

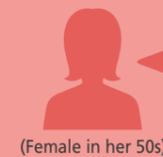


Promoting Health

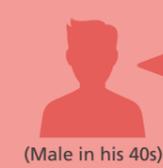
For a Healthy and Vibrant Life

Society's declining birthrate and aging population is threatening the sustainability of our social security systems. To overcome this threat, we will need to not only increase the financial burden placed on the people, but also help enhance their health and try to mitigate the burden placed on society as a whole. The Dai-ichi Life Group is working hard to find solutions to this problem and to that end is implementing a variety of health enhancement initiatives that complement social security systems.

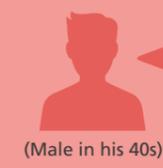
Feedback from Readers



I learned about your health and welfare activities for the first time in last year's DSR report. I'd like to know more about how your staff are involved with this activities.



I'd like to know about the information and services you provide for an aging society and the type of activities you plan on rolling out in the future.



I'd like to learn more about your health education and awareness activities for employees,

- ① Employee health checkup
- ② The 64th Public Health Awards presentation ceremony honoring people that have made contributions to improving health and hygiene
- ③ TAL employees participating in a charity marathon to benefit breast cancer research
- ④ Health awareness seminar for customers



Customer Health

Promoting Health Initiatives for Customers

The Dai-ichi Life Group provides a host of useful information through a variety of channels that benefits customer health. This information includes correct knowledge about diseases such as cancer and preventive measures, as well as the importance of health screenings.

These channels include the DL Pad, a mobile tablet computer used by Total Life Plan Designers, and informative magazines. In addition, the Medical Support Service launched in April 2012 enables individual policyholders, the insured, and their family members to use the telephone or Internet to access information related to healthcare, medical treatment, childcare, and nursing care services 24 hours a day, free of charge.

Candid Thoughts from a Staff Member

After delivering information to customers I've found that they have developed a greater interest in their health and especially cancer. However, while many customers' interest in these issues has risen, that still doesn't mean they are getting the correct information. Therefore, I gather and study information on health and illness to ensure that our customers get the correct information they need.

I lost my husband to cancer and I also suffered a stroke several years ago. These experiences have taught me firsthand about the importance of being healthy. I want to help our customers avoid the same difficult experiences I've been through. This is why I make it a point to raise customer interest in their health and provide only the correct information.

Delivering Information that Ensures Customers Stay Healthy



Chisayo Kokubu
Nara Branch Office

Employee Health

Educational Activities for Employees

To deliver the correct knowledge on health to our customers, first and foremost we need to educate our employees on improving their health and incorporate this knowledge into their work. The Dai-ichi Life Group has established initiatives to raise employee awareness about health, hosts the GENKI Haturatsu Campaign, and organizes medical knowledge seminars to ensure we deliver appropriate and beneficial information to our customers.



Above: In-house training session
Right: Educational health poster targeting employees

