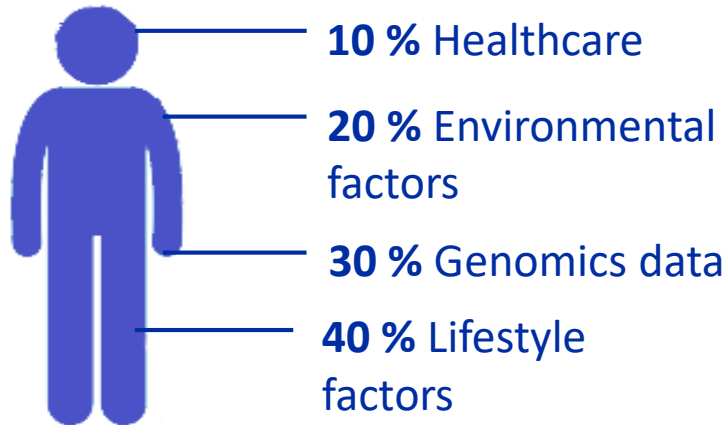


An aerial night view of a city, likely Helsinki, with a dense network of glowing white lines connecting various points across the skyline, symbolizing a digital or health network. The lines are thick and curved, creating a web-like pattern over the city's lights and buildings.

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.



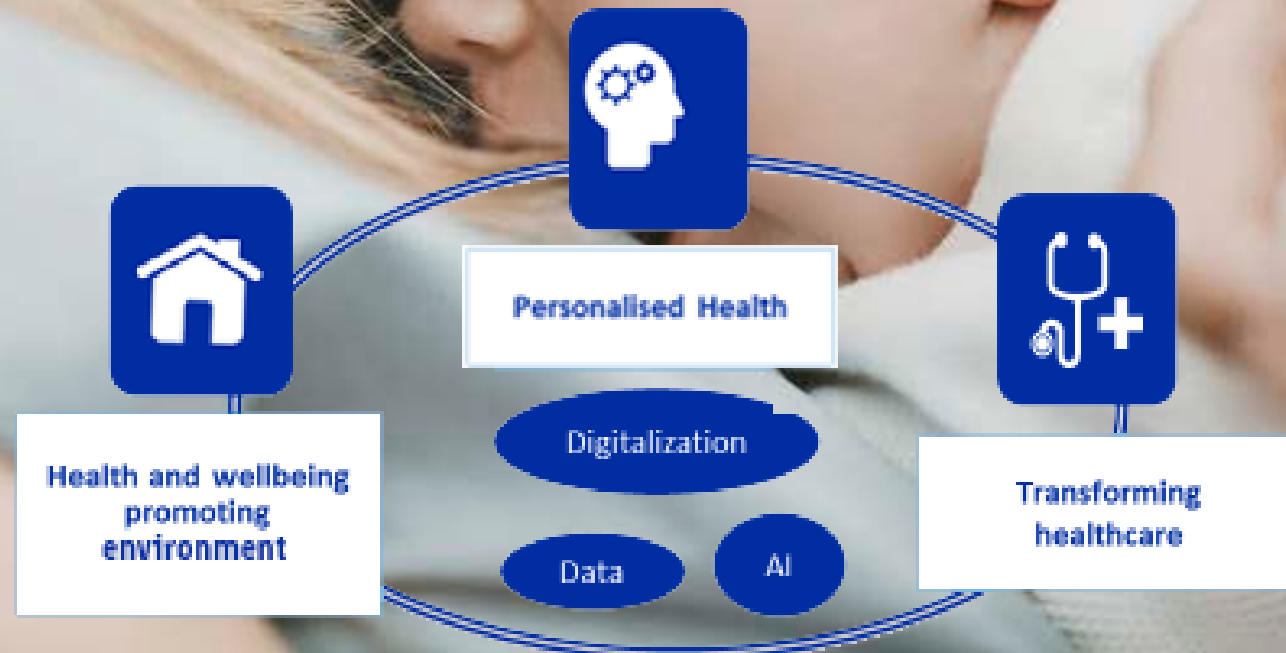
VISION 2025

BUSINESS FINLAND HEALTH & WELLBEING

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

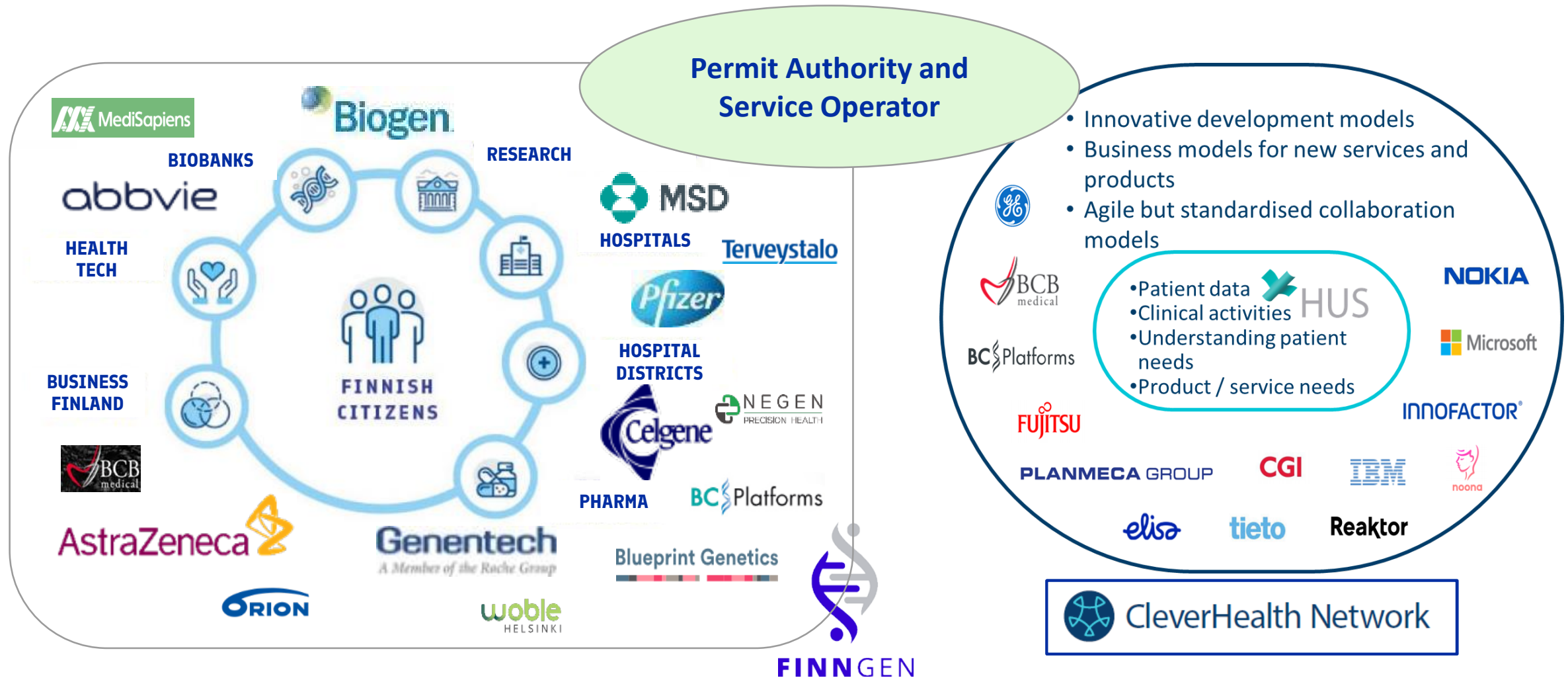
BUSINESS FINLAND HEALTH & WELLBEING

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

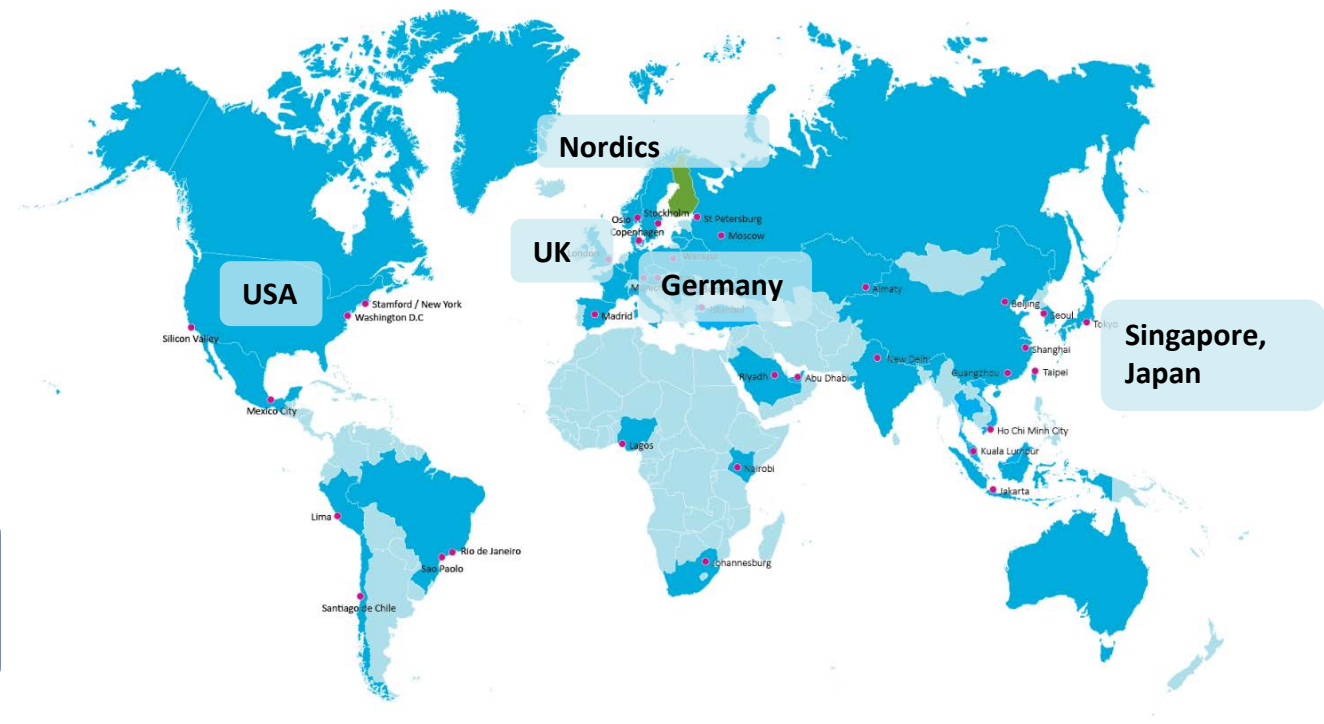
PerMed
funding call
Deadline 4.9.2018

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

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Read more: <https://www.businessfinland.fi/en/for-finnish-customers/services/build-your-network/health-and-wellbeing/personalized-health/>
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