

NTT DATA 「ケアラケア～介護もキャリアも、うまくいく～」 字幕原稿

「Care la Care “thriving nursing care and careers.”」

(NA1)

A major risk Japan faces now is the surging number of “working carers,” who juggle both work and nursing care.

By 2030, 3.18 million people are projected to be working carers, with the economic loss reaching 9.2 trillion yen annually.

For individuals as well as companies and society, it has emerged as an unavoidable challenge.

(Interview1)

In our project, we listened earnestly to the voices of working carers. We focused on learning about the struggles and difficulties they face. Based on that feedback, we began thinking about building a business.

(NA2)

Through a capital tie-up with Tokio Marine & Nichido Fire Insurance, a company called NTT DATA Life Design Corporation was established to develop a people-focused business based on the voices of working carers.

That business is a new service called “Care la Care” under the concept of “thriving nursing care and careers.”

Care la Care is comprised of “Corporate Services” supporting the establishment of company systems and “Individual Services” providing personal assistance to address the nursing care concerns and burdens of workers. An unprecedented “integrated and seamless” nursing care model, it aims to simultaneously solve the nursing care challenges of both companies and employees.

(Interview2)

Through our fact-finding investigations, we were able to largely pinpoint the support and systems best-suited for working carers and we believe that has significant value.

(NA3)

The establishment of corporate systems is underway thanks to legal revisions, but the nursing care situation of more than half of company employees is not fully understood.

As a result, a major challenge is the gap that emerges between the support provided by companies and the support employees actually require.

(Interview3)

A very big benefit is raising the awareness and utilization of policies and systems which were not widely known. It can make working easier and improve the balance between work and nursing care to make both manageable. Therefore, companies can expect effects such as improved productivity and the reduction in employee attrition due to nursing care.

(NA4)

There are also high hopes that it will lead to the creation of next-generation businesses that can directly approach true target customers who had been difficult to identify until now.

(Interview4)

We, ourselves, can't provide nursing care support. While seeking cooperation from various partnering companies with strengths in this field, we hope to co-create systems that will truly change the world. We believe that is the most important point.

(NA5)

By leveraging the strengths of various companies aligned with this business vision and NTT DATA's "power to connect," moves to co-create new services to change the world are underway.

(Interview5)

Our company has long been providing support for employee welfare benefits to corporate human resources departments in the form of group insurance systems and nursing care seminars. Through the various data collected by this Care la Care business, we believe we can properly identify the needs of individuals to help in the development of new types of insurance.

(Interview6)

Specifically, we have been promoting our security and health care business, and in doing so, we felt that it was highly compatible with Care la Care. We believe it's an initiative that truly embodies what we're aiming to achieve.

(Interview7)

When changing the way the world works and people's values, someone has to take action. We believe it's critical for us to properly recognize our mission and take the lead in implementing actions that will transform the world.

(NA6)

The business was launched in October of 2025.
It's now expanding across key companies within NTT Group.

(Interview8)

Care la Care also includes personal services, and while we are doing what we can as a company, there are naturally aspects that are overlooked. In these cases, we believe being able to at least offer recommendations is reassuring for the company. The service is structured in a way that we are extremely happy about.

(NA7)

In the future, they plan to expand the business scope to peripheral nursing care markets. The aim is to develop a cross-industry business of 10 billion yen.

(Interview9)

We want to build a company where employees can proudly say they are providing nursing care and encourage and support one another in the office to overcome challenges together.

(NA8)

"Towards a Society Where Nursing Care and Careers Thrive."

NTT DATA, together with Care la Care, continues to create new value to transform the fabric of

society.