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## NEXT GENERATION PUBLIC HEALTH POWERED BY PRECISION HEALTH APPROACHES IN JAPAN

**Yoshito Date<sup>a</sup>** and **Ikuko Tomomatsu<sup>a</sup>**<sup>a</sup>Eagle Matrix Consulting Co. Ltd, Japan

The aim of this presentation is to discuss how to further develop the next generation of public health by applying precision health approaches. Currently, there are two weaknesses in Japanese public health; lack of personalised interventions, and morbidity data. Without morbidity data, community and personal health conditions and trends are not recorded and observed, ultimately leading to delayed intervention. Without the knowledge of public health trends, personalised intervention becomes extremely difficult. In order to strengthen the existing public health concerns, integration of precision health research frameworks and technological developments are necessary. Through technological developments, accumulating individual health data becomes more efficient, leading to more precise visualisation, understanding, and control of an individual's health condition. We argue that the integration of precision health approaches into public health studies will make both the general and high-risked population-based and one-to-one personalised intervention possible, strengthening public health in Japan. Such intervention will also make it possible for the future high-risk population. Through precision health, population-based approaches will become more specified and targeted, funneling down to an individual. Furthermore, analysis of integrated data acquired through innovative technological developments will allow for prediction of an individual's onset and progression of disease. The integrated data will also shed light on people who are more conscious for healthcare. It will change the recruiting process for public health research and intervention.

### Biography

Yoshito Date is the CEO of Eagle Matrix Consulting Co. Ltd. and also an Associate Professor at Keio University, Graduate School of Media and Policies. Earlier he worked as a Project advisor of Healthcare New Frontier division, Kanagawa prefecture government. He was an Expert Adviser at Cabinet office, Council for Science, Technology and Director of Japan lifetime learning association.

date@emcjp.com

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