



FINLAND – DYNAMIC INNOVATION IN DIGITAL HEALTH

DIGITAL DISRUPTION AND HEALTH TECHNOLOGIES

OVERVIEW

- Population: 5.5 Million
- Scarcely populated
- Urbanisation
- Life expectancy: 80.6 years
- Aging population
- 2030 – least people aged under 15 since the 1800's



HEALTH CARE - FINLAND

- Tax funded = Low cost
- Free/ flat rate/ depending on income
- Free for under 18's and students
- Complemented by private health care
- KELA (National Health Insurance)
- 2nd best country for mothers (baby box)
- 95% vaccine coverage
- Costs still relatively low % of GDP



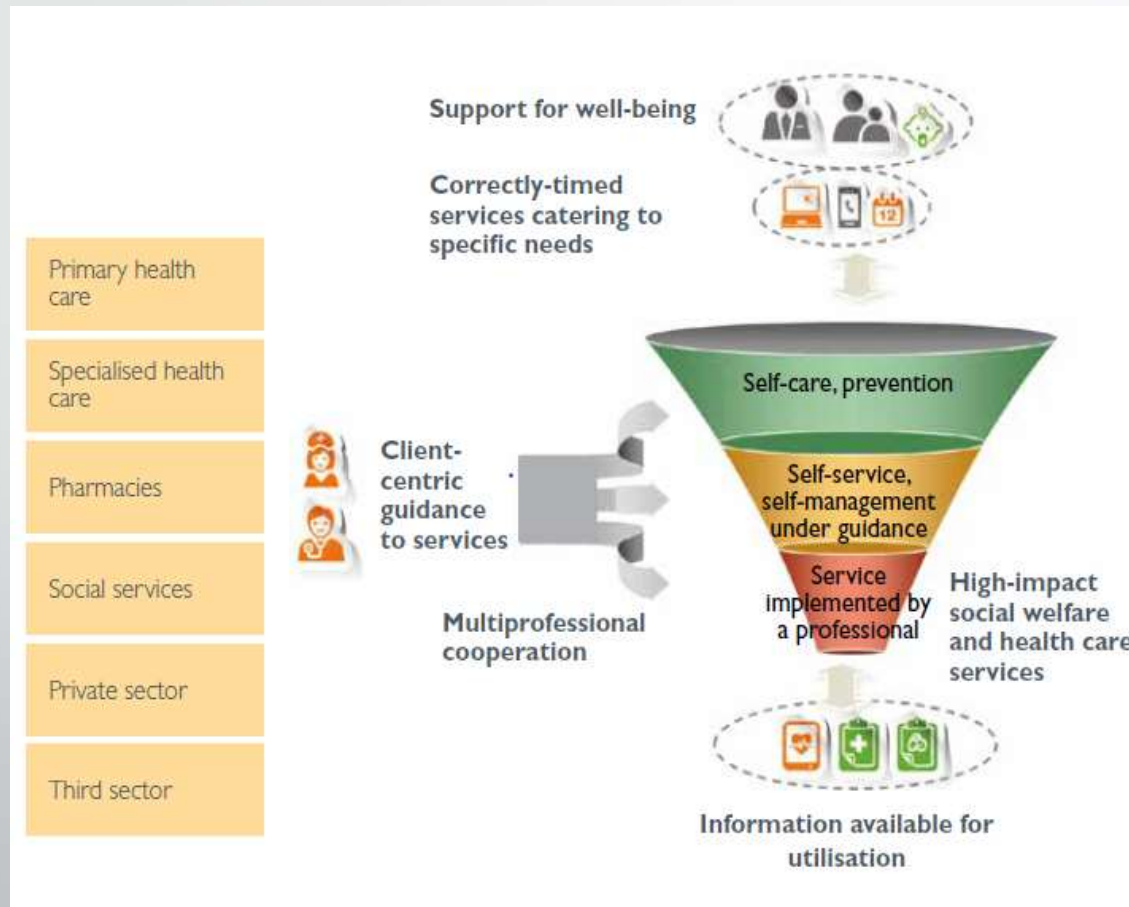
Kela 

HOME TREATMENT POLICY



- Fundamentals: education, innovation, R & D, digital leadership, entrepreneurship
- Technology is seen as an enabler
- Digital applications, video calls, self-measurement
- Electronic services have yielded very positive results
- Sitra projects: electronic maternity card and patient videos

GOVERNMENT OBJECTIVES - DIY



2020 Strategy

- Online services widely used
- Information and support available
- Self-prevention of health problems
- Reducing need for professional implementation
- Freedom of choice

DIGITAL HEALTH TECH INDUSTRY

- 400-500 companies specializing in health & wellness technologies
- 20 000 employed
- Handful of large companies
- Innovation and R & D
- Close partnership between public and private sector
- Small recession effect
- Medical equipment and diagnostics large sectors



A SMALL GIANT OF MEDICAL TECHNOLOGY

- Most digital-health start-ups per capita
- Digital intervention
- Electronic data exchange (67%)
- Benefits: time saved, cost savings for society
- Success stories: MeeDoc, Nooma, Beddit
- Nokia acquired Withings



Adoption of Technologies

The Industry

- SoTe changes: from local to provincial
- Wide use of e-archives, prescriptions (82%) and access
- My Kanta-service → booking, prescriptions, forms
- Omahoitopolku → videos, e-therapy
- Goal: EU-wide networks

Patients

- Demand for “e-health” & virtual clinics
- Tired of queues
- 24/7 service wanted
- 92% of 15-75 year olds use internet
- Apps and games already becoming popular
- Connecting virtual and “real life”

HOTBEDS FOR START-UPS

Government Initiatives

- Lack of networks and funding has been a challenge
- Health Tech important for economic growth
- Tekes – The Finnish Funding Agency for Innovation
 - ➔ Bits of Health program
- StartupHealth Finland
 - ➔ Connecting entrepreneur, investor & customer
- FinlandCare: connects clinics and companies

Networking & Community

- Slush (200 health tech companies)
- HealthSPA: Events & Networking
- Vertical Accelerator Program
- GE Health Innovation Village: co-working space → 15 start-ups
- Cooperation with Tekes

Tekes

STARTUP
+ HEALTH

SLUSH

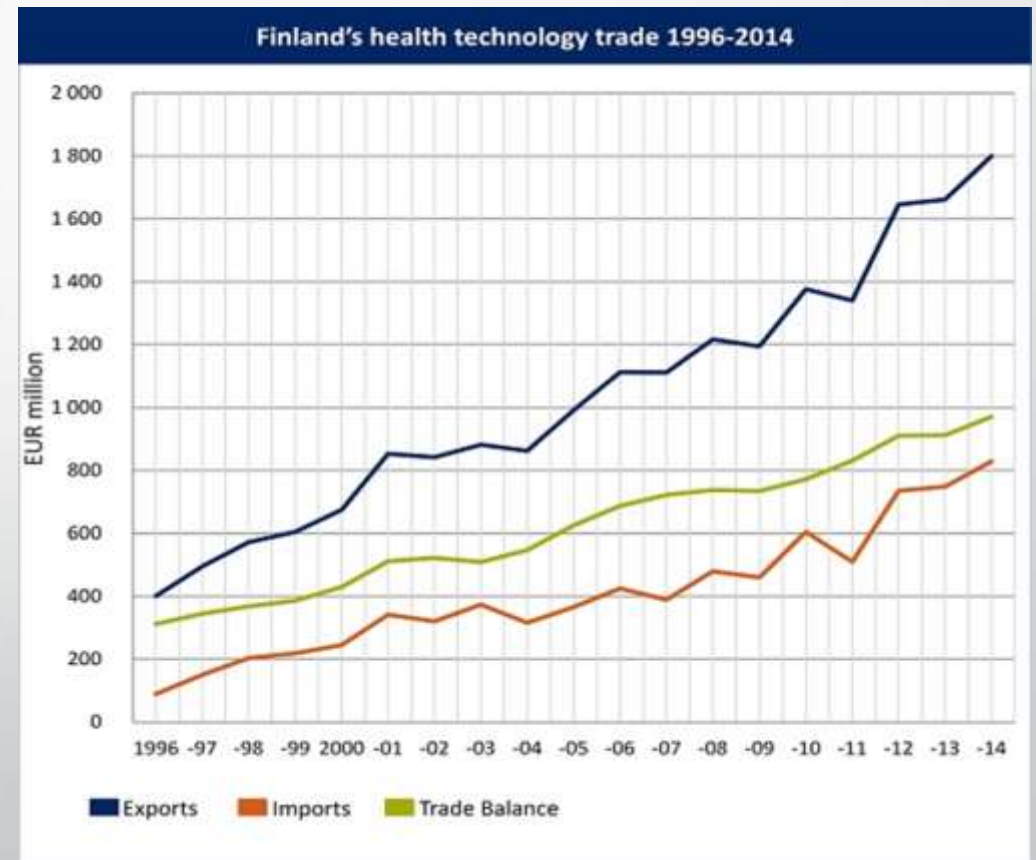
 VERTICAL

HEALTH
INNOVATION
VILLAGE

SPA
Health

HEALTH TECH EXPORTS

- Largest hi-tech sector in Finland
- Markets: EU, Russia, China, US, Australia
- 90% exported
- Exports (2015): EUR 1.9 Billion
- Trade Surplus (2015): EUR 896 Million
- Circa 9% growth annually for 10 years
- One of 10 countries where Export > Import
- Gateway to UK



SOURCES

- Statistics Finland:
http://www.stat.fi/til/vaenn/index_en.html
- Sitra: <http://www.sitra.fi/en/well-being/self-care>
- Finnish Health Tech:
<http://www.finnishhealthtech.fi/industry-overview>
- HealthSPA: <http://www.healthspa.fi/finnish-digital-health-ecosystem-the-next-big-thing/>
- Ministry of Health & Social Affairs:
<http://stm.fi/en/frontpage>
- Fihta: <http://finnishhealthtech.fi/>
- FinlandCare: <http://www.finlandcare.fi/web/finlandcare-en>
- Tesso: <http://tesso.fi/artikkeli/suomi-kehityksen-karjessa-ehealth-osaamisessa>

Christa Holmborg, General Manager

Finnish-British Chamber of Commerce

E-mail: christa@fbcc.co.uk

Website: www.fbcc.co.uk





THANK YOU!