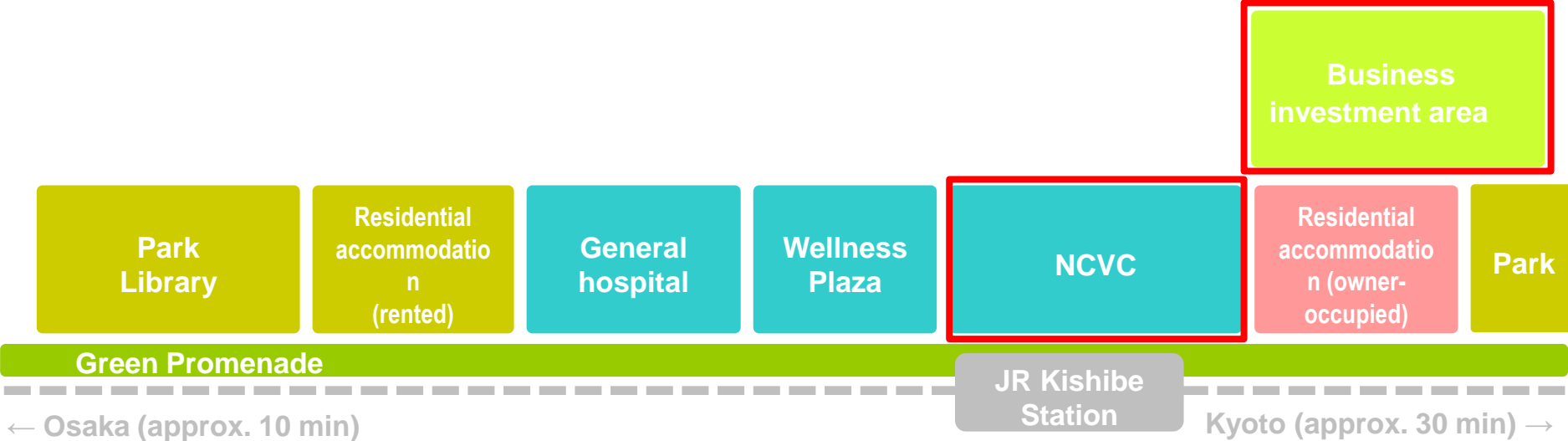
Knowledge Exercise Nutrition Town

Key points for new town development

- (1) Presence of core research institutions
- (2) Cluster formation encouraging open innovation
- (3) Provision of areas for a range of demonstration projects

2. Overview of Facilities in KENTO

Overview of Facilities in KENTO



National Cerebral and Cardiovascular Center (NCVC)



- The core facility of the town
- National center with the mission of preventing and conquering cardiovascular disease
- Consists of a hospital, research center, and open innovation center, with all three divisions under unified management

National Institute of Health and Nutrition (NIHN) KENTO Innovation Park



- Business investment area for encouraging open innovation of health and medical care
- The National Institute of Health and Nutrition (NIHN) is also scheduled to relocate to the area, and this Innovation Park will provide a venue for encouraging collaboration among the NIHN, the NCVC, and businesses.

Overview of Facilities in KENTO

■ National Cerebral and Cardiovascular Center (NCVC)



■ KENTO Innovation Park
National Institute of Health and Nutrition (NIHN)



Business investment area



Green Promenade

JR Kishibe Station

← Osaka (approx. 10 min)

Kyoto (approx. 30 min) →

Suita Municipal Hospital



- A core hospital for the community, providing emergency medical care and providing treatment at all stages from acute care to recovery phase
- As a general hospital, collaborate with the NCVC to treat patients with comorbidities other than cardiovascular diseases

VIERRA Kishibe KENTO



- An entire building managed on the basis of the concept of health and medical care, containing not only clinics in a range of specialties and fitness facilities but also establishments serving and selling health foods
- Making the most of its position next to the station, this facility will encourage visitors to switch to more healthy behaviors naturally and enjoyably.

Overview of Facilities in KENTO

■ National Cerebral and Cardiovascular Center (NCVC)



■ KENTO Innovation Park National Institute of Health and Nutrition (NIHN)



Business investment area



■ Suita Municipal Hospital



■ VIERRA Kishibe KENTO



KENTO Railside Park/ KENTO Library



- Park and library for the practice of preventive medicine
- Equipped with 27 different pieces of fitness equipment and several walking courses for use made under the supervision of a doctor or physiotherapist
- The library has a café, a Health Checkup Corner and a full range of publications associated with health, medical care, and sport.

Wellness-based residential accommodation for older people



- Model residential accommodation for the super-ageing society (regular accommodation/assisted living)
- Contain clinics, pharmacies, and other medical facilities. Residents can access services to prevent lifestyle-related diseases and delay the need for long-term care.
- A good example of “community-based integrated care” and the base for the local community

Overview of Facilities in KENTO

**KENTO Railside Park/
KENTO Library**



**National Cerebral and
Cardiovascular Center (NCVC)**



**KENTO Innovation Park
National Institute of Health and
Nutrition (NIHN)**



Meiwaike Park



**Business
investment area**

**Park
Library**

**Residential
accommodatio
n
(rented)**

**General
hospital**

**Wellness
Plaza**

NCVC

**Residential
accommodatio
n (owner-
occupied)**

Park

Green Promenade

← Osaka (approx. 10 min)

**JR Kishibe
Station**

Kyoto (approx. 30 min) →

**Wellness-based residential
accommodation for older
people**



Suita Municipal Hospital



VIERRA Kishibe KENTO



**Urban residential
accommodation**



