

Current Initiatives of docomo Healthcare



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1. Introduction

docomo Healthcare, Inc. (hereinafter referred to as “the company”) was established in July 2012 by NTT DOCOMO, INC. and OMRON HEALTHCARE Co., Ltd. with the mission of “helping each and every customer lead a smart life through the promotion of healthcare”. The company aims to create new value by delivering life-long healthcare support services based on customers’ health-related data. Here I would like to outline the two mobile services the company provides and the devices associated with these services.

2. NTT DOCOMO healthcare services

2.1 WM (Watashi Move) mobile healthcare platform for data-driven lifestyle recommendations

Our company is pioneering the use of body data for life-long health care. These “body data-driven lifestyle recommendations” aim to create new value for our customers, and in April 2013 we launched the WM healthcare platform to deliver these recommendations. Developed in collaboration with alliance partners, the WM platform offers an array of lifestyle services to customers that combine three essential elements: the services must be “good for the body”, “identify with the body” and “always be accessible”. (Figure 1)

2.2 Karada-no-Kimochi (Body Mood) healthcare service for women

Karada-no-Kimochi is a healthcare support service for women that enables users to grasp their daily biorhythms by recording data on menstruation cycles and basal body temperature. It also tracks hormonal changes and offers healthcare advice for improved wellbeing. The service costs around \$3 / month (excluding consumption tax) and is compatible with both DOCOMO

Android smartphones and iPhone/iPad devices. (Figure 2)

Major Features

1. Delivers optimal and ample healthcare advice throughout the day (morning, mid-day, afternoon and evening) that is suited to the user’s physical fitness, as well as the prevailing weather and seasonal conditions.
2. Early detection and notification of physical changes and payment of cash benefits when medical treatment is sort from a qualified medical professional.
3. Users can access basal body temperature data on their smartphones by connecting to a personal digital thermometer that takes readings in just 10 seconds.

Other menstrual management applications predominately track menstruation / ovulation days to assist users target or avoid pregnancy. Karada-no-Kimochi, however, takes this one step further to provide healthcare advice that is tailored to an individual’s menstrual cycle in an effort to improve overall wellbeing. As advice is delivered at just the right time by the mobile application’s female character, users develop a sense that they are actually conversing with their own bodies.

When basal body temperature readings and other recorded data detects signs of gynecological disease, the service sends a message recommending the user seek medical advice, and will even offer a cash benefit when treatment is received from a qualified medical professional. These benefits are offered to encourage users to seek medical advice for early detection of gynecological disease. This new type of service, offering cash benefits for medical treatment, is made available through a joint venture with Tokio Marine & Nichido Fire Insurance Co., Ltd. and is currently patent-pending.

The DOCOMO Shop has also commenced sale of dedicated digital thermometers for women to promote basal

body temperature as more than just a gauge for women attempting to fall pregnant, but also as a means of managing everyday physical wellbeing. By recommending this thermometer as a peripheral device for smartphone users the company is witnessing a growing awareness of the basal body temperature’s role in physical conditioning, as well as uncovering potential areas of new demand.

2.3 Karada-no-Tokei healthcare service for biological clock adjustment

Karada-no-Tokei (“Karada” means body and “Tokei” means clock) is a healthcare support service that helps regulate a user’s

■ Figure 1: WM (Watashi Move) mobile healthcare platform



Figure 2: Screen images of the Karada-no-Kimochi service



Figure 3: Screen images of the Karada-no-Tokei



body clock and offers useful lifestyle and health-related advice by monitoring a wide range of body data, including food intake and hours of sleep. The mobile service is available for DOCOMO Android smartphones and iPhone/iPad devices and costs 300 yen / month (excluding consumption tax) (figure 3).

Major Features

1. Makes recommendations on ways users can structure their day and offers advice on diet, ways to relieve fatigue and anti-aging tips using input data such as timing of meals, as well as sleep records collected via “moveband 1” and “moveband 2”.
2. Access to around 1,000 healthcare contents, including exercise videos and music, to help users put into practice the advice offered by Karada-no-Tokei to improve their physical health.
3. Discounts of up to 50% on health checkups at registered medical facilities and even smartphone access to checkup results, as well as access to a free over-the-phone consultation hotline manned by doctors, nurses and other medical professionals. This service is available 24 hours a day, 365 days a year.

The timing of meals and the amount of sleep a user gets play an important role in rebalancing the body’s clock. It is, however,

Figure 4: View of Moveband 2



Table 1: Outline of Moveband

Appearance	Wrist band
Size	Width: About 20mm (buckle: about 16mm), thickness: about 11mm
Weight	About 17g
Color	Turquoise, brown, black
Function	Measures number of steps, length of move, calorie consumption*, hours of sleep
Sensor	Acceleration
LED	One
Waterproof	For practical waterproof use (IPX5)
Continuous operating time	Around seven days**
Wireless standard	NFC/Bluetooth (4.0)
Internal battery/charging method	Li-ion rechargeable battery (chargeable using a dedicated adapter)
Accessories	AC adapter/charger, instruction manual including warrant

*: Measures the calories consumed when walking.
 **: Depends on usage conditions.

extremely difficult for the modern consumer, time-poor and stressed, to achieve the ideal lifestyle cycle. In an effort to improve this situation, Karada-no-Tokei recommends “lifestyle rhythms” to help bring a user’s meal and sleep times gradually closer to the ideal range.

Tailored advice is also provided to educate users on what activity should be done at what time in order to meet individual goals (dietary, fatigue-relief, anti-aging). For total, one-stop convenience contents to help users put this advice into practice can be accessed from the same service platform (contents include dancercise and yoga videos, calming music and recipes suited to different purposes and/or physical complaints).

Also offered is a free, over-the-phone health consultation hotline that users can easily access in times of illness. Users can discuss health and medical issues with doctors, nurses and other medical professionals 24 hours a day, 365 days a year.

Wearable wristbands called movebands make the service even easier to use as health-related data is collected directly from the user’s body. These bands help users gauge the number of steps and exercise volume undertaken during waking hours, as well as collect data on sleeping conditions overnight, to offer a comprehensive picture of an individual’s level of activity at different periods throughout the day. Based on this data users receive accurately tailored advice for healthier living (figure 4 and table 1).

3. Conclusion

In addition to improving usability in line with user feedback, the company is eager to support the efforts of each and every customer in his/her quest for a healthier lifestyle, and as such, will look to expand beyond DOCOMO subscribers and open up these mobile healthcare services to multiple carriers in the future.