



UNITED KINGDOM

Capital: LONDON

Population: 65 million

Potential business figures on healthcare in 5 years: The Government is committed to delivering an NHS (National Health Services) that offers all its citizens the safe, compassionate and high quality healthcare. Spending will continue to increase in real terms every year in this Parliament, and the NHS will receive £10 billion more per year above inflation by 2020-21 than in 2014-15. However, The NHS in England is to get an extra £20bn a year by 2023 which means £114bn budget will rise by an average of 3.4% annually.

Typical buyer of health services: NHS England is an organization established by Parliament. NHS is required to ensure that comprehensive health and care services are available to all, where there is clinical need, and regardless of an individual's ability to pay. Clinical commissioning groups (CCGs, 229 in England) are clinically led statutory NHS bodies responsible for the planning and commissioning of healthcare services for their local area. Responsible for about 60% of the NHS budget. Private healthcare is an alternative (around 10% of the total healthcare provided); When person decides to go private, whether he/she has private health insurance or not, the first step is normally to see the NHS GP, who will write a referral letter to private doctor.

Governmental or legislative climate to support new services/innovations on health: NHS Innovation activities include: NHS Test Beds, which are NHS Innovator Partnerships, NHS Innovation Accelerator; Provides support for exceptional Innovations, NHS Innovation Exchange web portal. In addition Academic Health and Science Network (The AHSN network, 15 across UK)

Typical buying and/or acceptance process in the country for new solutions: Between 85% and 90% of the MedTech market is supplied by imports, a percentage which rising demand has boosted in recent years . Digital health is a fast growing industry and it has great potential to improve access to healthcare. It is central to the delivery of the Government's NHS policy agenda and is a key enabler for realizing the Five Year Forward View. Most of the foreign companies are acting via a distributor, having accepted the NHS preferred supplier list. NHS Supply Chain is so called national framework agreements with suppliers of goods and services to NHS. Currently 40 % of all consumables etc go through NHSSC. Companies can also sell directly to NHS local NHS hospital trusts.

Finnish health established business in country: There are several Finnish health companies already in the UK, but number is low compared to e.g. US or Germany.

Opportunities for Finland: Digitized health systems, Preventive care, Cancer treatment, mental health, senior care, corporate wellness, personalized health.

Regulation & Reimbursement environment: Most important regulators: 1) Care quality Commission 2) NICE's Medical Technologies Evaluation Programme 3) NHS Digital: Data Access Request Service (DARS) & Strategic Data Collection Service (SDCS) 4) HTS (Human Tissue Authority) 5) MHRE (Medicines &Health reg.ag.)

Trends & strategy A key aspect of the transition to personalised care is the emergence of digital health solutions, which have been predicted to gain considerable traction during 2018. Telehealth solutions and AR/VR.

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BUSINESS FINLAND

Health & Wellbeing

QUICK FACTS ✓

Life expectancy: 80,8 yrs

GDP (PPP): 2.914 B\$ (10th), Per Capita 44.100\$ (39th)

Annual Growth Rate: 1,8%

Official language: English

Physicians density: 1,9 / 1000 pop.

Birth Rate: 8.6 / 1.000 population

Digitalization Maturity^(*): 8th
DEI Index 3,67 / Stand Out

Health expenditure: 9,1% (GDP)

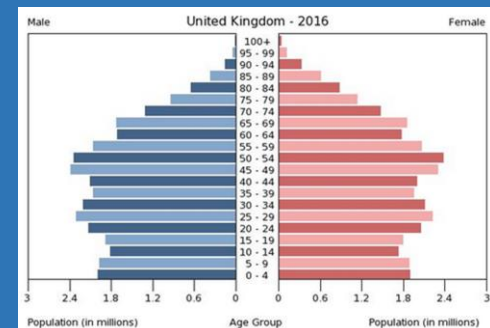
Urbanization rate: 83,4%

Hospital bed density: 2,8 /1000

Obesity rate: 27,8%

Median Age: 40,5 years

Population growth rate: 0,52% ✓



Deaths per 100.000 people	Finland	United Kingdom
Colon and rectum cancers	21,1	30,9
Breast cancer	16,2	23,4
Alcohol use disorders	3,0	1,4
Alzheimer and other dementias	92,5	47,6
Drug use disorders	0,5	2,0
Cerebrovascular disease	77,4	91,3

National challenges ✓: Ischemic heart disease, Alzheimer's, Cerebrovascular disease, cancer(s)

Link to opportunities ✓ :

<https://bit.ly/2Nx0QkC>

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