



**Primary Care Support Center,  
General Incorporated Association**

## **Information on Dementia Support Services**



**Creating Dementia-Friendly  
Communities and Workplaces  
~Pre-Senior × Digital Health~**

- Corporate Dementia Initiatives
- Pharmacy Branding
- Building 2D Metaverse Communities

We connect people living with dementia, their families, workplaces, and communities, aiming to realize prevention starting from the pre-senior generation and provide ongoing support from the earliest stages.



## The underlying challenges facing Japan

- While access to medical care is good, “prevention” and “early consultation” tend to be put off
- It is not uncommon for the condition to have already progressed to mild dementia by the time of diagnosis
- Due to the influence of a “culture of shame” and “family systems,” dementia often becomes something to be hidden
- Excessive reliance on family caregiving persists, and systems for mutual support within communities and workplaces are not functioning adequately



## Vision



## Our Mission

- Reducing stigma surrounding dementia and creating an environment where anyone can easily seek consultation
- Serving as a “literacy hub” connecting individuals with dementia, their families, healthcare providers, caregivers, businesses, and community organizations
- Building a sustainable support model through a “phygital” approach combining online and in-person services



## Approach Characteristics

- Supporting both “space creation” and “program development” for dementia cafes and corporate dementia cafes
- Utilizing 2D metaverse-based online communities to foster connections across national and regional boundaries
- Collaboratively designing field-driven implementation models where pharmacies, corporations, and professionals take the lead



## Message

### Kosaku Okamoto

Managing Director / Secretary General



While Japan has good access to medical care, awareness of prevention has not sufficiently taken root. It is not uncommon for people to delay seeking medical care or consultation, resulting in diagnoses occurring only after the condition has progressed to mild dementia.

Historical and cultural factors, such as a “culture of shame” and the “family system,” underlie this situation. The stigma surrounding dementia and the continued over-reliance on family caregiving hinder the creation of environments where people can live together in their communities.

The government promotes initiatives like subsidies for dementia cafes and training dementia supporters, but current support tends to focus heavily on “hardware” aspects like venue and operational costs.

The development of ‘software’ elements—program design, collaboration, and matching—such as “what kind of dialogue and learning to provide” and “who to connect with whom and how”—remains insufficient.

To deliver truly meaningful support with limited resources, it is crucial to balance “utilizing online tools” with “providing human-centered care.”

Dementia care requires delicate consideration of relationships, emotions, values, and the progression of the disease; simple one-way information delivery is insufficient.

Therefore, we are working to build a “2D metaverse-style online community” that goes beyond meeting tools like Zoom. This community enables participants to interact comfortably, fostering continuous connections and ongoing support.

We aim to create a system where diverse communities—including families, pharmacies, hospitals, care facilities, companies, and local organizations—serve as “literacy hubs.” This system connects online utilization for the elderly with real-world problem-solving, transcending national and regional boundaries.

Starting October 2025, we reorganized our business focus specifically on dementia. We are concentrating on establishing dementia support solutions through “Pre-senior × Digital Health” to bridge the gap in prevention and early support—a gap often obscured by Japan's “good medical access.”



## ① Promoting Dementia-Friendly Companies

We support the creation of workplaces where employees can continue working with peace of mind.

### 【Main Support Services】

- Design and operational support for in-house dementia cafes
- Support for balancing work with caregiving and treatment (for employees and managers)
- Consultation flow and internal system design regarding dementia and family caregiving
- Support for collaboration with occupational health staff and external specialists

### 【Target Outcomes (KPIs)】

- Reduction in absenteeism and turnover
  - Improvement in presenteeism (working while underperforming)
  - Enhancement of psychological safety and engagement within the company
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## ② Pharmacy Branding

We redesign pharmacy value not just based on “whether institutional add-ons can be obtained,” but through dementia expertise × a marketing perspective.

### 【Main Support Services】

- Designing a brand position as a pharmacy strong in dementia care
- Creating seamless pathways from prevention to medical consultation support to family caregiving
- Connecting community-based initiatives like dementia cafes and consultation sessions with pharmacy functions
- Information dissemination with an eye toward collaboration with community-based integrated care
- Public relations support

### 【Expected Outcomes】

- Building a foundation for enhanced trust among regular patients and fostering mid-to-long-term pharmacy visits
- Strengthening the pharmacy's role as a consultation and coordination hub for local medical, care, and administrative services

### ③ Dementia Café Management and Program Development

We support creating spaces where individuals, families, and professionals can speak and learn with peace of mind.

#### 【Main Services】

- Design and operational support for dementia cafes centered on peer support for individuals and families
- Planning of “Prevention × Coexistence” programs including brain training, seminars, and mini-workshops
- Collaboration and matching with medical, care, and community resources
- Design of hybrid online and in-person events

### ④ Lectures and Training

We provide lectures and training for diverse audiences including medical professionals, caregivers, businesses, and local governments.

#### 【Sample Topics】

- Dementia Prevention and Lifestyle Habits
- Understanding and Responding to BPSD (Behavioral and Psychological Symptoms)
- Family Support and Caregiver Support
- Supporting Work-Life Balance for Caregivers, Corporate Dementia Initiatives
- Practical Dementia Café Management and Community Collaboration

#### 【Delivery Formats】

- Online (Zoom, etc.)
- In-Person (Lectures, Training Sessions, Study Groups, etc.)



**Project**



## ⑤ 2D Metaverse Platform

Vita Nexus Tower is a 2D metaverse-based online community platform that connects people beyond the constraints of “place” and “time.”

Currently operational as the Metaverse Dementia Support Project.

- A virtual space integrating dementia cafes, corporate cafes, and professional training
- Designed for participants to freely enter and exit via avatars, enabling 24/7 casual consultation and participation
- A system enabling not just one-off events, but “ongoing accompaniment support”
- Clinic Mall Floor (online medical consultations) and Rehabilitation Floor (self-pay treatments) will also launch sequentially



1F Main Entrance & Lobby



3F Dementia Support Center  
(Support for Individuals with Dementia)

## ⑥ Development of Telemedicine Model (In Preparation)

We are developing a co-medical collaboration model that bridges online consultations with local healthcare settings.

- Pharmacy × Smart Glasses: Digital Transformation for Home and Facility-Based Care Management
- Building a Telemedicine Model Where Co-Medical Staff Provide On-Site Support for Online Consultations

# Contact Us



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