

# BEAUTY

Bringing Education And Understanding To You



<https://en.asiacancerforum.com/>

## Awareness

People find themselves moved and inspired by beauty. The desire for beauty is something that is inherent within each of us, and it is one of the things that gives us the will and strength to live. Beauty takes on even greater significance in times of adversity.

Although the pandemic may have kept people apart, it never broke the ties that bind people together in communities. Cancer is a disease that is rapidly increasing in incidence around the world and could well be said to be a mirror on society, where transformation of social structures is confounding established norms and the conventional wisdom of experts. However, everything lies within the context of daily human endeavors.

We are reaching out to the people who work in local hair salons and barber shops and asking them to cooperate with us. It is these people who have a close connection with their regular customers, enabling them to gain a sense of what the people they see in the salon mirror are thinking and feeling.

Even in today's world, where we can access information instantaneously, we still need the power of human interaction to help information reach its target and make an impact. This is the meaning of the BEAUTY Program : **Bringing Education And Understanding To You.**

This is our message : As the country that has already become a super-aged society, if Japan has anything to share with Asia, where societies are starting to age, it is that it is vitally important to weave an interconnected web of knowledge on how to confront the challenge of cancer. It is our cherished wish to learn together and acquire shared knowledge to stand up to cancer, through connections and interactions among people who are striving to make life better and more beautiful.

## Practicing a joint program based at a beauty salon in Malaysia

ACF, in collaboration with the National Cancer Society of Malaysia, advances the 'BEAUTY & Health' program, supported by a donation from Astellas Pharma Inc. We roll out cancer education and health advice through digital interventions. Registered users on the 'Malaysia Cancer Prevention Portal' can assess and manage their health risks. Additionally, we host community-driven awareness sessions at local establishments like barbershops and salons. While NCSM leads the initiative in Malaysia, ACF acts as an advisory. Together, we're strategizing for long-term impact.



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Compassionate support through beauty salons and barbershops in Malaysia with NCSM



Cancer HAIKU Project as Interdisciplinary Exchange UICC

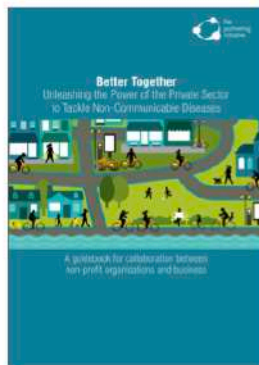
Cancer Education Project with International Exchange Toyama, Japan

## Activation

While Asia demonstrates remarkable economic growth, it is a region where the weight of historical burdens remains significant. The tensions between globalization and nationalism are conspicuously apparent here. In our collaborations within Asia, it's pivotal to establish an academic foundation that interconnects historical and cultural backgrounds. Building on the concept of 'Cancer is Mirror' proposed by Professor Hideyuki Akaza in 2011, the ACF, based at the University of Tokyo, is advancing 'Cross-boundary Cancer Studies'. A critical aspect of cancer strategy is for all stakeholders, whether patients, insurers, providers, or suppliers, to become activists. Beyond the realm of treatment and the medical industry, we emphasize the interdisciplinary perspective of 'Cross-boundary Cancer Studies' and are committed to promoting Creating Shared Value (CSV) for a sustainable society. We firmly believe that our initiatives in cancer collaboration can serve as a bridge to Asia's future.

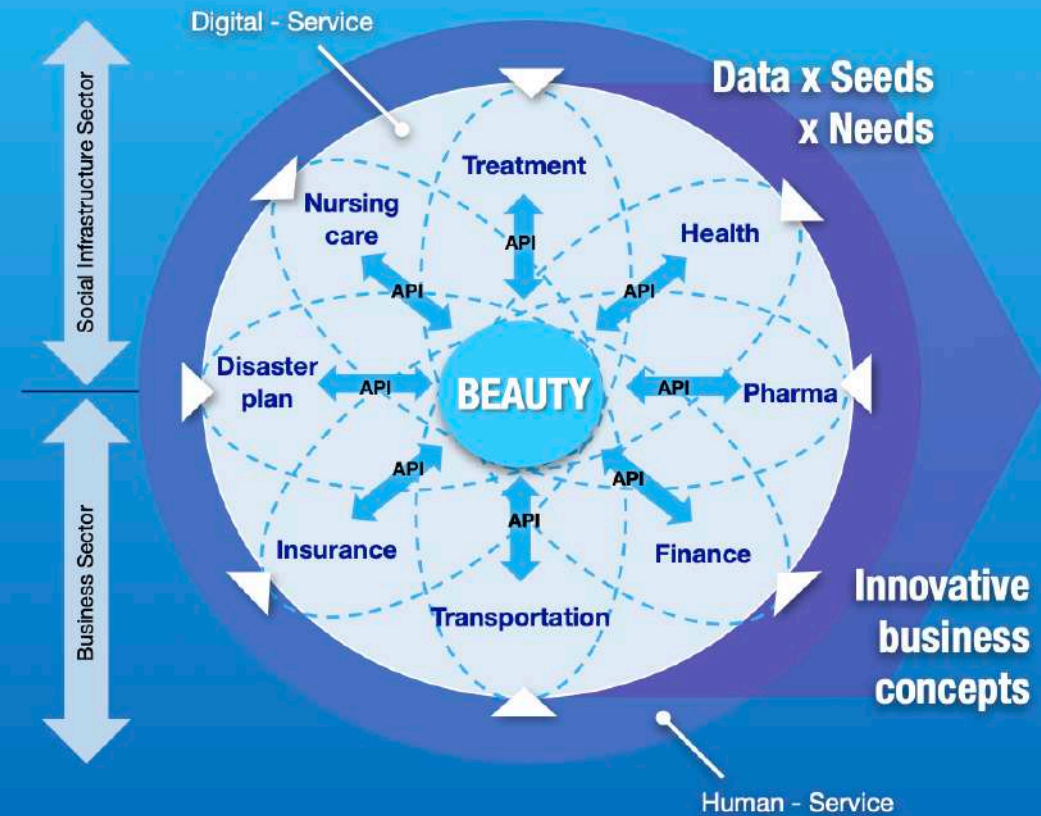
## Promoting Activation Across Society

ACF is currently undertaking the Japanese translation of "Better-Together (BT)". Originally developed by The Partnering Initiative (TPI, Oxford), this material provides an approach towards resolving societal challenges. It aims to incorporate private sector dynamism in addressing non-communicable diseases, fostering collaboration between non-profit organizations and the private sector, and devising a strategy to tackle the global issues surrounding non-communicable diseases. ACF has been entrusted by TPI to handle the translation of this material for the Japanese language.



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## Concept of a new CSV platform stemming from community-based digital-led intervention.



## Universal Health Coverage

Co-creating a community-based foundation essential for humans, and building a society where individuals shine through public-private collaboration

Connecting people = Core value of digital  
People interacting with each other = Core value of social

# DX

ACF aims to visualize and analyze the state of cancer care in various Asian countries, including costs, and to understand the regional regulations, socio-economic, and cultural circumstances, with the vision of achieving cancer UHC (Universal Health Coverage) in Asia. This vision is considered along four pillars:

## 1. Implementation :

For the realization of UHC, the data will be carefully examined to highlight the clinical practices (patient background, treatment results, realities of pharmaceutical regulations, medical economy), thereby creating data that can identify industry challenges and investment opportunities.

## 2. Verification :

Through academic support, companies will implement the desired cancer provision in various regions of Asia, contributing to corporate innovation opportunities. Furthermore, feedback for RWD (real-world data) based research will be provided through the analysis of implementation cases. We aim to match companies wishing to expand into Asia with local medical institutions and administrative agencies related to UICC.

## 3. Conception :

The essence of UHC will be studied interdisciplinary, with the goal of providing conceptual resources for UHC policies.

## 4. Proposal :

We aim to consolidate the UHC of Asian cancer care into a central pillar and create policy concepts.

## Launching the Innovative Digital Transformation in Cancer !

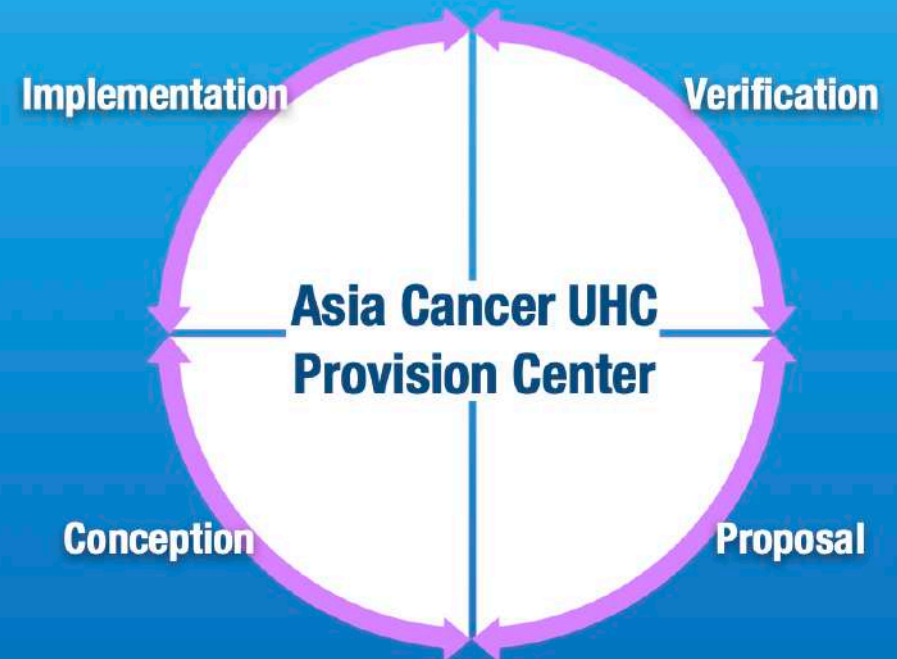
At the "LOCAL CANCER DAY 2022" symposium by ACF, discussions on improving access led to a new system. ACF board member Teppei Sakano, leading medical IT venture Allm Inc, will launch a remote diagnostic service connecting Japan's National Cancer Center and local hospitals in fall 2023. This initiative is eyed as a solution for medical advancements and addressing talent disparities. Mr. Sakano has also been at the forefront of providing remote medical assistance to Ukraine.



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# Asia Cancer UHC Provision Center Concept

Establishing the 'UHC Provision ecosystem'  
An integrated data platform bridging industry, academia, and policy



- Establishing a RWD collection system, visualizing the actual situation of cancer medical care in Asia's clinical settings
- Four research axes are linked, deepening a multi-layered understanding of the cancer phenomenon in Asia
- Interdisciplinary approach by diverse talents from industry, government, and academia
- Creating an ecosystem to realize cancer UHC Provision without relying on ODA.