

ABSTRACT

A technique capable of calling attention for a subject to a predetermined disease, a disorder that does not correspond to a disease but that is accompanied by a symptom obstructing the subject's daily life, and the like, is provided.

An information providing method includes acquiring personal data of a target customer, determining a segmentation to which the target customer belongs based on the personal data and a classification criterion that is prepared in advance, from plural segmentations each indicating a class that corresponds to at least the degree of a health condition, and providing health information that corresponds to the determined segmentation to the target customer. The personal data includes a plurality of pieces of unique data on the target customer. At least one of the plurality of pieces of unique data is symptom data that reflects a health symptom of the target customer. The plural segmentations are classified corresponding to the degrees of the health symptom, and each of the segmentations is correlated with health information prepared in advance corresponding to the health symptom.