

A satellite night view of Earth showing city lights across the globe. The lights are concentrated in the Northern Hemisphere, particularly in Europe and North America. The background is a deep blue, representing the night sky.

# Health Tuesday: Launching Smart Life Finland program

<https://www.businessfinland.fi/healthtuesday/>

5.3.2019

# Agenda

- 8:00 Opening words  
Hanna Rantala, Director, Programs, Health and Wellbeing, Business Finland
- 8:05 Launching Smart Life Finland program  
Hanna Rantala, Director, Programs, Health and Wellbeing, Business Finland
- 8:20 Health & Wellbeing in the Digital World –Vision 2025  
Siddharth Saha, Frost & Sullivan
- 8:45 Networking and discussions:

# Agenda

8:45 Networking and discussions:

- **Health & Wellbeing in the Digital World –Vision 2025** / Siddharth Saha, Frost & Sullivan
- **Smart Life Finland program** / Hanna Rantala, Business Finland
- **Health and Wellbeing opportunities in South East Asia** / Riku Mäkelä, Counsellor, Innovation and Trade, Embassy of Finland in Singapore
- **Health and Wellbeing opportunities in Europe**  
Terhi Rasmussen, Senior Advisor, Business Finland, Denmark  
Meria Heikelä (also Gulf area), Director, Business Finland, UK  
Agnieszka Wrobel, Advisor, Business Finland, Poland

9:30 Health Tuesday event ends

# WE ARE LOOKING FOR JOINT ACTIONS IN THE FIELD OF HEALTH AND WELL-BEING; JOIN US FOR A SPARRING SESSION!



Digitalization

Health and Wellbeing

Startup

SME

Large company

Research organization

Business Finland is seeking ideas from companies and research organizations for ambitious joint actions that will contribute to the reform of the health and wellbeing sector. Idea submitters will receive coaching to process their ideas into Co-Creation or Co-Innovation projects that are eligible for Business Finland funding.

Business Finland manages two health and wellbeing programs: Personalized Health and Smart Life Finland. The goal of these programs is to promote extensive, multi-sectoral cooperation between organizations, with the goal of finding solutions for the challenges in the health and wellbeing sector.

We will initiate a campaign that will seek to promote the launch of new, noteworthy joint actions within the theme of both programs. We will help you with sparring and funding, so come and join us!

# Pfizer, Merck & Biogen meet Finnish innovation ecosystem players

**BOSTON AND CAMBRIDGE, MASSACHUSETTS**  
**11.-16.11.2019**

## TEAM FINLAND VISIT TO BOSTON AND CAMBRIDGE ON 11-16 NOVEMBER, 2019

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Click below if you are interested in this visit and want to be notified when registration opens.

[CLICK HERE IF YOU ARE INTERESTED](#)

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The Boston and Cambridge area is one of the most significant life science innovation hubs in the United States and is the home for major R&D centers of Pfizer, Merck & Co., Inc. and Biogen, to name a few.

The area has over 20 universities and colleges, including Harvard and MIT and houses more than 2,000 life science, digital health, and medtech companies & startups employing over 80,000 life science professionals.

Join this Team Finland visit to Boston and Cambridge to discover new business opportunities and R&D partners in the pharmaceutical space. The program will include visits to the R&D centers of the following global pharmaceutical companies [Pfizer's Center for Therapeutic Innovation \(CTI\)](#), [Merck & Co., Inc. Research Laboratories \(MRL\) Boston](#) and [Biogen Corporate Headquarters](#).

# **LIFE SCIENCE COMPANY OR RESEARCH TEAM, ARE YOU LOOKING FOR FUNDING? APPLY NOW FOR PITCHING!**

**HealthBIO 2019 Partnering Day during Life Science Live in Turku, May 16th**

**<https://www.businessfinland.fi/en/whats-new/news/2019/life-science-company-or-research-team-are-you-looking-for-funding-apply-now-for-pitching/>**

# **NEXT HEALTH TUESDAY**

## **2.4.2019, Team Finland House**

**Why doesn't my customer call me? Sales psychology for the entrepreneur**  
Petri Parvinen, Professor, Selling and Sales Management, Aalto university

Global Network Round Table:  
**Business opportunities in Health & Wellbeing sector in Italy**  
H.E. Ambassador Janne Taalas, Embassy of Finland, Rome



# SMART LIFE FINLAND

Health and wellbeing everywhere

Health Tuesday 5.3. 2019 Hanna Rantala



# Digital revolution in Health and Wellbeing

## Ubiquitous-Individualized-Intelligent

### Mega drivers 2018 – Wellbeing and Health

#### Development of science and technology:

AI, 3D printing, robotics, virtuality, augmented reality, real-time

#### Intelligent environment digitalization

(IoMT): IoMT Hospital, IoMT care solutions, wearable solutions, personalized treatments and services, remote care solutions

#### Data change:

Explosive increase of data, intelligent algorithms, MyData, genomics, body security

#### Socio-Cultural Changes:

Consumerization of health and well-being, loneliness changes, new kind of communality, the new professions in wellbeing and health, changing media, transhumanism

**Globalisation:** climate change, economic growth, population growth, service market change

#### Urbanization and aging:

People live on average longer and healthier, 60+ markets, local services, mobility and housing changes

**Wellbeing and health:** predictive and preventive health and wellbeing, digital and virtual care, precision treatments, nanomedicine, stem cell technology, bio-imaging

#### Ethical and ecological changes:

AI becoming human-like, nursing/ care robots, virtual assistants and the presence as holograms

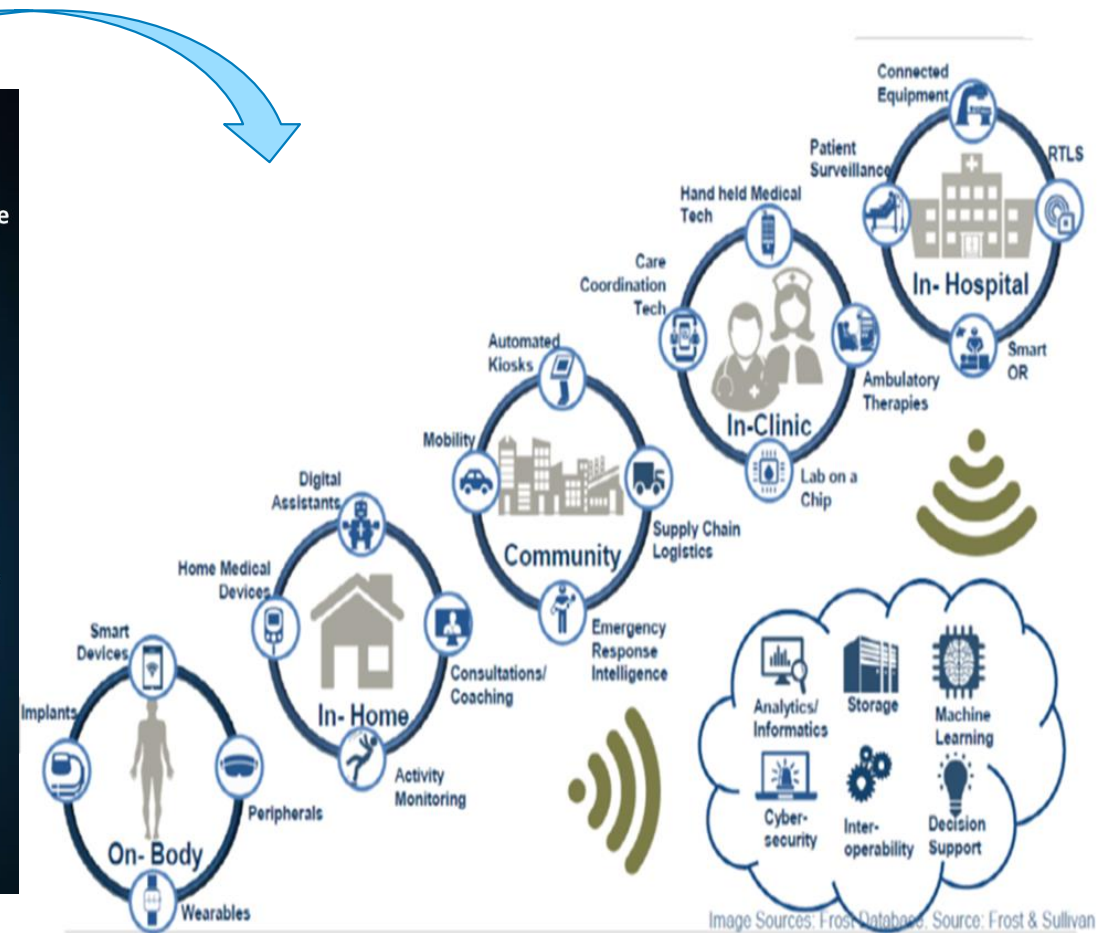


Image Sources: Frost Database, Source: Frost & Sullivan

# Smart Life Finland focus areas and targets

Breaking down boundaries between digital and physical space



## Transforming Healthcare

- Virtual hospitals
- Physical and digital testbeds
- Connected data lakes
- Efficient use of social and health data for primary and secondary purposes
- Predictive individualized care

Utilisation of exponential technologies  
IoMT, AI, 5G, robotics, AR/VR, sensors, mobile, blockchain

Digital data platform businesses

Testbed Finland for Health and Wellbeing

Policies and guidelines



## Transforming Personal Life

- Smart environments
- Efficient use of MyData
- 24/7 ubiquitous and individualized services
- Ambient technology assisted living
- Empowered citizens

# Smart Life Finland – Accelerating the change

## Business Finland program 2019-2022

- Creation of renewed and new type of businesses based on exponential technologies and digital platform economy
- Creation of new competitive ecosystems and growth engines
- Growth of international business

- Enhancing the cooperation and networking
- Proactive work to get new players and ecosystems to work together
- Target market activities and innovation cooperation
- Building strategic international collaborations and influencing on innovation policy and regulation environment
- Offering business intelligence and networking services
- Innovation funding 80-100 milj. euros

# Program plan for Special activities 2019

02/2019

12/2019



5.3. Health Tuesday Program Kick off and Future Watch report

3 - 4 webinars from the Frost & Sullivan's report: Health & Wellbeing in the Digital world – vision 2025

Sparring Campaigning for Co-Creation and Co-Innovation projects Feb19-Apr19

Testbed workshops April

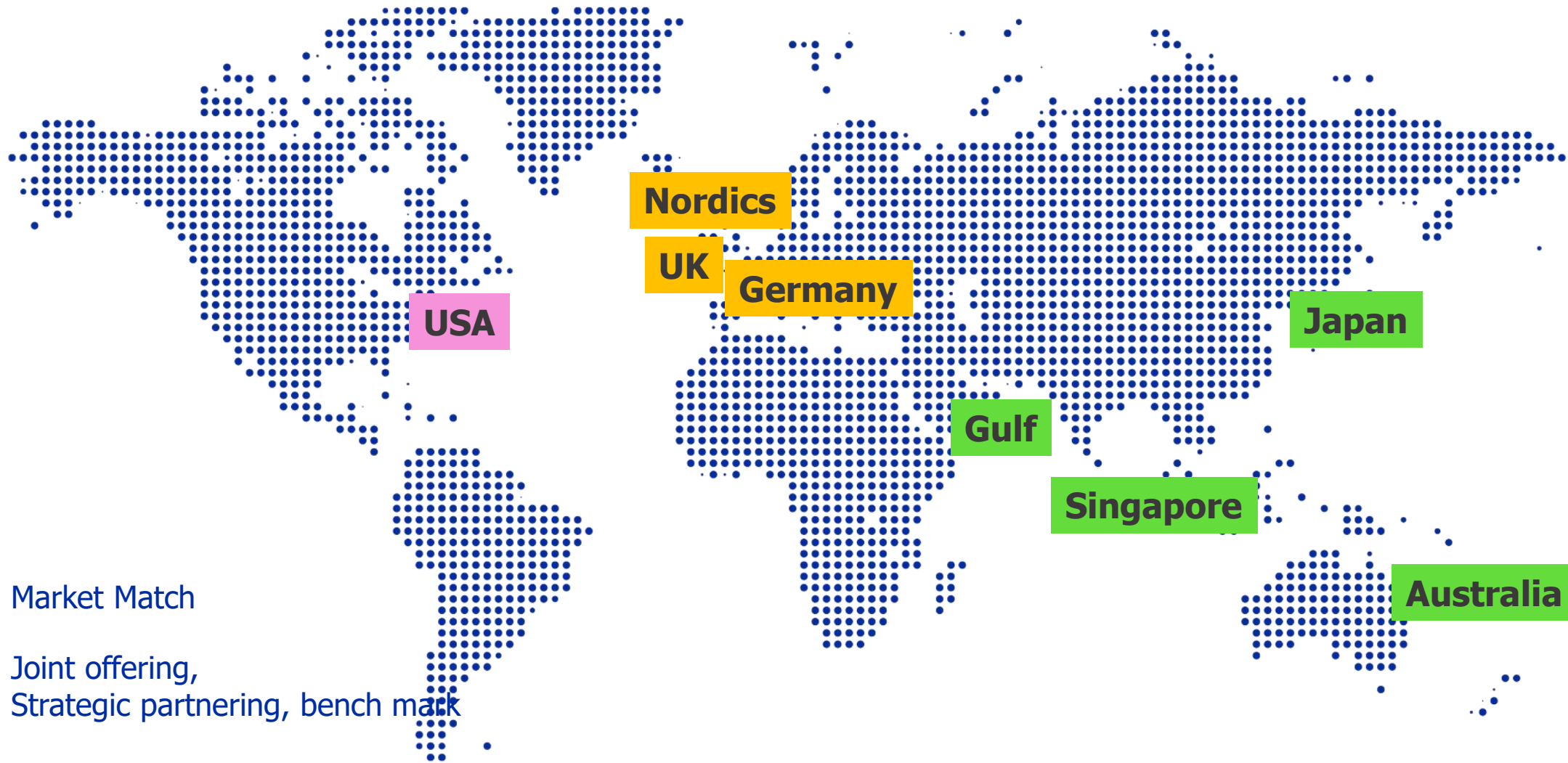
Robotic campaigning with AI programme and STM HyTeAiro program ->

Customer networking for boosting Growth engine and new ecosystems; Darpa workshops Q3-Q4

Impact work on policy and regulations

Activation of Finnish companies and research institutes to participate in the H2020 programmes

# Focus countries for Smart Life Finland



Market Match



Joint offering,  
Strategic partnering, bench mark



Invest In & innovation cooperation

# Program plan for International activities 2019

Nordics Market Match activities, Spring And Autumn (TBC)

UK Market Match activities, 19.3 and Late Autumn

Germany Market Match activities Mkt Analyzes , April

Singapore: Hitec Health Singapore Event With MoH 3.-4.4.  
and Ageing Asia event 14.-15.5.

GULF ; Ministerial TF Delegation together with Food  
From Finland and Visit Finland 27-31.10 ( TBC)

USA, Boston MedTech conference; invest in Sep

Australia benchmark Q3, seminar Q4

Japan: Visit of AMED DG Q2 AMED ecosystem forum Q3-Q4

# Let's do this together

**JOIN IN** <https://www.businessfinland.fi/smartlifefinland>

- [Subscribe to the health and wellbeing newsletter](#) to receive up-to-date information on our events and other service offering.
- Companies and research organizations can apply for Business Finland's funding **at any time**. [Learn more about our funding services here](#).
- Companies can apply for funding either for their own development project or a joint actions implemented together with other companies.
- The program also provides funding for public research in [Co-Innovation joint actions](#) pursued by universities, research organizations and companies.

## INNOVATION ACTIVITIES

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# Future Watch for Smart Life Finland

Part I 5 March 2019

Transformations in care delivery – the drivers and economic imperatives for anytime, anywhere care

<https://www.marketopportunities.fi/health-and-wellbeing-in-a-digital-world-vision-2025-part-i-transformations-in-care-delivery>

Topics to be covered in 2019, follow the newsletter to get latest updates:  
[Business Finland Health newsletter](#)

- ✓ The move towards Population Health Management and the role of Preventative Medicine – an integrated and holistic approach
- ✓ The Digital Health Ecosystem in 2025
- ✓ Key enabling Digital Solutions supporting Individual Centric Health & Wellbeing through 2025
- ✓ Next Generation Solutions – R&D and Investment Focus
- ✓ Consumerism and Participative Healthcare – Paradigm shifts in the next decade

