

## Occupational Therapy in industry

Atsushi Motohiro<sup>1),2)</sup>

<sup>1)</sup> Canvas Inc.

<sup>2)</sup> Center for Community-Based Healthcare Research and Education (CoHRE), Head Office for Research and Academic Information, Shimane University.

In Japan, anticipating a future decline in the working population, maintaining worker health and continued employability has become a critical business challenge. Against this backdrop, the concept of "Health Management" has rapidly gained traction in both industry and society. This approach views the promotion and management of employee health as a key business issue, aiming to enhance corporate productivity through practical implementation.

Established in March 2021, Canvas Inc. has built a collaborative framework with various institutions, including industry, government, academia, and finance, through "regional co-creation." The company interprets various work-related health issues as "occupational diseases" and leverages occupational therapy expertise to provide comprehensive health management consulting services.

The Canvas Inc service has been adopted by more than 70 companies, mainly small- and medium-sized enterprises, as of May 2024. The introduction of these services has led to several positive business outcomes, including a significant reduction in labor productivity loss amounting to millions of yen, increased employee retention, and reduced turnover rates.

Socially, the company's initiatives have been highly recognized. Canvas's case studies were awarded the "Best Award" and "Excellence Award" in the "Health Management Award 2022, 2023" hosted by the National Corporate Association. Additionally, the business model was featured in the Ministry of Economy, Trade, and Industry's "Basic Policy for Promoting Regional Problem-Solving Projects." The company is also advancing its franchise development, which is currently planned for approximately 30 prefectures nationwide.

Occupational therapists have a unique strength among healthcare professionals, providing support from perspectives rooted in the "life" and "work" of individuals. I believe that occupational therapists are inherently equipped with the philosophy and abilities to genuinely address the complexities of society. I hope that our challenge will serve as a catalyst for the discovery of new roles for occupational therapists in the Asia-Pacific region.