NTT Launches a Global Health and Wellbeing Initiative to Define a Path Toward a Human-Centric Approach

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New Program Offers Resources for Organizations Rethinking their Health and Wellbeing Initiatives

Tokyo, Japan – August 4, 2021 – NTT Ltd. and other NTT companies today unveiled a global initiative calling for multiple stakeholders to rethink the importance of Health and Wellbeing at every level. The campaign will offer ideas and a set of resources over the coming year, designed to help governments, communities and organizations reexamine their approach to personal health, mental health, social health, worker wellness and equitable access to support a more sustainable future.

A recent NTT and WSJ Intelligence survey found that 72 percent of organizations view health and wellbeing as having a substantial impact on their corporate strategy. "We are at a transition point in our society, where many governments, communities and organizations are evaluating a more holistic approach to Health and Wellbeing. This is clear in macro-trends such as health care innovation, hybrid work models, employee mobility and collaborative workplace models," said Vito Mabrucco, Head of Global Marketing at NTT. "We feel that we can share some of our data and our experience to help organizations adjust to the post-pandemic world in a way that puts people, communities and workplace wellbeing first."

About the Initiative:

NTT's global Health and Wellbeing initiative leverages the knowledge and experience of subject matter experts that helps put into perspective the need to define a path toward a more human-centric approach to Health and Wellbeing. It provides a collection of insights delivered through videos, whitepapers, studies and other resources designed to help describe a more strategic approach to healthcare business models, current technologies and future innovations to establish Health and Wellbeing as one of the foundations for a sustainable society.

As part of this initiative, NTT provides new insights through the launch of a whitepaper that examines how individuals and organizations can embrace technology to improve patient care. Improving healthcare practices requires engaging with people holistically and enabling technology for more personalized and precise care. The whitepaper examines the need for a new mindset and new ways of conducting this critical, most human element of healthcare. You can read the whitepaper here.

"The global health crisis has highlighted the fragile nature of our world. As we adjust to life post-pandemic, it has become clear that new approaches to Health and Wellbeing should be considered," added Mabrucco. "A more human-centric approach is required to provide a way forward to improve the Health and Wellbeing of people, communities and society. NTT's initiative looks at redefining Health and Wellbeing by making it more human by design, rebuilding trust and trustworthiness, improving the health of individuals everywhere and creating a digital ecosystem to support this new approach."

NTT sees wellbeing as the foundation of tomorrow’s workforce. From sustainability to mental health, to worker wellness, the organization is working to better understand how technology will enable this and sustain momentum by reassessing milestones and measure success across a wider spectrum, including economic gains, competitive advantage and societal change.

Abhijit Dubey, Global Chief Executive Offer, NTT Ltd. says, "there is an urgent need to redefine health and wellbeing towards a more knowledge-driven and technology-enabled approach supported by organizational culture. There is widespread concern about the long-term impact the pandemic is having on employee wellbeing and topics such as work/life balance. Our research highlighted that wellbeing is now a strategic area of focus across all industry sectors and business functions; this view is particularly strong among fellow executives, who see the value of employees in enabling differentiation, innovation and to be agile in response to change."

To learn more about NTT's global Health and Wellbeing initiative, please visit: https://www.global.ntt/healthandwellbeing/

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