

Sompo Himawari Life partners with Neurotrack Technologies to provide a cognitive health solution, using eye-tracking technology, to all insurance customers

Sompo Himawari Life Insurance Inc. (President: Yasuhiro Oba; hereinafter "Sompo Himawari Life") and Neurotrack Technologies, Inc. (Co-Founder and CEO: Elli Kaplan; hereinafter "Neurotrack"), a U.S. company based in Silicon Valley, have partnered to offer the Neurotrack Cognitive Health Program (hereinafter the "Service")—an app which discovers risks concerning the impairment of cognitive functions at an early stage, and supports preserving cognitive functions and improving overall health. Sompo Himawari Life will start providing the Service on January 30, 2020.

1. Purpose and background

The estimated number of MCI (Mild Cognitive Impairment) patients and cognitively impaired elderly people in Japan was approximately 8,620,000 in 2012. Some research indicates that the number will reach approximately 13,000,000 by 2025, and it is expected that dementia-related social issues will increase, including lack of caregivers due to the increasing number of people who require nursing care. With this in mind, Sompo Holdings Group is deploying the Sompo Dementia Support Program in order to prevent dementia and create a society where dementia patients can live independently. Sompo Himawari Life aims to transform into a total health support enterprise—it provides Insurhealth®, a new initiative which combines the primary function of insurance (Insurance), with health support functions (Healthcare). In October 2018, we launched Dementia Insurance for Securing Smile, which offers lump-sum payments for patients with MCI—an early stage of dementia. We also provide a service for preparing for impairments concerning cognitive functions, as well as an insurance payment.

2. New value of the Service

The Service provides a suite of cognitive assessments that have been validated by clinical research, including a measure of cognition using eye tracking technology. The Service also asks users questions about six lifestyle domains: diet, exercise, sleep, relaxation (stress management), brain training and social engagement. Based on the results, the program offers personalized advice to improve the users' specific lifestyle domain. All of this is delivered through a mobile app from early discovery of cognitive function impairments to targeted improvements for brain health. The solution is delivered at the user's fingertips using their smartphone.

Through a series of cognition tests, users are able to detect declining cognitive functions at an early stage. They can also learn about modifiable risk factors for dementia and understand how their cognitive health performs as they get older. Research has demonstrated the impact that individuals can make on their cognitive health through modifiable risk factors. In the world-famous FINGER study—a randomized controlled clinical study evaluating elderly people's lifestyle in Finland—participants who made lifestyle changes showed effectiveness in improving cognitive function. Neurotrack also conducted clinical research in the U.S. to demonstrate the effectiveness of its Service. Additional clinical research is planned for 2020.

3. The Service's outline

(1) Understand current cognitive health by taking Neurotrack's suite of cognitive assessments

By completing the suite of assessments within the app, it is possible to understand potential risks regarding cognitive function impairment. Neurotrack's original algorithm tracks eye movements in a recorded video for analysis. In addition, the app provides comprehensive results through several cognitive and lifestyle assessments.

(2) Learning and recognizing declining cognitive function and improvements

Depending on the test results, advice suitable for the customer and based on scientific evidence is provided on either diet, exercise, sleep, relaxation (stress management), brain training, and social engagement—the six lifestyle domains that have an impact on declining cognitive function—to put into practice to lead to greater understanding of dementia.

(3) Stimulating actions

Users can use the app's recommendations to improve their daily behaviors, incorporating proven advice to change their lifestyle in a gradual manner.

(4) Grasping results and experiencing improvements

Neurotrack's cognitive assessments are conducted periodically and feedback is given on results to allow users to maintain their cognitive function.

4. Future development

For users to continue to use the Service effectively, we are considering a staffed support service with Sompo Health Support Inc. (President: Hidehiro Sumi), which has achieved the highest* performance in the specific health guidance industry. Sompo Holdings Group will use up-to-date technologies from Japan and overseas and provide the highest-quality service for contributing to security, health, and wellbeing.

* SOMPO Health Support Inc. finding (As of March 31, 2019)

End

[Reference]

■ About Neurotrack

Name	Neurotrack Technologies, Inc.
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Establishment	2012
Representative	Co-Founder and CEO Elli Kaplan

