

# Analysis & Conceptualization

**Analyzing the issues of customers and society; conceptualizing policy and businesses to resolve those issues**

Under B: Analysis & Conceptualization, the MRI Group provides services spanning analysis of societal issues, policy support for solutions, support for creating business concepts and potential solutions, and business and management consulting. We leverage our knowledge in resolving societal issues gained through policy related work for the public sector to spearhead and support industry restructuring and the creation of business opportunities accompanying policy and institutional changes.

## Case Study 1 Improving Productivity among Nursing Care Providers



### Promoting improved productivity and workflows among nursing care providers that assist elderly independent living

**Societal Issue**

As society ages and the nursing care shortage becomes increasingly prevalent, it will be necessary to maintain and ensure the quality of nursing care services so that the elderly can continue to live independently in the same area. Improvements must be made in nursing care productivity to provide better services in the face of limited resources.

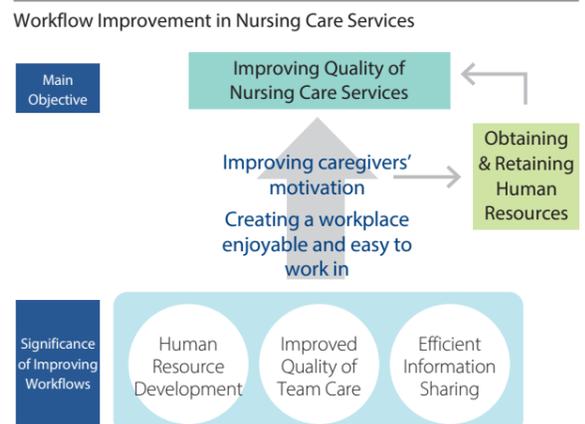
**Solution**

We analyzed real-life cases of measures to boost the quality of nursing care and help the elderly live independently. We identified methods and expertise used in improving workflows and productivity which we summarized in guidelines. By sharing these widely, we are supporting efforts to improve workflows and productivity. We are raising the quality of nursing care services by enabling effective improvements.

**Value Provided**

Improving the quality of nursing care services fulfills the intent of the Long-Term Care Insurance Act, independent living by the elderly, and enables more effective use of the

public's nursing care insurance financial resources. Further improvements are in prospect as caregivers gain a real sense of their contribution to the community and society at large.



Source: Created by MRI based on Ministry of Health, Labour and Welfare, Bureau for the Elderly, "Guidelines on Improving Workflows to Boost Quality of Healthcare Services," March 2019

[www.mhlw.go.jp/content/12301000/000487519.pdf](http://www.mhlw.go.jp/content/12301000/000487519.pdf) (in Japanese)

## Case Study 2 Creating a Diverse Mobility Society



### Creating a mobility society that offers a diverse range of opportunities for social participation and activity

**Societal Issue**

Domestic transport demand is likely to continue transforming due to the low birthrate, aging population, and lifestyle changes accompanying digitalization. In some regions daily transport options are already disappearing. The current transportation systems—developed in response to strong demand of the past—are at a turning point.

**Solution**

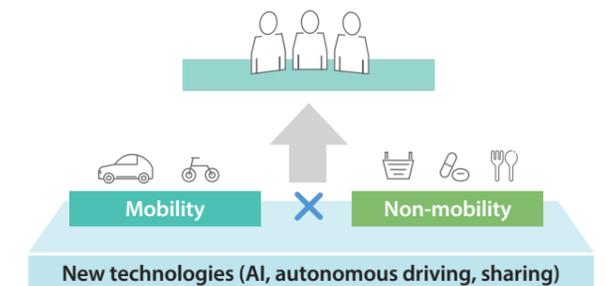
With the advent of new technologies in recent years such as artificial intelligence, autonomous driving, and car sharing, new mobility services have emerged to offer more efficient and sophisticated transportation options. To solve future transport system issues, MRI is conducting research into policy for new mobility services, consulting on MaaS\* business strategy, and supporting the development and standardization of new technologies such as autonomous driving and wireless charging. We are applying new technologies to help reconfigure transportation services and improve everyday transportation.

\* MaaS: Mobility as a Service

**Value Provided**

The ability to move freely is a prerequisite for a prosperous life and underpins community vitality. Through these initiatives, we are helping to bring about a mobility society where everyone can enjoy a diverse range of opportunities for social participation and activities.

Resolving Societal Issues by Creating & Improving Services



## Case Study 3 Sustainable Management Support



### Contributing to corporate globalization and creation of a sustainable society

**Societal Issue**

The globalization of supply chains and financial activities are inevitable and could pose a challenge for corporate management. Investors are increasingly seeking ESG (Environmental, Social and Governance) investments, following the United Nations' creation of the Sustainable Development Goals (SDGs). Global NGOs and NPOs as well as vocal shareholders abroad are fortifying their monitoring of corporate activities from the viewpoint of sustainability and respect for human rights. This trend greatly impacts Japanese companies.

**Solution**

MRI is constantly monitoring and analyzing the activities of such diverse group of players. In addition to providing our customers with important information for their businesses, we offer a wide variety of consulting services, from stakeholder communications to development of corporate and public relations strategies.

**Value Provided**

Through our services, MRI contributes to the globalization of businesses, thus leading to the creation of a sustainable world.

Providing Information and Insights that Contribute to the Creation of a Sustainable World

