



Ministry of
Social Affairs and Health

Revolutionizing the Future of the Finnish Health and Wellbeing Sector –

Paradigm Shift to Prevention and Utilization of Technology, Data, and AI

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Understanding the challenge



Healthcare systems are under financial pressure.



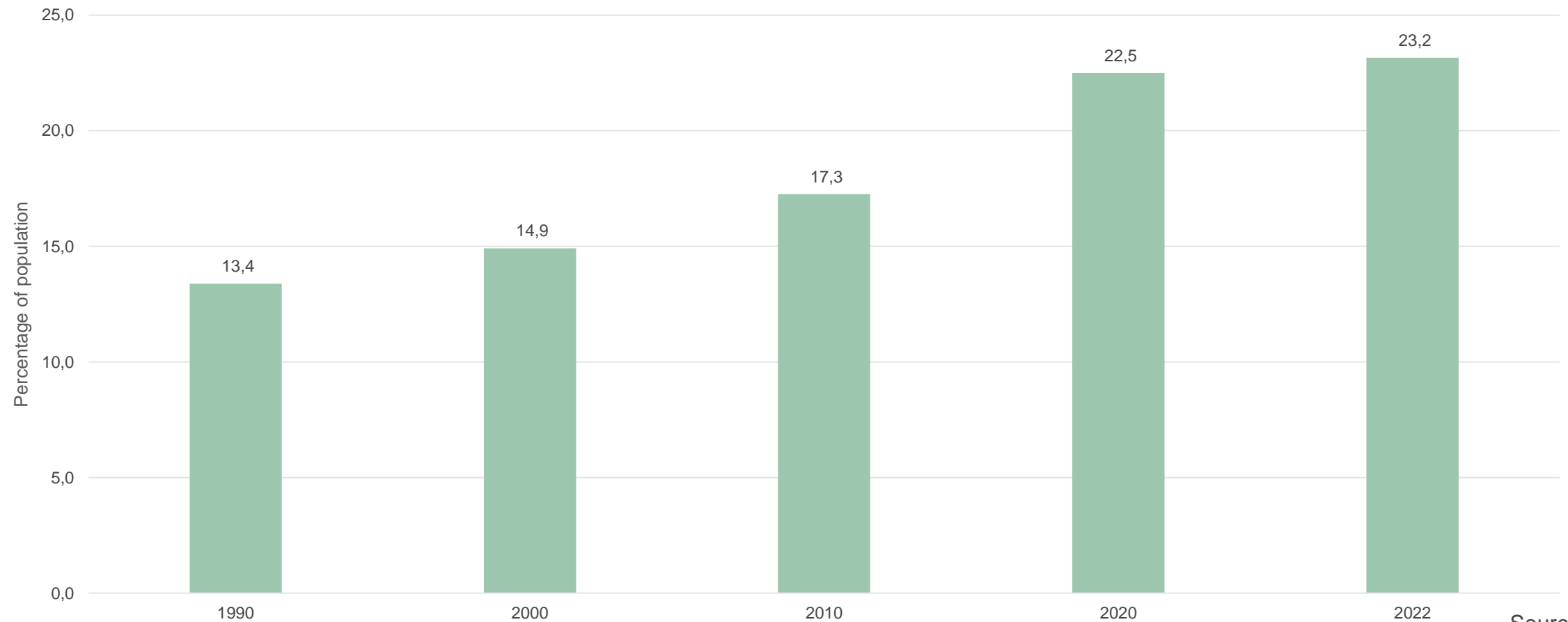
Population is ageing and the proportion of people of working age is shrinking.



People are left without timely treatment and face difficulties finding care responsive to their needs.

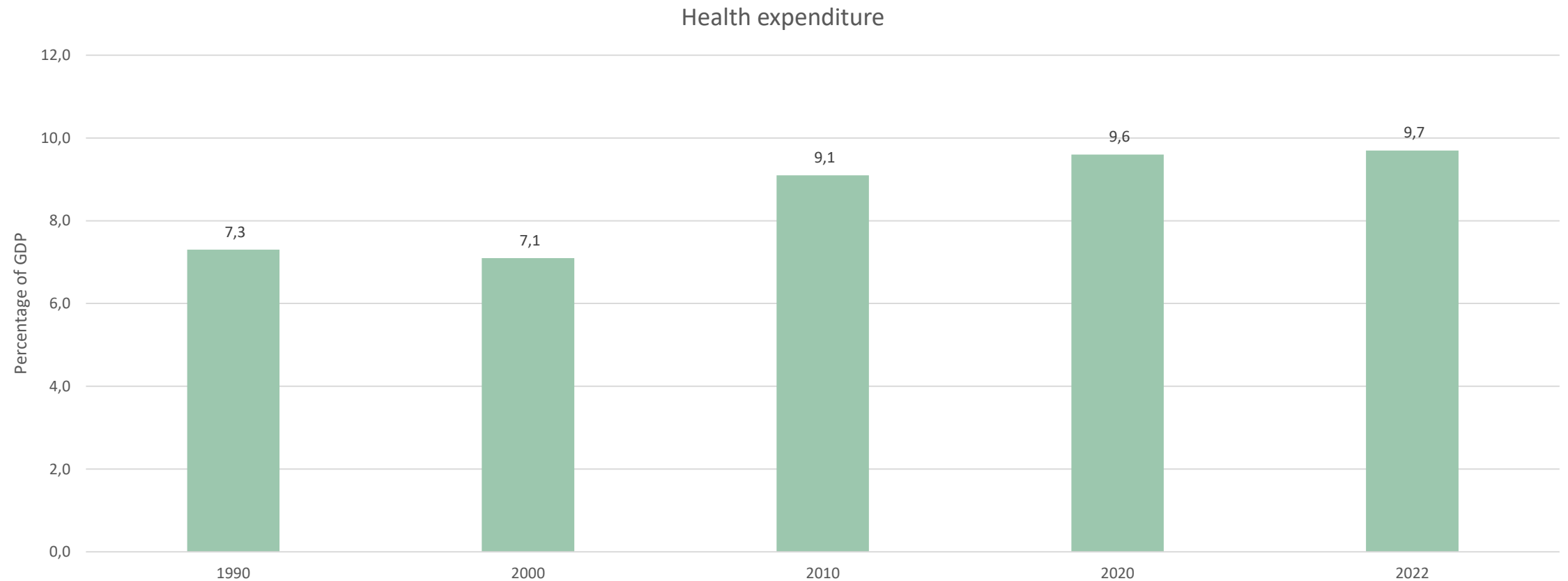
23,2 %

of population over 65 years old in Finland



Source: OECD

9,7 % of GDP spent on healthcare in Finland



Source: THL



Systemic change is necessary



A paradigm shift in the diagnostics, treatment and utilisation of data and AI is necessary.



According to the World Bank within challenging fiscal environments, people-centered and evidence-based digital investments can help governments save up to 15 percent of health costs. (19.8.2023)

A strong and committed Finland – the Government's vision

”Finland will be a technological frontrunner. We will make full use of the opportunities provided by digitalisation and artificial intelligence while making sure people keep pace with technological change.”





The foundation on which our global competitiveness is strengthened consists of



Digitalization



Data



Prevention

Growth from innovations and research: RDI programme for Health and Wellbeing



- The Ministry of Social Affairs and Health in cooperation with other ministries has started a research, development and innovation programme to boost growth and renewal in the health and wellbeing sector
- The programme responds to the rapidly changing operating environment by reforming the structures and procedures by which the sector's data, infrastructure, research results, digitalisation and technology are utilised in RDI activities
- includes the use of health technology and promotion of exports
- a follow-up to the health sector RDI growth strategy from 2007 onwards





Aims of RDI programme for Health and Wellbeing

- It aims to create favourable conditions for **research, product development** and **innovation activities** in the health and wellbeing sector.
- It attempts to identify those sections in the health and wellbeing sector's innovative ecosystem that need to be developed to achieve the goals.
- Its focus is on the health technology, biotechnology, pharmaceutical industry, and healthcare data systems, eHealth and wellbeing solutions which are closely linked to health technology.



The aim of the programme is to systematically

- develop the sector's operating environment and ensure its competitiveness.
- boost investments and to achieve economic growth in the sector.
- create opportunities for better health care and a basis for a more efficient social and health sector.

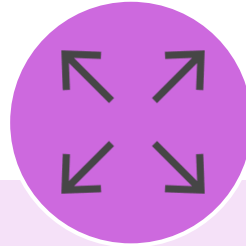
Focus areas



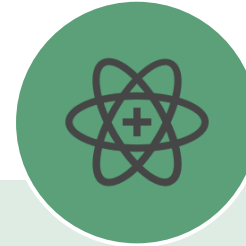
Ensuring that the goals, guidance, and incentives for research and development and innovation (RDI) in the health and wellbeing sector support the growth and renewal of the industry



Identifying the key areas of Finnish health and wellbeing sector exports and commercialise and position Finland as a leading country in RDI to attract international investments



Facilitating and scaling effective and impactful RDI solutions to help companies enter national and international markets



Facilitating the growth and renewal of the health and wellbeing sector through multi-actor national and international ecosystems, collaboration networks, and a bold culture of experimentation



Ensuring Finland's health and wellbeing sector to remain attractive and retains top RDI talent to enable internationalisation and growth

Examples from the implementation of the RDI programme for Health and Wellbeing



Regulation

- Harmonize the legislation on research and development activities; the challenges of the Act on the Secondary Use of Health and Social Data will be solved

Roles in RDI

- Ensuring the appropriate role of wellbeing services counties and cooperation areas in organisation of research, education, development and innovation

Structures

- Structures and procedures will be reformed to utilise industry data, research results, digitization, AI and technology in R&D activities

Finland as an RDI actor should be recognized as part of the global world

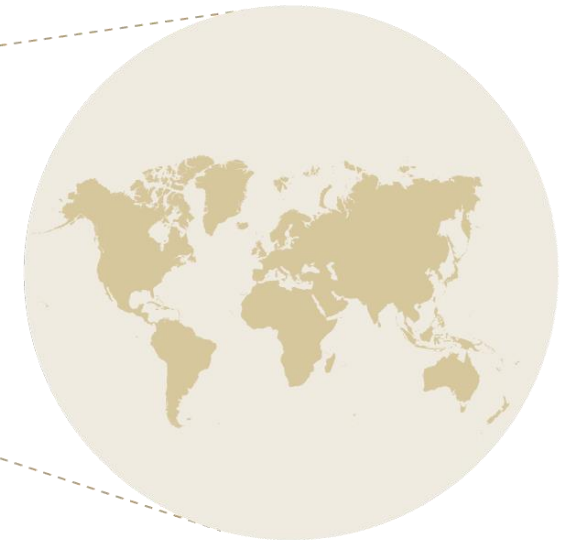
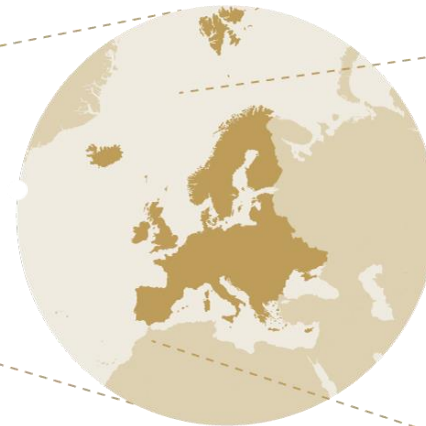
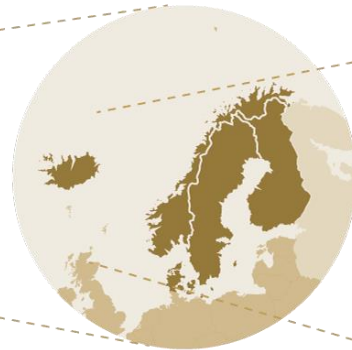


Finland

Nordic countries

Europe

Global



Collaborative areas



Wellbeing services counties



Municipalities



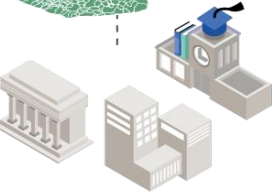
Ministries

Companies

Organizations

Higher Education Institutions

Research Institutes





The possibilities of artificial intelligence

Health and Wellbeing Sector's objectives for utilizing artificial intelligence are:

- The rapid adoption of AI technologies while maintaining service security and protecting privacy
- Creating an ecosystem that supports the utilization of artificial intelligence by bringing together authorities, researchers, as well as Finnish and international companies.

Effective Utilization of AI:

- Ensures high-quality services for customers, supports professionals in their work, and frees up time for more important tasks and personal interaction with clients.
- Improves the productivity of the service system.
- Creates business opportunities and exports, thus generating new jobs.

Plans for a Ecosystem that supports utilizing AI in Social and Healthcare Services



- In the ecosystem's projects, AI-based solutions will be developed that have significant impact, broad national interest, and novelty value.
- The Ministry of Social Affairs and Health will seek and co-fund projects related to selected significant areas of application.
- All organizations within the ecosystem can propose integrating their own projects into the ecosystem. The selection will be made by the coordination group.
- The key selection criteria for projects are:
 - The assessed impact and effectiveness of the solution
 - The broad national significance and relevance to various stakeholders
 - The project's rapid and efficient execution
 - The project's importance in developing business solutions and creating business opportunities

Revolutionizing the Future of the Finnish Health and Wellbeing Sector

- Changing national guidance and coordination to achieve a radical shift towards preventive healthcare
- Boost international growth and to promote the commercialisation and business operations of the health and wellbeing sector.
- Faster and more comprehensive implementation of new technological opportunities in wellbeing services counties and service system
- Making the Finnish health and wellbeing sector more attractive for international talent and investments.



Thank you!

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