

EXPORTING FINNISH SOCIAL AND HEALTHCARE EXPERTISE & ADVISORY SERVICES: OVERVIEW

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



“Get the experts who have driven digital health transformation in Finland’s 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 reflects the surrounding environment.

The catch

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



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

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The Concept

Just like industrial companies build and transfer manufacturing technology globally, Finland can help 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 model** in a new context

What Can Be Transferred?

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 design

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

Why It Matters

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

Reduces risk and cost: tested nationally in Finland across all 22 wellbeing services counties

Ensures local adaptation: concepts are tailored to local regulations, language, and culture



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Finnish expertise is especially strong in digital health

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System-Level Perspective

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

Scalable Support

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

Core Competence Areas

- Primary and secondary **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 transformation**, 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, the private sector, and international organizations

Global Benchmark

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



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

What We Offer

Policy & Strategy Advisory

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

Change & Capacity Building

Training, digital literacy, and workforce transformation support

Evaluation & Benchmarking

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

System Design & Implementation

Building data access bodies, secure platforms, and governance models

Value for International Partners

- Access to the best experts across ministries, academia, and the 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 risk





Hot topics

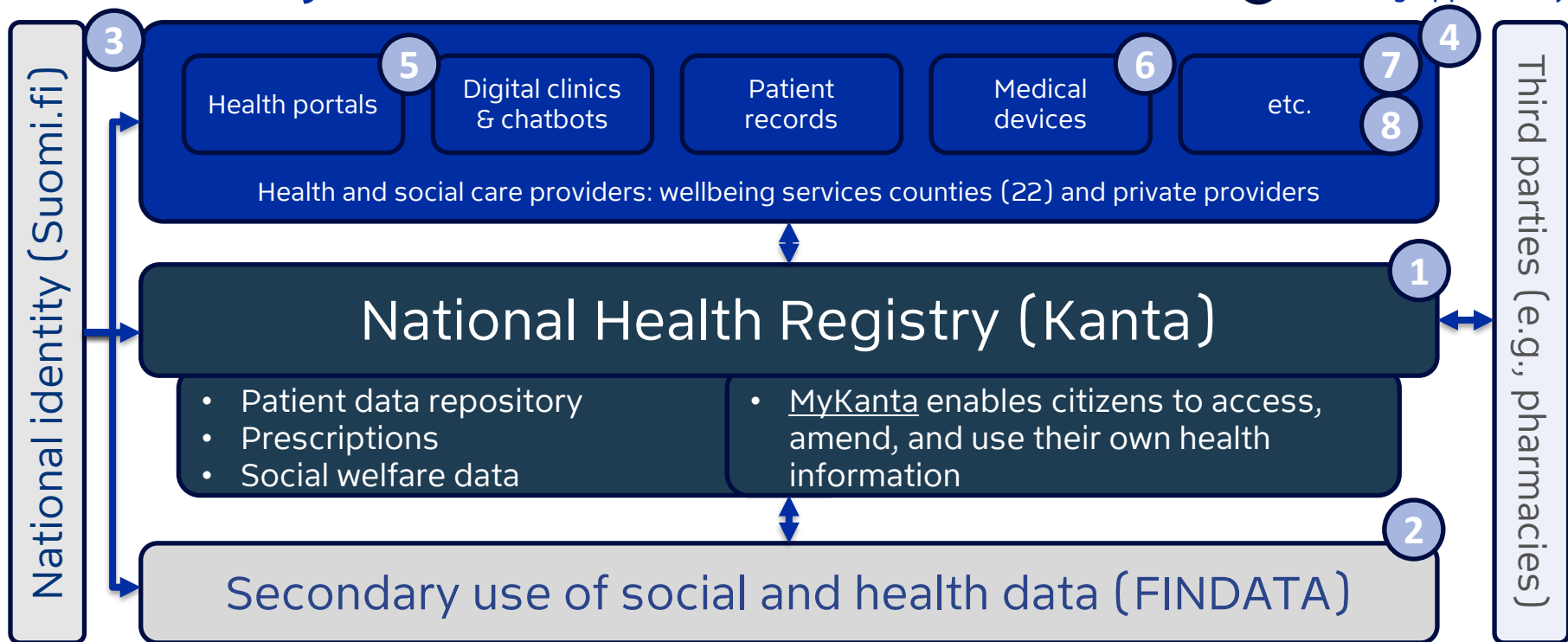
Core areas of strength in Finnish healthcare



There are many opportunities for benchmarking in the health information ecosystem in Finland

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x Learning opportunity





Finland's National Health Data & Research Assets: Data Use, Security, and Biological Data

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Trusted frameworks and infrastructure powering global health transformation

Key topic	What this means for you	Why it matters	Proof
1. National Health Data Infrastructure (primary use)	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	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. The Act was further amended in 2026 to add a decentralised permit route and more flexible data release conditions.
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 to Finnish biobanks and genomic data for global researchers



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
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	Home care allows older people 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

Pools of experts 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 – the national data permit authority and a model for EHDS

DigiFinland – the national implementation partner for digital health and pilot projects

Regional Providers

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

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

Private Sector

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

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

Collaborative networks

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

International partnerships – include EU programs, Nordic collaboration, and engagement with the WHO and donors.



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The public sector has leveraged a network of trusted advisors in digital health transformation

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Examples of leading advisors

GOFORE

Harnessing digitalization to support healthcare and social services, with responsible digitalization and human-centered change taking center stage.



Nordic
Healthcare
Group

Nordic Healthcare Group is a leading social and healthcare advisor in the Nordics, with strong expertise in transformation across all core topics

Sofigate

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

These professional services firms have supported most national and regional digital health transformation initiatives in Finland. They work alongside public-sector experts, bringing the analytical capabilities and resources needed to scale the support available to international healthcare organizations.



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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 organizations from initial concept through market entry.

Benefits and references

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

Experience includes advising on 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 misclassification risks.

Company

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

We work with startups, scaleups, research teams, and international organizations, 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.

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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 sciences, and health technology companies and healthcare organizations 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 supports robust, evidence-based decision-making and successful market entry. This approach ensures that innovations are backed by relevant, high-quality data – helping clients 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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**Please contact
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