

NTT DATA Begins Offering Wellness Measurement App with a Smartphone Camera for Commercial Use

TOKYO – January 27, 2022 – [NTT DATA](#), a global digital business and IT services leader, today announced that it began providing a “Wellness Measurement App” on a commercial basis from January 2022 as a new function of its cloud-based health management solution Health Data Bank®. This app uses a smartphone camera to record video of a subject’s face for 30 seconds, and based on this data, calculates an index value showing the “degree of wellness in the current environment,” such as pulse and signs of stress. The ability to confirm a person’s degree of wellness without the need for special devices will expand the possibilities for companies and organizations employing the service to pursue initiatives that utilize health data.

NTT DATA began by offering this app as part of the health care service for residents of Kashiwa-no-ha Smart City (Mitsui Fudosan), and plans to develop various use cases such as improving workplace environments at companies, and business services that utilize and apply health data.

Background

NTT DATA launched [Health Data Bank](#)¹, a cloud-based health management solution to collect, store, and analyze health exam results and other health-related data, in 2002. NTT DATA has since continued to offer a variety of use cases based on the utilization and application of health data, including employee health management and health administration for companies and other organizations, as well as product development based on customer health data, working in collaboration with customers and partner organizations to develop new services and expand functionality.

As part of this effort, through its open innovation forum “[From the Port of Toyosu](#)”², NTT DATA conducted a technology and customer reaction survey of numerous startup companies in Japan and overseas with services and technologies related to vital data. The technology of the Canadian firm [NuraLogix Corporation](#)³ was rated the highest. Utility testing for a wellness measurement app using NuraLogix technology was conducted in April-Jun 2021 in cooperation with smart cities, as well as many food and beauty companies around the world. In October 2021, a prototype app for elderly persons was provided during the Sante Gym event to raise awareness of frailty prevention, held in conjunction with the Artistic Gymnastic World Championships (AGWC) and Rhythmic Gymnastics World Championships (RGWC) in Kitakyushu, Fukuoka Prefecture, at the event venue and at the Aeon Hall provided by Aeon Kyushu Co., Ltd. Measures such as these confirmed the utility of various use cases, and led to the launch of the commercial version of the app.

Overview of the Wellness Measurement App

The Health Data Bank Wellness Measurement App analyzes data from a 30-second video of the face taken with the camera of an ordinary smartphone or tablet, and calculates an index value showing the “degree of wellness in the current environment,” such as pulse and signs of stress.⁴

The app uses patented technology from NuraLogix Corporation that analyzes face video data to determine hemoglobin concentrations from the state of reflected light (face color), then analyzes the changes in hemoglobin concentration to estimate pulse, stress signals, and health data.

The ability to assess a person’s degree of wellness without the need for a special device, using just a smartphone or other device that people use on a daily basis, will expand the possibilities for initiatives based on health data, such as improving workplace environments at companies, and business services that utilize health data. Of note, this app is not a medical device, and as such is not intended to be used for medical purposes (such as to diagnose, treat, or prevent illness).

- Improving workplace environments

Companies are able to refer to the index value showing the degree of wellness of employees, along with other data managed through the Health Data Bank database (such as stress checks⁵ and pulse surveys⁶) to determine the necessity of improvements in the workplace environment, or to assess the effectiveness of improvement measures.

- Businesses using and applying health data

Companies and other organizations will be able to combine the index value showing the degree of wellness on customers managed in the Health Data Bank database with other customer data they have collected, and with the consent of the individual, analyze that information to assess the effectiveness of products, or find customers best suited to a product.

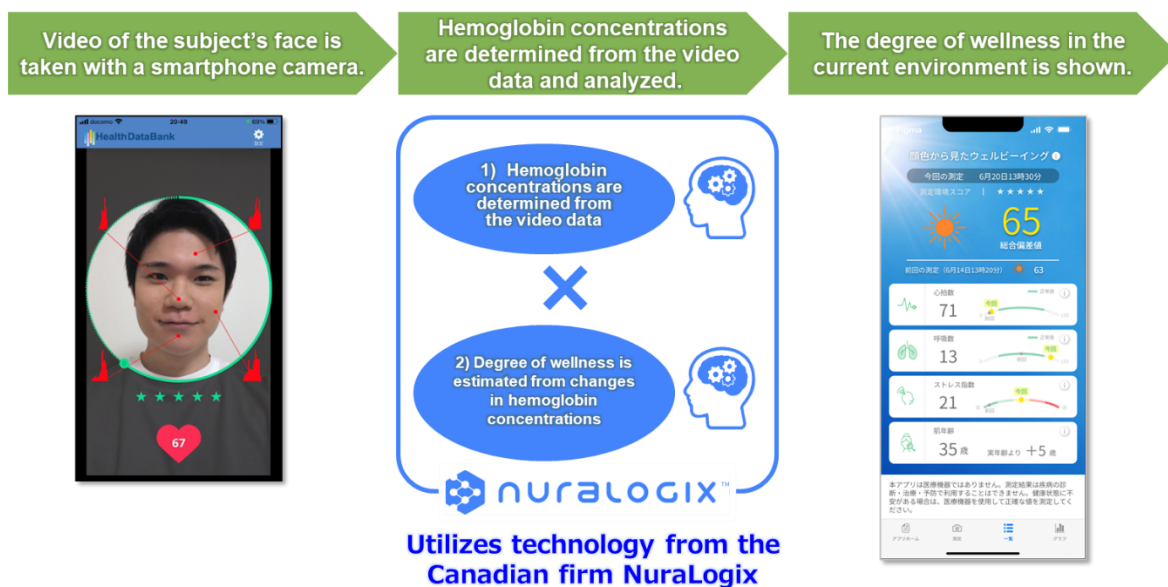


Fig. Overview of the Health Data Bank “Wellness Measurement App”

Future Goals

NTT DATA will develop various use cases for this app, such as employee health management for companies, and businesses that utilize and apply health data.

Recently, [Kashiwa-no-ha Smart City](#) (Mitsui Fudosan) decided to offer this app to its residents, and with the consent of the individual, link the wellness measurements with other services to create new value. In addition, numerous companies in beauty, foods, retail, and other industries plan to offer this app to their customers, and by combining the wellness measurements with other information managed by those companies, analyze the results to offer optimal products according to the customer's health status.

Notes

1. Health Data Bank is a cloud-based health management solution comprising a “system to support corporate health administration,” and a “system to support individual lifetime health management,” provided as a set by NTT DATA. The service was launched in 2002, and is used by approximately 3,000 companies (organizations) and 4 million individuals for health management.
2. The open innovation forum “From the Port of Toyosu,” sponsored by NTT DATA since 2013, is a program aimed at generating world-leading venture companies and innovation beyond corporate and international boundaries.
URL: <https://oi.nttdata.com/en/>
3. Nuralogix is a startup corporation established in Toronto, Canada in 2015, with “patented technology to analyze video data of faces captured using an ordinary smartphone or similar device, and estimate vital data.”
4. Results are “reference values” indicating the degree of a person's physical, mental, and social vitality. The figures are not the same as measurements taken using a medical device. (The Health Data Bank Wellness Measurement App is not a medical device. It is not intended to be used for medical purposes, or to diagnose, treat, or prevent any illness.)
5. Stress checks are occupational stress questionnaires conducted by the Ministry of Health, Labour and Welfare. Health Data Bank provides functionality to input, store, and analyze the survey results.
6. Pulse surveys are simple surveys conducted with high frequency, such as on a weekly or monthly basis, in order to assess in real time the state of stress among employees. Health Data Bank provides functionality to input, store, and analyze the survey results.

* “Health Data Bank” is a registered trademark of NTT DATA Corporation in Japan.

* “From the Port of Toyosu” is a registered trademark of NTT DATA Corporation in Japan.

* Other names of products, companies, and organizations are trademarks or registered trademarks of those companies.

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About NTT DATA

NTT DATA – a part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients,

as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries. Visit us at nttdata.com.

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