

# 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”*

A brown bear is swimming in a calm lake, with its head and ears above water. The background features a dense forest of evergreen trees under a cloudy sky. The water is dark and reflects the surrounding environment.

## 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"

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## 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



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# Finnish expertise is especially strong on Digital Health

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## 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



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

## 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





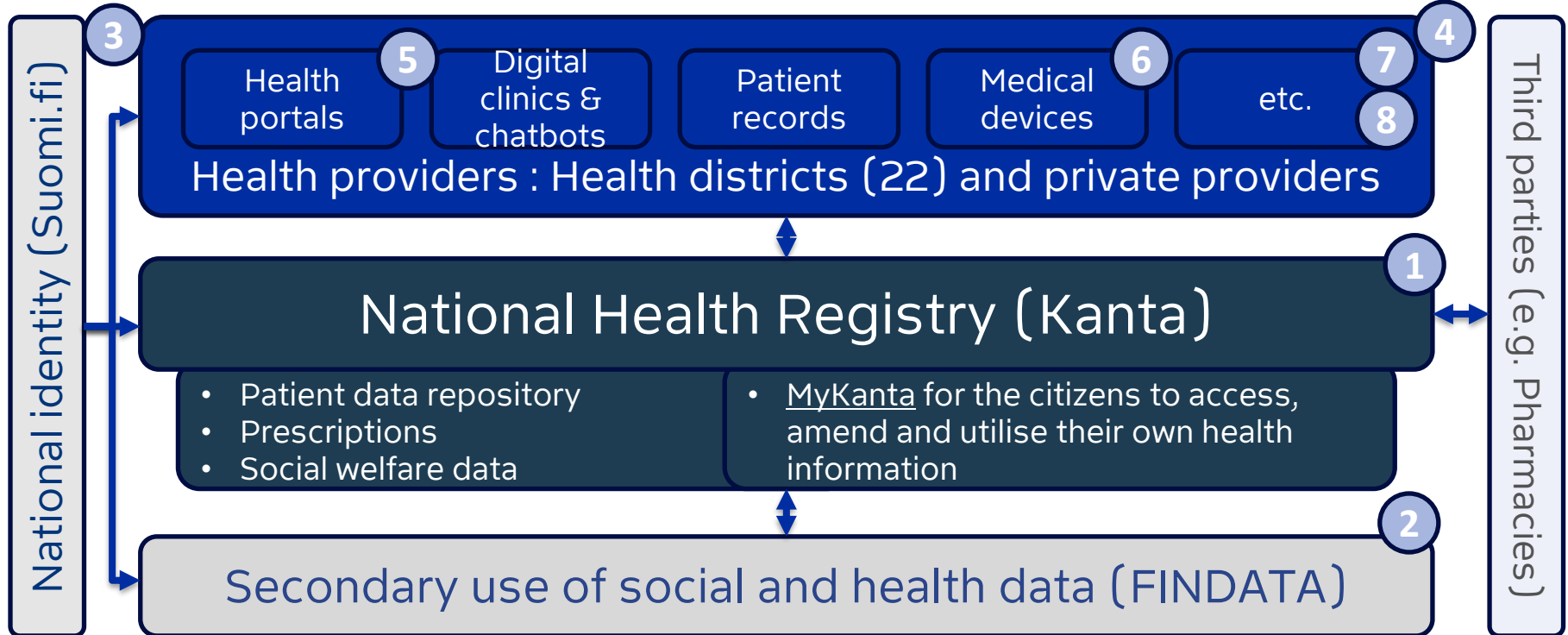
# Hot topics

Strong domain areas in Finnish Healthcare



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

x Learning opportunity





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

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*Trusted frameworks and infrastructures powering global health transformation*

Key topic	What this means for you	Why it matters	Proof
<b>1. National Health Data Infrastructure (EHDS1)</b>	Seamless, secure exchange of clinical data across the entire country	Enables faster patient care, better continuity, and trust in data integrity	Finland's <b>Kanta</b> 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
<b>2. Secondary Use of Health Data (EHDS2)</b>	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 <b>Findata</b> authority and pioneering legislation inspired the EU's secondary data use framework
<b>3. Preparedness &amp; Security in All Policies</b>	Health systems designed with resilience and safety at the core	Trusted healthcare operations even under geopolitical or cyber pressure	Finland applies “ <b>security in all policies</b> ” – a principle embedded in national strategies across sectors
<b>4. Personalized Medicine, Biobanks &amp; Genomics</b>	Direct access to one of the world's richest clinical and genomic data ecosystems	Advances tailored treatments, population health management, and cutting-edge research	<b>Fingenious</b> 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

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

Key topics	What this means for you	Why it matters	Proof
<b>5. Digital Services for Citizens</b>	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	<b>Omaolo, Terveyskylä, BeeHealthy, Maisa</b> (Apotti) – globally benchmarked, live at scale
<b>6. AgeTech &amp; Home Living</b>	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
<b>7. Hospitals of the Future</b>	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	<b>New Children's Hospital, LYS, ASSI and OYS2030</b> – international showcases of modern and digitally enabled hospital design
<b>8. Clinical Work &amp; Administration</b>	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	<b>HUS Clever Health Network and pioneering Wellbeing Service Counties</b> (e.g. <b>LUVN</b> ) 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

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## 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 (DHF) Network** – connects ministries, academia, companies, and regions into one advisory ecosystem.

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



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

## 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





# Regulatory strategy and scientific advisory partner for digital health, SaMD, and AI-enabled healthcare solutions.

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From idea → classification → market

Regulatory clarity before you build



**Clarifi**

## Our offering

Clarifi provides regulatory strategy and evidence planning for digital health innovators. This includes regulatory pathway design, MDR/IVDR and FDA strategy, AI Act readiness, risk classification, and technical documentation planning – supporting organisations from early concept through to market entry.

## Benefits and references

Clarifi supports faster go-to-market strategy building, stronger investor readiness, and more efficient international scaling by delivering clear, stage-appropriate regulatory strategies.

Experience includes advising AI-enabled digital health and wellbeing solutions across the EU, UK, and US, as well as supporting early-stage European startups in defining regulatory pathways and avoiding common early-stage misclassification risks.

## Company

Clarifi Oy is a Finland-based advisory company specialising in regulatory strategy for digital health and AI-enabled healthcare.

We work with startups, scaleups, research teams, and international organisations, focusing exclusively on regulatory and evidence strategy – without handling or processing patient data.

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**Clarifi**



## **Turning Nordic Real-World Data into Actionable Evidence.**

### **Our offering**

Medaffcon delivers expert services across real-world evidence (RWE), data analytics, health economics, market access, and medical affairs. We partner with pharmaceutical, life science, and health technology companies, as well as healthcare organisations to generate evidence that demonstrates clinical value, economic impact, and real-world effectiveness throughout the product lifecycle.

### **Benefits and references**

By combining strong medical and health economic expertise with advanced data analytics, Medaffcon enables robust, evidence-based decision-making, to support evidence-based decision-making and successful market entry. Our approach ensures that innovations are supported by relevant, high-quality data—helping clients achieve successful market entry, demonstrate value to payers, and ultimately improve patient outcomes.

### **Company**

Medaffcon is a Nordic expert partner specializing in evidence generation, analytics, and strategic advisory. With deep regional expertise and access to unique health data ecosystems, we support stakeholders across pharma, medtech, and healthcare in navigating the full journey—from early evidence planning to successful market access and beyond.

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