



Exporting Finnish social and healthcare expert & advisory services overview

Strategic and practical support for digital health
and social care transformation.



**“Get the experts who
have driven digital health
transformation in Finnish
Social and Healthcare
system to help you”**



THE CATCH

Learning about the key domains from the experts of one of the best social and healthcare systems in the world



Learning from one of best healthcare systems in the world – “Transfer of Health Systems”

DIGITAL HEALTH
FINLAND

The Concept

Just like industrial companies build and transfers manufacturing technology globally, Finland can help to design, build, and transfer entire **digital health and social care** systems

Advisory is not about exporting a single app — it’s about **replicating a proven, system-level operating models** in a new context

What is there to Transfer?

Governance & Regulation: Templates for EHDS, AI Act, data use, preparedness

Care Models & Processes: AgeTech integration, AI-supported workflows, citizen pathways

Digital Infrastructure: Health data platforms, citizen services, hospital designs

Change & Capacity: Training, adoption, and management frameworks to ensure sustainability

Why It Matters?

Shortens time-to-implementation: proven blueprint instead of reinventing from scratch

Reduces risk and cost: tested in Finland, nationally and across 22 Wellbeing Service Counties

Ensures local adaptation: transferred concepts are to be tailored to local regulation, language, and culture



Ministry of
Social Affairs and Health
FINLAND

Confidential



Finnish expertise is especially strong on Digital Health

DIGITAL HEALTH
FINLAND

System-Level Perspective

Practical expertise in integrating policy, governance, and deployment within health and social care systems (e.g., reform initiatives)

Scalable Support

Advisory services to cover ideation
→ concept design → national and regional roll-out → change management

Core Competence Areas

- Secondary and primary **use of health & social care data** (Findata, EHDS model)
- **AgeTech** and National **elderly care architecture** (KATI, RAI, Digi-HTA)
- **Use of AI** in clinical and social services (documentation, diagnostics, predictive analytics)
- **Digital transformations**, roadmaps and governance (national infrastructure, citizen services)

Trusted Partner for stakeholders

Finland has a proven track record in co-developing digital solutions with ministries, agencies, regional providers, private sector and international organizations

Global Benchmark

Embassies, ministries, and healthcare organizations can leverage Finland's EU legislation compatible models that are for EHDS, AI Act compliance, and elderly care reforms



Ministry of
Social Affairs and Health
FINLAND

Confidential



There is a lot of value in leveraging existing expertise on building healthcare systems

DIGITAL HEALTH
FINLAND

What is there to Offer?

Policy & Strategy Advisory

Drafting national AI and data strategies aligned with EU/EHDS frameworks

Evaluation & Benchmarking

Sharing impact models, ROI analysis, and lessons learned from 22 Wellbeing Service Counties

Change & Capacity Building

Training, digital literacy, and workforce transformation support

System Design & Implementation

Building data access bodies, secure platforms, and governance models

Value for International Partners

- Access to best experts across ministries, academia, and private sector
- Proven ability to translate EU regulation into operational tools (AI Act, Data Act, EHDS)
- Collaborative networks ready for delegations, workshops, and pilot projects
- Advisory services positioned to shorten time-to-implementation and reduce risks



Ministry of
Social Affairs and Health
FINLAND

Confidential



HOT TOPICS

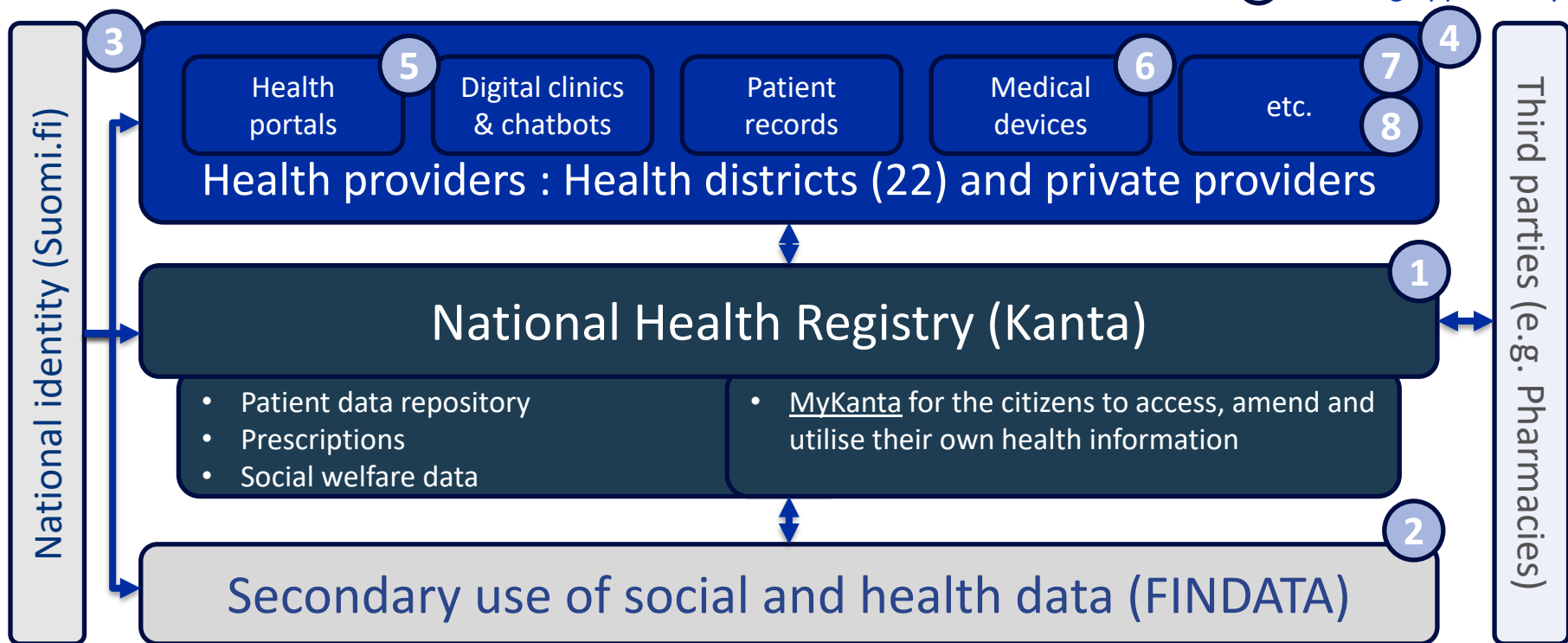
Strong domain areas in Finnish Healthcare



There are lot of opportunities for benchmarking in Health information ecosystem in Finland

DIGITAL HEALTH
FINLAND

x Learning opportunity





Finland's national Health Data & Research Assets: Use of data, security and biological data

DIGITAL HEALTH
FINLAND

Trusted frameworks and infrastructures powering global health transformation

Key topic	What this means for you	Why it matters	Proof
1. National Health Data Infrastructure (EHDS1)	Seamless, secure exchange of clinical data across the entire country	Enables faster patient care, better continuity, and trust in data integrity	Finland's Kanta System – a world-leading national archive for electronic health records, prescriptions, and citizen access – served as a model for the EU's Health Data Space
2. Secondary Use of Health Data (EHDS2)	A ready-made framework to safely unlock health and social care data for research, innovation, and policy-making	Supports evidence-based decision-making and accelerates medical research	Finland's Findata authority and pioneering legislation inspired the EU's secondary data use framework
3. Preparedness & Security in All Policies	Health systems designed with resilience and safety at the core	Trusted healthcare operations even under geopolitical or cyber pressure	Finland applies “ security in all policies ” – a principle embedded in national strategies across sectors
4. Personalized Medicine, Biobanks & Genomics	Direct access to one of the world's richest clinical and genomic data ecosystems	Advances tailored treatments, population health management, and cutting-edge research	Fingenious portal – a one-stop gateway for global researchers into Finnish biobanks and genomic data



Finland's regional digital health assets: Citizen-Centered Digital Services, AgeTech & AI Solutions

DIGITAL HEALTH
FINLAND

Scalable models improving care access, efficiency, and quality of life

Key topics	What this means for you	Why it matters	Proof
5. Digital Services for Citizens	Proven, nationwide platforms enabling citizens to access care, self-manage conditions, and communicate with professionals	Enhances access, reduces pressure on healthcare staff, and increases citizen empowerment	Omaolo, Terveyskylä, BeeHealthy, Maisa (Apotti) – globally benchmarked, live at scale
6. AgeTech & Home Living	Innovative service models and technologies to extend independent living and improve quality of life	Reduces institutional care costs, increases satisfaction, and addresses workforce shortages	Homecare system allows elderly to live at home significantly longer than the EU average
7. Hospitals of the Future	State-of-the-art hospital design and digital operating models, tested in large-scale builds	Speeds up hospital construction and transformation projects while embedding digital-first operations from day one	New Children's Hospital, LYS, ASSI and OYS2030 – international showcases of modern and digitally enabled hospital design
8. Clinical Work & Administration	Real-world AI solutions that reduce admin burden and support clinical decision-making, fully aligned with European regulation	Frees up professionals' time for patients, improves safety, and enables predictive and proactive care	HUS Clever Health Network and pioneering Wellbeing Service Counties (e.g. LUVN) are already scaling AI across healthcare workflows



KEY ACTORS

Expert pools for these key topics



There are several Key Actors behind Finland's Digital Health Transformation

DIGITAL HEALTH
FINLAND

Public Sector Leadership

Ministry of Social Affairs & Health (STM) – sets national strategy and regulation (AI Act, EHDS alignment)

THL (Finnish Institute for Health and Welfare) – research backbone, health data registries, RAI/ICF frameworks

Findata – national data permit authority, model for EHDS

DigiFinland – national implementation partner for digital health and pilots

Regional Providers

22 Wellbeing Service Counties – testing ground for AI and digital health (real-world pilots in documentation AI, PET imaging, child welfare, AgeTech)

Hospitals & clinics – implement and validate scalable use cases in everyday care

Private Sector

HealthTech Finland companies & startups – bring innovation in diagnostics, AgeTech, and AI-powered solutions.

Consultancy & advisory firms – system design, governance, change management expertise, knowledge partners and accelerators.

Collaborative networks

Digital Health Finland (DHFi) Network – connects ministries, academia, companies, and regions into one advisory ecosystem.

International partnerships – EU programmes, Nordic collaboration, WHO & donor engagement.



Public sector has leveraged network of trusted advisors in Digital Health transformation

DIGITAL HEALTH
FINLAND

Examples of leading advisors

GOFORE

Harnessing digitalization to support healthcare and social services. Rethinking where responsible digitalization and human-centered change take center stage.



Nordic
Healthcare
Group

Nordic Healthcare Group is the advisor for social and healthcare in the Nordics with strong expertise on transformations across all the core topics

Sofigate

Sofigate is known for its Business Technology framework and passion for technology platforms and automation

These professional services firms have been supporting most of the Digital Health transformation initiatives that have been done on national and regional level in Finland. Firms work alongside public sector experts and bring analytical power and resources to scale support available for international healthcare organizations



Ministry of
Social Affairs and Health
FINLAND

Confidential