

DIGITAL HEALTH FINLAND

ADVISORY AND CONSULTING SERVICES

Finnish expertise for digital health and social care transformation

9/2026

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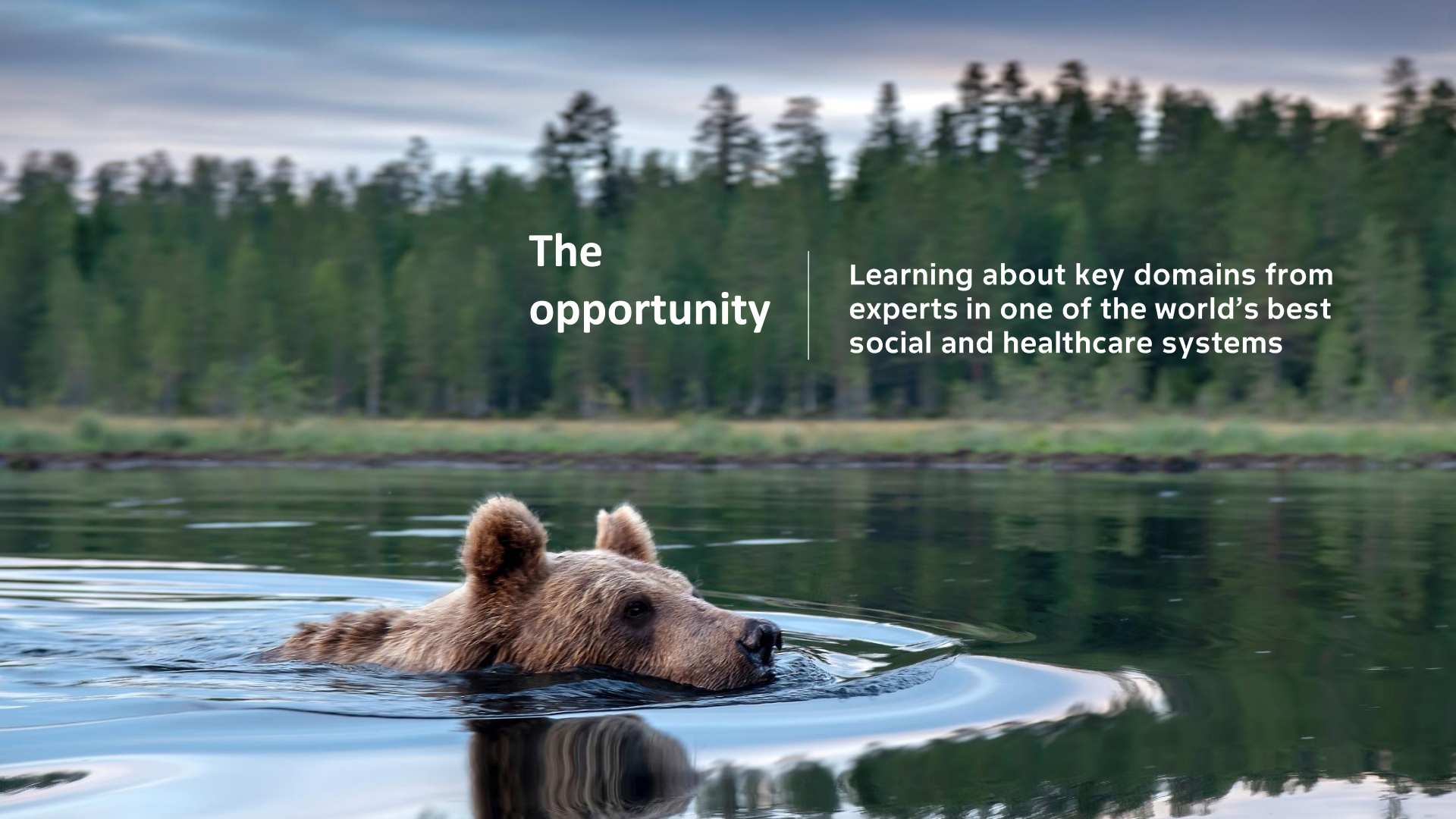
“Get the experts who have driven digital health transformation in Finland’s social and healthcare system to help you.”



The opportunity

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 21 wellbeing services counties and the City of Helsinki

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

Ministry of Social Affairs and Health FINLAND

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

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What We 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 Finland's wellbeing services

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 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

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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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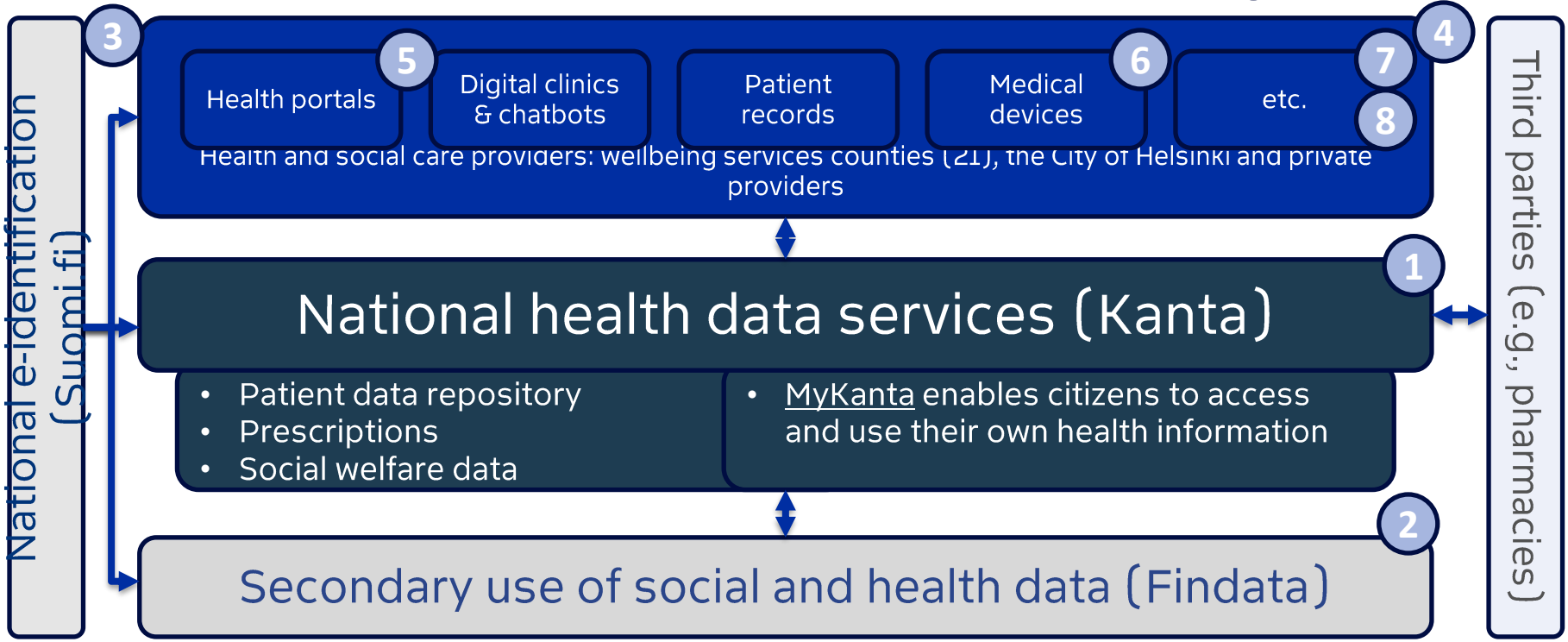
x Learning opportunity



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 topics	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 European 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's CleverHealth Network** and **pioneering wellbeing services counties** (e.g. **Western Uusimaa**) are already scaling AI across healthcare workflows

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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 health and social care strategy and regulation (EHDS implementation)

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

Kela – operates the national Kanta Services

Regional Providers

21 wellbeing services counties and the City of Helsinki – 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

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

International partnerships – include EU programs, Nordic collaboration, and engagement with 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

Gofore harnesses digitalization to support healthcare and social services, with a focus on responsible, human-centered change.

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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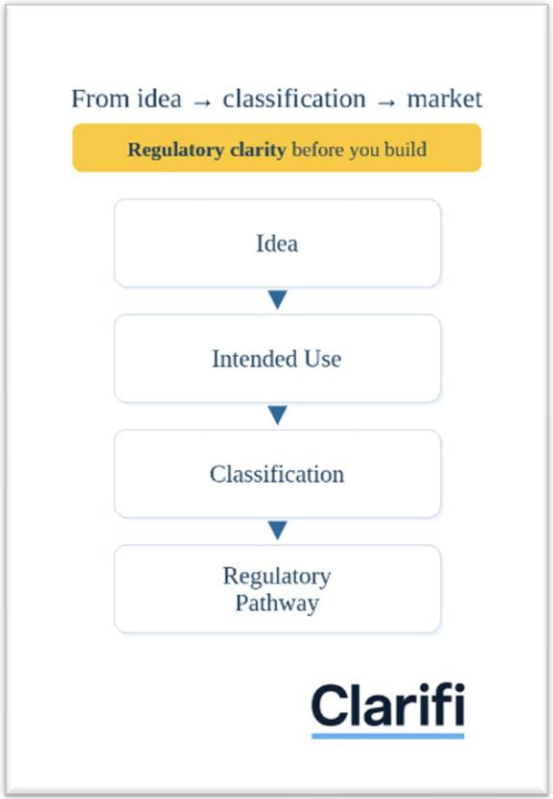

Our offering

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

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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 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.

Contact

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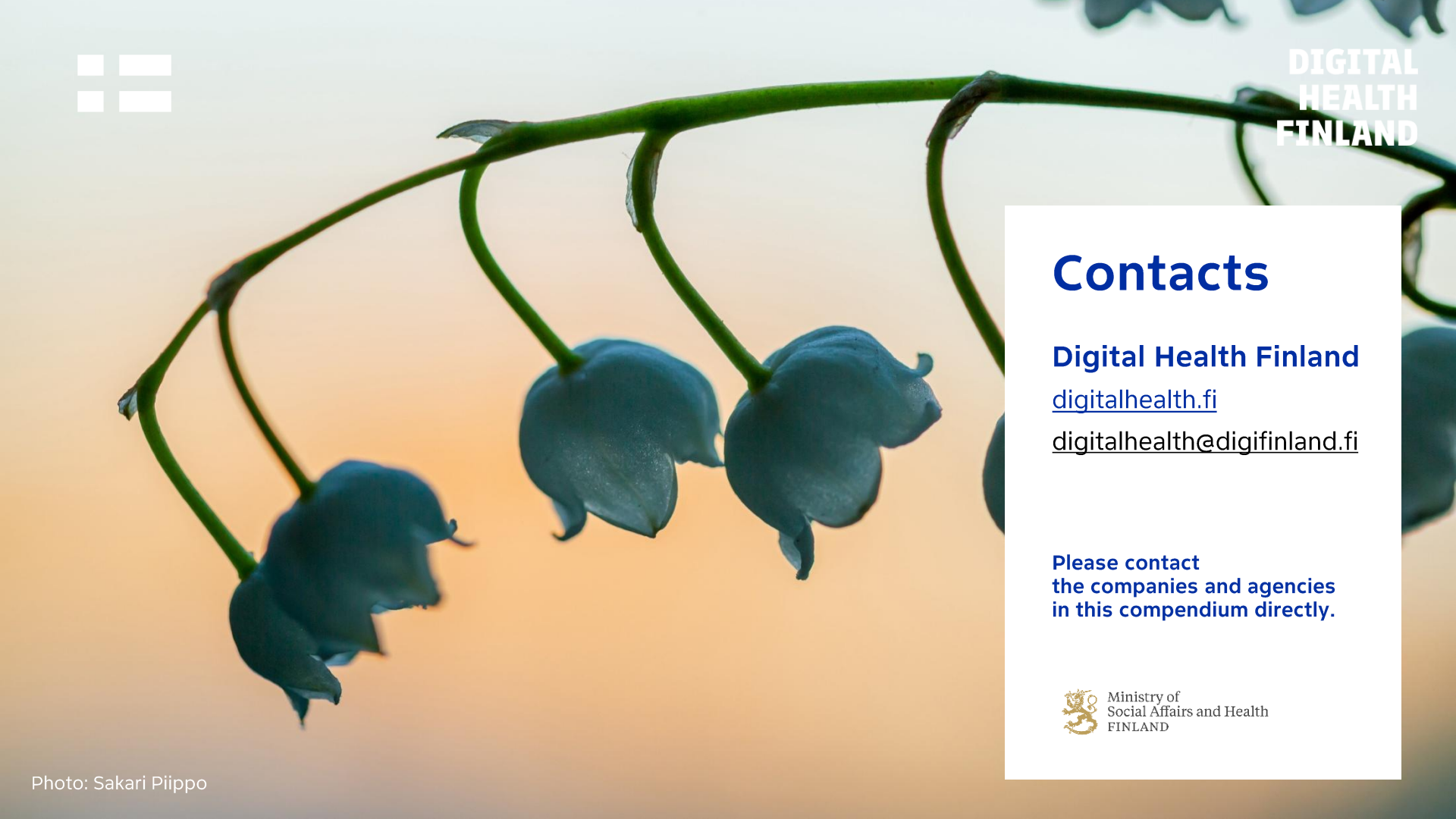

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Please contact the companies and agencies in this compendium directly.

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Photo: Sakari Piippo


THANK YOU.
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