

Wellness for All Project

In line with this project, we have been delivering products, services and campaigns aimed at providing customers, local communities and fellow workers (Meiji Yasuda employees) with ongoing assistance to their health improvement efforts. We will continue to create new value through this project.

As for products, the number of policies sold for “Best Style with Health Cash Back” has grown to more than 700,000 since its release in April 2019. Moreover, in June 2021 we enhanced the lineup of coverage available via this product by incorporating coverage for the early detection and prevention of diseases. Specifically, new coverage is designed to help policyholders take timely measures if they feel uncertain about whether they are healthy or not when, for example, experiencing a deterioration in indicators measured at health checkups or recognizing possible precursors of more serious symptoms. Moreover, in January 2021, we released “Dementia Insurance for Your Future: MCI Plus,” a product designed to support policyholder efforts to prevent the development of dementia. Looking ahead, we will continue to expand the lineup of these and other products aimed at assisting health improvement efforts, in the belief that this will unlock the new value of life insurance.

As for services, we provide customers enrolled in “Best Style with Health Cash Back” and dementia insurance with the “MY Wellness Activity Report” service in addition to offering around-the-clock phone-based counseling and specialist doctor referrals. We have also made advanced health examinations available to these customers at lower prices. In July 2021, we initiated the handling of online diagnostic services through “MY *Hoken* Page,” a dedicated website

for customers, enabling them to undergo healthcare services provided by designated hospitals and clinics via PCs or smartphones.

As for campaigns, our online content publicized under the banner of “At-Home Wellness Activities” earned a total of approximately 600,000 views as of March 31, 2021. Amid the COVID-19 pandemic, we have thus striven to assist customers in their health improvement efforts. As a result, the number of participants in Wellness for All Project-related campaigns, including both face-to-face events and no-physical-contact programs, stood at a cumulative total of 1,770,000. Under the project, we have also encouraged Meiji Yasuda employees to proactively improve their own health conditions, thereby helping a growing number of employees achieve tangible improvement in health checkup results. Having embarked on the second year of the project, we have already seen these and other positive effects arise from the project.

In March 2021, we signed a comprehensive partnership agreement with the National Cerebral and Cardiovascular Center. Since then, we have worked to strengthen collaboration with this institution. This collaboration is intended to enhance our structure for collecting, accumulating and analyzing health-related data from in-house and external sources, with the aim of promoting R&D of unconventional products and services designed to create and provide new value in the healthcare field.

In these and other ways, we will deliver the value of wellness activities to a great number of customers. By doing so, we contribute to the lengthening of healthy life expectancy and seek to establish the “No. 1” corporate brand in terms of health improvement assistance.



“Stay Healthy Together”

Today, the maintenance of healthy life expectancy has become a matter of growing public interest. In fact, staying healthy is more important than ever before for people who want to enjoy their lives.

However, solitary efforts to improve health are often said to be hard to continue. We hope to promote wellness activities that are fun and easy to continue. That is why Meiji Yasuda launched the “Wellness for All Project.”

In line with the project objectives, our sales personnel (e.g. MY life plan advisors) help customers continue efforts to maintain and improve their health conditions via after-sales services.

In the course of these services, we inform customers of upcoming J.League-collaboration campaigns, which offer opportunities for them to casually engage in physical exercise, and the latest schedule for health check events.

Furthermore, we provide them with health improvement advice via the “MY Wellness Activity Report” service in light of their health conditions while delivering insurance products designed to reward them based on health checkup results.

