

FINECARE Inc.

Top Message

President and Representative Director

Kazushi Tsunefuji



Delivering human-centered value to foster Well-Being for clients, families, and employees, while improving community QOL through safe, reliable, and trusted services

Operating 29 locations focused in western Tokyo (Tama area) and western Saitama, we provide a comprehensive range of nursing care services—including residential care, day care, home nursing, home care, and in-home care management. Essential to all these services is close multidisciplinary collaboration involving MatsuKiyoCocokara store staff, community-integrated care centers, local governments, doctors, nurses, and pharmacists. By strengthening integration across our drugstore, pharmacy, and nursing care businesses, we support seniors across every life stage, from prevention and early care to medical treatment, nursing care, and end-of-life care. As a key pillar of the community-based integrated care system, we will adapt flexibly to changing times and contribute to a society where seniors can live with peace of mind in the communities they love.

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Established	September 2002

Business Plans and Policies

In response to the chronic labor shortages facing the nursing care industry, we position "talent acquisition and development" as our top management priority. Alongside strategic recruitment, we partner with the Human Resource Development Department of MatsuKiyoCocokara & Co. to strengthen talent development, including empowering women in the workplace. Under our business plan, we will concentrate management resources on our day care and in-home care management segments, driving business expansion through new facility openings and strategic relocations. We have driven intra-group collaboration with MatsuKiyoCocokara & Co. pharmacists to deliver dispensing, delivery, and medication support at our residential facilities. Going forward, we will strengthen this partnership to further build the Group's brand value. We will also ensure compliance and risk management for more stable business operations.

We will strengthen our headquarters structure with a focus on standardizing operations and improving productivity. By developing and revising operational procedures and manuals, alongside establishing a highly effective audit function, we aim to build a stable business foundation.

Future Policies

As a medium- to long-term initiative, we are committed to "pursuing the ideal operational model for our sites."

Premised on ensuring profitability, we will clarify the ideal operational model for each segment. By first achieving optimal staffing, we will build an operational structure that drives sustainable growth and development. On the financial front, we will maintain rigorous segment-specific KPI management while enhancing site support and operational guidance from headquarters and managers.

We actively streamline operations to curb overtime while enhancing compensation and working conditions for our employees.

These efforts establish a solid foundation for the sustainable growth and operational stability of our Group's nursing care business.

