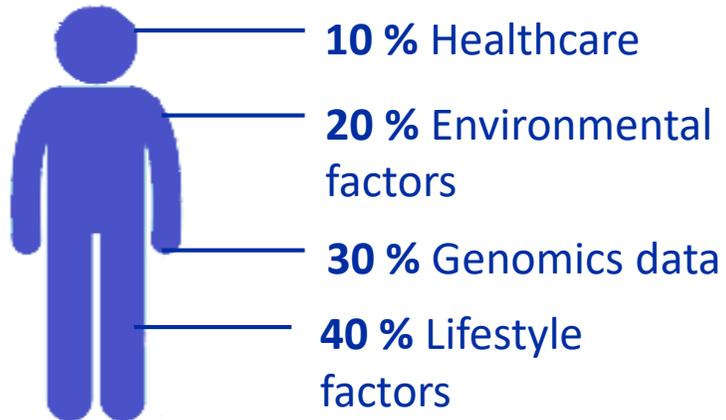


An aerial night view of a city, likely Singapore, with a glowing network overlay of white lines and nodes connecting various points across the urban landscape. The city lights are visible in the background, and the network lines are prominent in the foreground and middle ground.

**BUSINESS
FINLAND**

■ **Personalized Health
program**



“Personalized health”

Combining information on the individual from different sources, such as genomics, health information, biobanks, registry information, or personal life style information collected by the individual. The goal is to generate added value for the individual and more broadly for society as a whole. Focus on maintaining health and well being, prediction and prevention of diseases and diagnosis, as well as personalized care. The participation of the individual is important.

PREDICT-PREVENT-PERSONALIZE-PARTICIPATE (P4 HEALTH)

The Personalized Health program promotes the development of business and ecosystems for Finland.

VISION 2025

BUSINESS FINLAND HEALTH & WELLBEING

Finland is one of the top countries in health & wellbeing research, innovation, investment and business.

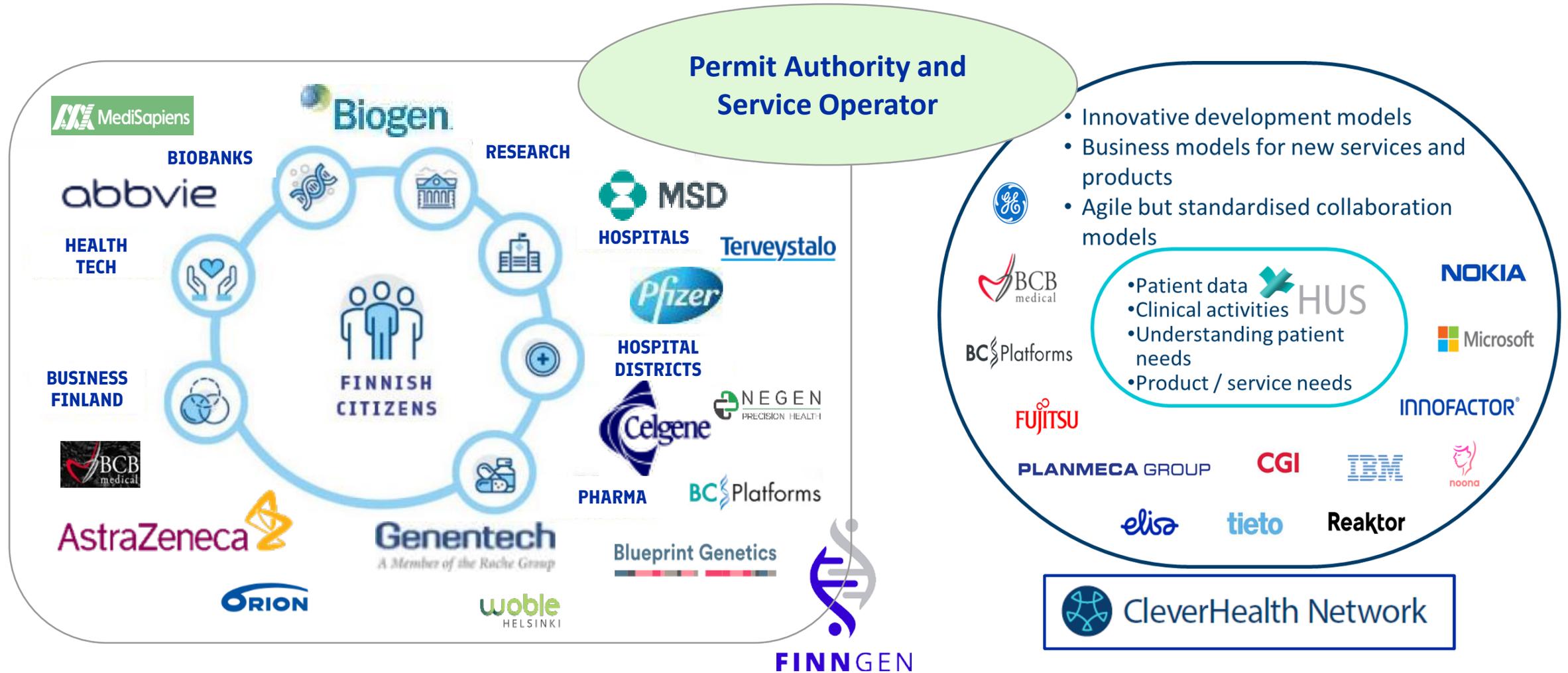
BUSINESS FINLAND HEALTH & WELLBEING

Strategic focus areas:



PERSONALIZED HEALTH PROGRAM VISION 2025

Finland is a global pioneer in personalized health. Digital information resources, biobanks and advanced analytics are utilized in health services and business operations. The program aims to develop an ecosystem that promotes exports and brings investments to Finland.



Activities and focus markets

Started 1.5.2018
Duration: 4 years

Kick off 8.5.2018
Health Tuesday

Innovation funding
50-80 M €

Launch
5-6.9.2018
HealthBIO Turku

PerMed
funding call
Deadline 4.9.2018

Funding campaign
06-09/2018 for
businesses and
research institutes

Workshops
for
companies

European
Healthtech
Investment Forum
12.-13.3.2019

HIMSS Europe
and Health 2.0
11.-13.6.2019



Program plan Q2-Q4/2018

05/2018	06/2018	07/2018	08/2018	09/2018	10/2018	11/2018	12/2018
 8.5. Health Tuesday – Program Kick off and Publication of Singapore FutureWatch report				 Nordic Lifescience Days, 10.-12.9. Stockholm  Personalized Health delegation 13.-19.9.& SLUSH Singapore  Basel delegation, 17.9.-19.9			
Health Gazelle2.0 pilotti (export), USA Q2-Q3				Cleveland Clinic Innovation Summit 21-27.10. USA 			
3.4.– 4.9. Nordic Call on Personalized Medicine				Personalized Medicine Coalition, 13.-16.11. USA 			
				SLUSH side event "Personalized Health" 12/2018 Helsinki 			
				NHS, Genomics England, UK Biobank (export), UK Q3-Q4			
				 5-6.9. Launch of the program HealthBio Turku - event + partnering day			
				Company workhop, possibly in co-operation with AI program Q3-Q4			
Health Global Network activation in FutureWatch, Market Opportunities & Sales lead activities Q2-Q4							
Direct financing of businesses and research institutions and project activation Q2-Q4: ie. targeted financing campaign							
Communication on the program: H2020 -comms, Q2-Q4							

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