



**Passion
for
Life**

Join the pioneers
of health and wellness



Health 2.0 Conference

Sept 30th - Oct 2nd 2013 , Santa Clara

FINLAND
team

Tekes **SITRA**



Finland is the hottest spot in Europe for health and wellness innovations

Finns are famous for their positive innovations: solutions are actively sought for problems and those solutions form the basis for new business ideas. Finland has internationally high standards of medical research and world-class companies in the health and welfare sectors. This dynamic, innovative environment and high level investment in research and development per capita have resulted in achievements such as Finland's extensive exports in health technology. Over the recent five-year period, Finland's health technology manufacturing and exports have seen an average growth of over 8% annually, despite the recession.

Finland has done well over these years in international assessments of the quality of life and happiness. The secret to this success is influenced by many factors, such as a well running society and a high level of education. For example, in Finland we have managed to build extremely well-functioning health services that are more cost-effective than the OECD average.

Furthermore, Finland has the advantage of having unique information resources, and the best biobanks in Europe: According to a recent European Health Telematics Association's peer review Finland is sitting on a metaphorical gold mine. The quantity, timeliness and quality of health data entered and collected from routine healthcare is impressive.

I sincerely hope that your co-operation with Finnish experts will be fruitful and profitable.

Alexander Stubb

Minister for European Affairs and Foreign Trade, Finland



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Organizers

Tekes

Tekes, the Finnish Funding Agency for Technology and Innovation

Tekes is the most important publicly funded expert organization for financing research, development and innovation in Finland. It provides low-interest loans and grants to challenging and innovative projects potentially leading to global success stories.

Foreign-owned companies with R&D activities in Finland are eligible for funding. In 2012, Tekes invested EUR 570 million in 1540 innovative projects. From 2014 on, Tekes also makes direct investments in early-stage enterprises with legal entity in Finland.

Tekes promotes a broad-based view on innovation: besides funding technological breakthroughs, Tekes emphasizes the significance of service-related, design, business, and social innovations.

Our offering and interests

- We promote international cooperation between companies and research organizations.
- We spur innovative Finnish companies to grow internationally.
- We encourage international companies to establish R&D functions in Finland.

www.tekes.fi/en

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Organizers

SITRA

Sitra, the Finnish Innovation Fund

Sitra is a public fund aimed at building a successful Finland for tomorrow. Sitra is forward thinking and anticipates social change and its effect on people. Sitra's activities promote new operating models and stimulate business that aims at sustainable well-being.

Sitra was founded as an organisation of the Bank of Finland in 1967 to honour the 50th anniversary of Finland's independence. The fund was commissioned with the task of promoting Finland's stable and balanced development, economic growth and international competitiveness and cooperation. Sitra's tasks are defined by law. In 1991, Sitra was transformed into an independent fund that reports directly to the Finnish Parliament. Sitra's operations are funded from the returns of endowment capital and capital investments.

Sitra's operations are guided by a vision of Finland as a leader in sustainable well-being. Sitra takes the view that well-being is sustainable when it is shared by people, the environment and the economy. Sitra's strategy includes developing new ideas of what the good life is, finding operational models that build a new kind of society, and boosting sustainable business operations.

Sitra identifies the need for social change and enable that change. Sitra predicts, analyses and assesses the forces of social change and their impacts on Finland. As an independent operator, Sitra has the opportunity to react quickly to major issues concerning Finnish society and accelerate changes that promote well-being. Sitra carries out practical experiments, compiles cross-boundary networks and develops and finances business operations.

www.sitra.fi/en/self-care

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Enterprises



4cons

4cons is a Consultancy Company increasing its clients and partners business on Connected Healthcare and Wellbeing business areas. Our expertise covers widely the know-how about the healthcare stakeholders and operations.

We are working through wide international network and are thus able to create needed contacts between right organisations and right persons. The network covers industry, research, public sector, authorities and third sector.

Offer:

- Marketing networking
- Internationalisation consultation

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Enterprises



Beddit turns any bed into a smart bed for improving sleep, health and performance. Beddit discovers and helps to solve sleep problems as well as manage life-style and stress. Beddit is for consumers, medical and training professionals, and for researchers.

Unlike any other sleep and health monitor, Beddit automatically tracks sleep quality, heart rate, respiration, movements, snoring, as well as bedroom noise and light while the user sleeps normally in own bed. Beddit ultra-thin film sensor is simply placed in the bed, under the sheet -- there is nothing that needs to touch the body, ensuring undisturbed sleep. Beddit sensor is connected wirelessly to a mobile device or to the internet.

In the morning, a full report of sleep and wellness is available in the mobile app or in the web service. If wanted these reports can be shared with professionals in the web application. The apps also provide automatically generated personalized coaching tips and guidance based on the results for improving sleep, wellness and performance. Open API is also available for integration to 3rd party platforms and services as well as for developing new applications. Beddit products are globally used by medical and training professionals as well as by consumers. Beddit has offices in Finland and Silicon Valley.

Beddit is looking for retail channels, investors and partners as well as new customers who want to improve sleep and wellness.

www.beddit.com

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Enterprises



Blueprint Genetics provides genetic diagnostics of rare diseases. Our genetic tests are targeted for hospitals and researchers and cut current prices by 25-70% while increasing quality. Customers send samples to the Blueprint laboratory and receive the results statement online. The tests are based on a breakthrough NGS sequencing method called OS-Seq™, developed in the Stanford University.

The company has an extensive product roadmap covering a comprehensive list of diagnostics for different hereditary diseases. The first products cover all relevant rare hereditary cardiovascular diseases, such as cardiomyopathies, arrhythmias and aorta diseases. The customer receives a ready clinical statement including the DNA mutations with a geneticist interpretation and evaluation.

We are looking for an investor:

We have launched our Clinical Dx business successfully in EU and Canada and are making preparations to enter the US market. We want to change the clinical genetic diagnostics market for good. To do that, we need a life sciences and diagnostics savvy investor with the required financial and industry resources to help us go the distance.

We are looking for research collaboration:

We are continuously helping top universities and research teams with their DNA sequencing needs. Please contact us for efficient, flexible and high quality sequencing of DNA or RNA from human, virus and bacterial samples.

Relevant press coverage:

www.genomeweb.com/sequencing/finnish-startup-stanford-technology-offers-ngs-based-testing-inherited-disorders

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Enterprises



CoreFOX Ltd focuses on combining IT with health and wellness service concepts on different platforms. Our clients are public and private health and wellness sector equipment and service providers.

CoreFOX products:

FitnessFOX™

Will create new ecosystem and service concept to Fitness industry

- New generation service concept guarantees better fitness and wellness
- Virtual Personal Trainer will push you to next level on fitness
- Bringing your company to the forefront of the gym business!

HealthFOX™

- Service concept provide high-quality individual rehabilitation
- Provide correct information shared between patient and collaboration interfaces
- Reduce time, improve the quality of rehabilitation and return patient back to normal routine or working routine in better condition
- Reduce healthcare cost and sick leave allowances, preventative measures against inpatient rehabilitation

CoreFOX™ Ltd is looking for pilot customers, commercial partners from fitness and health industry, as well as investors that can assist our service concept to successful market entry.

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Enterprises



Cursor Oy, a regional development company based in Kotka-Hamina in Finland, aims to strengthen the expertise, business competitiveness and potential of the South-Eastern region of Finland. We are committed to providing versatile support for successful and sustainable business growth and development.

Playa Game Industry Hub is a community of game developers based in South-East Finland. The Hub is supported by the rapid growth of both Finnish and regional game industry clusters and renowned industry know-how. Playa actively searches for new ways of implementing game designs as unique value proposals across a range of industries. Our portfolio of Health ICT programs delivers a unique approach to health application development through gamification.

Our activities include:

- Collaborative project development together with healthcare sector partners, university research departments and start-up companies
- Development of novel concepts to support ICT service infrastructure
- Development of Health ICT business networks
- Submission of funding and program proposals to develop novel, efficient and effective healthcare products and services through piloting new technologies.

What we offer:

- Funding and a versatile testing environment for new health applications in collaboration with our partner networks
- International collaborative programs in Health ICT and Games for Health
- Business development and start-up acceleration processes for Health ICT companies

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Enterprises



Duodecim Medical Publications Ltd. is the leading Finnish publisher in the field of medicine providing the latest knowledge for health care professionals as well as for the general public interested in health care issues. The products range from traditional medical textbooks, handbooks and practical guidebooks to up-to-date medical databases published on the internet and on mobile devices.

Our publications are targeted on medical professionals and medical students. An ever increasing number of publications serve the general public searching for reliable, evidence based information on medical issues, both in print and on the internet.

Our authors, in all more than 2,000 are leading Finnish specialists in the field of medicine. Together with our more than 50 employees they ensure that the latest knowledge in medicine is always available to our customers.

The company is owned by The Finnish Medical Society Duodecim, which is a scientific society with almost 90% of Finnish doctors and medical students (altogether over 19,000) as members.

The Virtual Health Check and Coaching program

The Virtual Health Check and Coaching program is a stand-alone Internet-based program designed to be used by citizens either independently or guided by health professionals. The program gives an assessment of the physical and mental well-being of the user, based on a self-administered questionnaire. It also gives guidance and coaching to improve well-being by life-style changes.

Duodecim Health coaching is based on scientific knowledge of the effect of lifestyle on quality of life and longevity. It has been designed for both healthy people, who want to lessen the health weakening risk factors, and chronically ill, who want their lifestyle to lower the problems caused by their illness.

Population monitoring research, on which the program is based, has been largely done in Finland. The guidelines and recommendations are based both on Finnish and World Health Organization recommendations.

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Enterprises



EPID Research is a contract research organization specialized in conducting register-based pharmaco-epidemiologic studies focusing on safety and benefit/risk of medications. Our clients are mainly pharmaceutical companies. We utilize data from electronic medical records contained within the various nation-wide healthcare registers in the Nordic countries. These registers accumulate individual level information on prescriptions, diagnoses in hospitals and primary care, pregnancies, births, cancers and causes of deaths from approximately 30 Million people.

EPID Research is a member of the European Network of Centres for Pharmacoepidemiology and Pharmacovigilance (ENCePP) which is established by the European Medicines Agency. We collaborate with other ENCePP members to perform multi-national post-authorization safety studies in Europe.

For more information please see our video at www.youtube.com/watch?v=rs3zDX0rSDE

Our studies registered at ENCePP e-Register

- Prostate cancer risk in Parkinson's disease patients using entacapone (FDA requirement)
- Pan European multi-database bladder cancer risk characterization study (EMA requirement)
- Association between severe hypoglycemia and use of long-acting basal insulins
- Realization of clinical practice guidelines in the treatment of type 2 diabetes

We are looking for collaboration partners and customers who need access to European data in their drug research.

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Enterprises



HeiaHeia is a social wellness solution that encourages healthy lifestyles through social engagement and gamification. It lets employers and other organizations create social wellness promotion communities accessible online and on any mobile device.

HeiaHeia delivers two major benefits over traditional wellness promotion solutions: higher participation rates and higher activity levels.

HeiaHeia is used by more than 100 businesses and organizations in more than 20 countries.

These include

- PepsiCo
- Janssen (Johnson&Johnson Pharmaceuticals)
- Ericsson
- Nordea
- TeliaSonera and several others.

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Enterprises

HEALTH PUZZLE

The future of healthcare is personalized and preventive

Health Puzzle is a service that helps people stay in good health and prevent diseases.

Our mobile health service provides its users with a variety of healthy, engaging challenges that are powered by automatically gathered health data. Challenges can be participated alone or with friends. Challenges can be prescribed by your doctor. We can recommend and personalize challenges based on our user's lifestyle data, genetic data and preferences.

Sign up to hear more!

www.healthpuzzle.me

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Enterprises



A set of visual games to enhance children's hearing tests

Many hearing impaired young patients do a massive number of hearing tests. Hearing tests are boring but require motivation and vigilance from the patient. Our product HERRING consists of three games for different age groups to make hearing test a fun event.

In Finland, HERRING is used in three major university hospitals where most of the repetitive hearing tests are made. Nurses and doctors are reporting significant improvements in patient interest, rate of successful hearing tests and hearing test results. A clinical study will be made to test these claims.

HERRING is a separate computer attached to an audiometer. It doesn't interrupt normal system flow of the hearing test, nor does it require resources from the other computers or audiometer. The system understands when the sound signal is played and when there was a proper response from the patient. Only a plug and play installation is needed with most common audiometers, such as Madsen Aurical or Interacoustics AC40.

What we have

We have a sticky product, which is easily manufactured in large scale. Because an audiometer is needed for HERRING to fully function, it makes selling new audiometers easier. Most importantly, we have a product that makes hearing test a fun play for the kid.

What we need

HERRING lacks strong, standardized marketing and sales channels to reach the hospitals and hearing specialists. Could you offer us a channel to reach our potential clients?

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Enterprises



Jaid

For every challenge there is a solution.

Jaid is practicing supervision of work and is a member of *Finnish supervisors' association*.

Supervision means that you process work-related issues, experiences and emotions and you try to find different views for that with a trained supervisor. The goal is to enhance creativity and broaden the culture of work and identify its boundaries.

Supervision is offered to individuals, groups or for the whole workplace. Groups can also be formed from different work places. In that case, group members are of the same profession or from the same sector of working life.

As a member of *Ratkes*, Jaid is specialized on Solution focused supervision, which expands abilities and strengths of the supervised individuals.

Ratkes is a Finnish association for solution focused and resource oriented methods.

Members are representing professionals united by the idea of working in brief, appreciative, collaborating and resource oriented ways in the field of therapy, training and organization development.

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Enterprises



The Janssen Pharmaceutical Companies of Johnson & Johnson are dedicated to addressing and solving some of the most important unmet medical needs of our time in oncology, immunology, neuroscience, infectious diseases and vaccines, and cardiovascular and metabolic diseases. Together, we share a vision of providing innovative solutions that bring value to people, healthcare professionals and health systems around the world.

Our strategy is to harness the best science in the world, whether from our own laboratories, or through strategic relationships and collaborations with academia, biotech and other pharmaceutical companies.

Our Global Organizations drive our research and development efforts and commitment to innovation:

- Janssen Research & Development
- Janssen Healthcare Innovation
- Janssen Diagnostics

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Enterprises

Kaufmann

Kaufmann Agency is a strategic healthcare consultancy specialized in services marketing. We help companies and organizations to pilot and market healthcare innovations on North European markets.

We plan and produce superior quality market analysis, marketing strategies, customer-centric service design and marketing communication campaigns.

We live and breathe at the center of the North European healthcare ecosystem in close cooperation with leading companies, government officials, clinics, patient advocacy groups, research organizations and the media.

We are known for our creativity and persistence and for the ability to combine the interests of different healthcare players with transparency and the highest ethical standards.

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Enterprises

LATURI

corporation

Laturi Corporation develops tools for businesses who offer corporate fitness services.

Laturi's first product is a new type of fitness test – Energy Test (pat.pend.). Energy Test helps businesses who produce corporate fitness services to map out cost efficiently even a large work community's fitness level. Energy Test which is a web based solution is also an excellent tool to boost and support the work of a personal trainer. The result of the Energy Test, Energy Index, tells the time a person is capable of energetically engaging in work and being active when off work. The result of this easy-to-understand fitness test helps motivate the customer.

Laturi's goal is to help people adopt a healthy and active lifestyle by developing products to corporate fitness service providers and personal trainers. Laturi tools have a solid foundation in the latest science has to offer. Laturi works in co-operation with leading research organizations to make sure that the best quality products can be offered to customers.

Laturi Corporation, an innovator in the wellness business, was founded in Oulu, Finland in 2012. Laturi team has more than 60 years of experience in wellness technology and has previously worked together at Polar Electro.

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Enterprises



MealLogger- Mobile Communities for Healthy Eating

MealLogger is a social sharing platform and marketplace that allows users to create communities around healthy eating and connect with a health professional. Keep an image-based food journal and share your meals with family and friends. Create a community around a nutrition topic you care about or follow others that follow a diet you're personally interested in. Connect with a health professional like a dietitian or a personal trainer. Sync with Facebook and other fitness services like Runkeeper and Fitbit.

MealLogger is free, anyone can create an account and join a group or start their own. MealLogger is also being used by institutions such as hospitals, universities, sports teams and corporate wellness service providers to provide mobile nutrition coaching to their clients. Our customers report improved patient outcomes, higher customer satisfaction and cost savings in delivering behavior change counseling.

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Enterprises



Mendor's vision & strategy is to disrupt glucose monitoring and diabetes management to an outcome based service business. With its two main products Mendor is enabling better, more efficient and cost-effective diabetes treatment for the patients, health care professionals and payers.

The world is facing a paradigm shift in the next 5-10 years on how healthcare and treatment of chronic diseases are being managed and delivered. Patients and payers are suffering because the industry has not been able to adapt to the situation with a new business model, technology & methods of how care is being delivered. Diabetes is one of the biggest healthcare areas and Mendor has the right building blocks to contribute in a significant way.

Mendor Products

Mendor Discreet

- First fully integrated blood glucose meter
- Fast, discreet and easy blood glucose monitoring anytime, anywhere
- Easy to use allowing the patients to follow their treatment guidelines
- Enables better control of blood glucose levels

Mendor Balance

- Cloud based software
- Allows transparency between the patient and the health care professional
- Enables individualized treatment

We are looking for

1. HMO's / insurance companies (potential customers for Mendor Balance)
 - Kaiser Permanente
 - Palo Alto Medical Foundation
 - other HMOs such as Aetna, Blue shield etc.
2. Investors for Mendor's C-round with a strong focus on US
 - Sand Hill road investors who know the industry such as: US Venture partners, Khosla etc.
 - Strategic investors such as Kaiser Permanente Ventures, Qualcomm Ventures etc.
 - Angel investors from the health / medical area

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Enterprises



NurseBuddy is a communication tool for all stakeholders in the Home Care loop: families, clients, care providers, public nurses and carers. Our mission is to bring real-time, transparent communication for all the people concerned.

- real-time overview for home care company managers
- well informed, confident carers
- high quality care at the right time
- reduced uncertainty for families

Spring 2013, NurseBuddy was one of the seven hottest digital health startups selected for the HealthXL international accelerator program, among more than 100 applicants. The program was backed by Silicon Valley Bank, GlaxoSmithCline, IBM, Novartis, Nesta and Enterprise Ireland.

<http://www.startupbootcamp.org/programs/healthxl.html>

NurseBuddy has paying customers in Finland and is expecting to make an agreement with the first companies in the UK and Ireland by the end of this year.

<http://nursebuddy.co>

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Enterprises



Omegawave is the leading provider of training and performance optimizer solutions. Its products help sports enthusiasts, professional athletes, teams and coaches to measure and manage readiness to maximize training and performance. Multiple Olympic Federations, premier soccer teams, NFL, MLS, NHL as well as other sports organizations and individual athletes are using Omegawave.

Founded by former professional athletes and sports scientists, the company is headquartered in Espoo, Finland. The North American regional office is located in Portland, Oregon, and the company has sales representatives in multiple markets. The products are sold globally. Omegawave currently offers two products: Omegawave Team and Omegawave Personal. Omegawave Team was introduced in November 2011 to empower athletes to assess their training readiness at their preferred location, and coaches to access the results on their computers in real-time.

The second product, Omegawave Personal, was introduced early 2012. It allows individual athletes to easily assess their readiness by using a mobile app and sensor belt, and to receive guidance for upcoming training. Omegawave has also announced their third product, Omegawave Fitness, which will be available for gyms and personal trainers by end of 2013.

We are looking for

- Partnership opportunities with other fitness and wellness application communities
- Contacts to possible corporate wellness pilot partners
- Investors for upcoming A-round

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Enterprises



Premia Solutions Oy with SoEasy Finland Oy

SoEasy Finland is based on Premia Solutions Oy founders. Premia is an ICT-company we have built wide range of cloud services from virtual servers to intra systems which are tested in business segment. Premia's services are based on open source solutions which are designed to work in multiplatforms and devices. We are separating the new easy products (Fella, Helti and Info), R&D, marketing and product sales to its own company SoEasy Finland Oy, Premia performs the technical solution, code developing and end customer support services.

The Problem

Today important information is difficult to access in real time, software used is usually very large and complex. Every third has problems with the use of IT. Sociability and services moves to the internet, multiple recordings wastes time and risks patient safety.

Solution

Easy user interface for larger backend systems, everyday tool for healthcare professionals, easy customizable interface for seniors and people with disabilities plus more content for hotels.

SoEasy has whole packet, containing easy user interface, device, support services and opportunity to purchase 3th party applications and services by using the same interface.

Benefits

- Saves time
- Saves money compared with current processes
- Improves the quality of life by easing communication between friends and preventing exclusion from society.
- Increases patient security
- Patient gets multimedia center with nurse calling system
- Patient information goes to the doctor

We are looking for

Investors and marketing, branding and wholesale partners to support our new company SoEasy Finland Oy

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Enterprises

RAMSE

RAMSE is a privately owned management consultancy that helps organizations envision and navigate to growth by creating collaborative innovation networks that clarify new possibilities and ideas, engage people and inspire new business development. RAMSE drives results through systems thinking and business design thus creating powerful innovation processes in a networked world.

The four essential elements of collaborative innovation networks:

1. Evolve from learning networks and social groups with business ideas
2. Based on trust and self-organization
3. Make knowledge accessible to everyone
4. Operate in internal honesty and transparency

Our approach drives change in powerful ways. We combine a diversity of disciplines including management consulting, systems and knowledge engineering and service and product design. The most valuable and complex technologies, services and concepts are increasingly innovated by networks. Our target networks are those linked organizations (e.g., companies, universities, government agencies) that create, acquire, and integrate diverse knowledge and skills required to innovate new solutions (e.g., healthcare, game design, new product design, sales and marketing). In other words, innovation networks are organized around constant learning.

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Enterprises



Welcome the future of fitness with our game-like and quantified self app!

RecoApp Oy has published a next-generation health and fitness mobile application that can optimize its user's wellbeing. Our unique, patent pending design can collect data without the need for external devices. Thus, we can establish our brand for Quantified Self markets in the US via highly scalable, the game-like concept, serving also as a base for future investments via brand extension.

RecoApp trademark is secured for over 2 billion people markets for future investments. We have also applied global PCT patent for our innovation.

Characterized by its intuitive usability and game-like interface, RecoApp helps you to listen to your body and avoid both under- and overtraining. The secret of the patent pending innovation is in the balance of a workout's optimal workload and recovery period.

Optimizing these factors leads to better overall health, including an increased metabolism and insulin sensitivity. These principles give you the best results possible, such as increased performance and muscle mass plus decreased body fat and stress levels.

We have tested our application sales at Finnish markets, and based on the data we can reach millions of downloads on the U.S. App Store. Thus, we are looking for investors in order to implement our business strategy and establish presence in the U.S markets with our forthcoming and even better 2.0 version.

Recoapp is looking for strategic alliance partners:

- Investors
- Fitness Clubs
- Supplement Manufacturers
- Sports Stores

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Enterprises



Relaxbirth® is a unique, socially-oriented and prize-winning innovation and method. Relaxbirth makes the birthing process more flexible for all parties involved – the mother, baby, professionals and hospital. It is a combination of the patented Relaxbirth Birthing Support Device (and the associated consumables) and its safe and effective use (Method) and Training Services. Relaxbirth has benefited from the skills and know-how of a wide cross-section of specialists from the healthcare sector.

Feedback from mothers is extremely positive and confirms the following benefits of the Relaxbirth:

- ease and fasten the delivery process, less exhaustion
- make the best of her own capacity and strength
- feel empowered and have a positive birthing experience
- reduce fears related to childbirth

Relaxbirth has received a lot of recognition, among others, the Red Herring 2012 Top 100 Global Winner and the Red Herring 2012 Top 100 Europe Winner Awards, the winner prize of the 2012 HealthPort Innovation competition for innovative SMEs in the Baltic Sea Health Region and the Best European Woman Innovation and Invention for 2009-2010 prize awarded by EUWIIN.

Relaxbirth Ltd. targets into global markets. We have already established ourselves in the European & Middle East market and are taking first steps into the US.

We are looking for investors, pilot customers and distributors capable of working with hospitals and clinics that are progressive in their thinking and methods providing alternatives for their customers.

Ms. Marianne Ehrnrooth, M.Sc.(Econ.), Chief Business Development Officer, has worked 15 years for international companies (among others Sun Microsystems) and has extensive experience in international business to business operations, team leadership and sales & marketing.

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Enterprises



Sensorfit is developing and selling Android mobile applications, which increases users' level of physical activity. When activity level increases, it is easy to lose weight.

Applications are validated and tested by health professionals. We are using smartphone own accelerometer so there is no need for extra accessories.

Sensorfit UI is easy to use and physical activity data and coaching is shown all the time in real time. All data can be transferred to any platform, if user allows.

We are looking for

- Partners in science and sales
- mHealth platform partners
- Partners in Social media

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Enterprises



We Are Making Tomorrow's Physiotherapy

Utilizing game technologies to create solutions that generate cost savings, motivation and efficiency for health care.

- Creating a communication platform between the therapist and customer
- Developing a solution for animated personal exercise instructions
- Engaging customers with motivating gamified elements
- Securing correct exercise execution
- Enabling remote health care

Partnered with industry veteran: PhysioTools,

- The world's largest physiotherapy exercise library
- Proved by 250 000 physiotherapists and +1M served customers every day

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Enterprises



Recently dubbed “Spotify of Fitness” by Top European financial publication.

For consumers, we are a Social Fitness Platform with a strong discovery element. We match consumers to locally relevant fitness activities, facilities, and services based on interests and profile using proprietary technology.

For wellness service providers, we create value by obtaining exclusive free trials and repackaging them as a discovery tool to create pre-qualified leads. Further we provide an effective platform for affiliate sales for our partners.

Currently live in NYC & Finland with a rapidly expanding userbase and partnership network including US household brands.

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Enterprises



For your own good

Taltioni cooperative

Taltioni is a new Finnish national-level concept in the field of healthcare and well-being. The concept is a cooperative between public and private sectors and ICT service providers.

The cooperative parties independently provide complementary services, which enable citizens to monitor their health and to proactively improve it. The Taltioni ecosystem is built around a single platform solution, and an extensive database, offering a rapid and cost-efficient development of versatile services.

In Taltioni, health and well-being information can be shared and combined across different service providers. It is a system where everyone can save, collect, produce, use and share information about their own health and well-being. The data is accessible from various devices and user interfaces, regardless of time and place. Privacy is Taltioni's most important feature. Ownership of the information remains with the individual who decides who has access to the information and to what extent.

Taltioni provides citizens with a personal health account which will be available to the user throughout their life. Taltioni offers the opportunity to add appropriate services according to the information provided by individuals, health care and welfare services. Health account data is held safely and securely. The non-profit Taltioni cooperative consists of 55 member organizations.

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Enterprises



Sport and wellness tracking

We create better employee wellbeing by increasing every day physical activity in a fun way at workplace.

Traxmeet provides tools for reducing health costs with social sports and activity services. Its my life -service is designed for promoting active lifestyle. The service is based on self-monitoring with activity meters and uses visual feedback and gamification for user motivation. Measured daily activity data provides up-to-date real feedback and helps to reach daily and weekly targets. Small daily improvements contribute to preventing negative effects of sedentary lifestyle.

Offer

- Its my life service with activity monitors
- RaceLive live tracking solution for outdoor sports

We are looking for:

- partners and resellers for selling our software to US market
- examples: nutrition/health/wellness programs and research institutions, insurance companies, corporate fitness service providers and HMO's
- agents/distributors to support us in entering US market
- sport brands who want to create a long-term customer relationships via online

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Enterprises



Providing Market Insight, Business Development and Project Management services for growth companies in the health and wellbeing sector.

Leveraging more than eighteen years international business experience, mainly with innovative technologies, Wellbring takes a hands-on and human approach to business, making it easy to open up a conversation in order to find new business opportunities and value for customers.

A specific area of knowledge is how wearable/connected technology can bring benefits to the individual and to organizations. Wellbring has insight and experience from a growing number of different mobile applications, web services and smart devices.

Wellbring can be contacted directly through John Sperryn. Let's talk!

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Enterprises



Personal trainer in your pocket

Wellmo is a mobile wellness service which combines easy tracking with a holistic view on well-being for those who want to have all their wellness data in one place. Users can select which areas of wellbeing they want to track: daily activity, weekly exercises, weight, sleep, alcohol consumption or smoking. Wellmo helps users set personal health goals and monitor progress easily, and even automatically, through connected measurement devices.

Designed for corporate use. Wellmo is specifically designed for corporate wellness programs and it can be used as platform for all activities. Wellmo comes with selection of corporate functionalities and can be linked with existing wellbeing services.

Supports automated tracking. Wellmo aims to automate tracking through use of smart phone sensors and through Wellmo compatible measurement devices.

Works on all major phones. Wellmo is available for all major smartphone platforms: Android, iOS, Windows Phone and Symbian.

In California, we're looking to get an overview of current health and wellbeing solutions in the US market and search for potential commercial partners.

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Enterprises



Vicipass is dedicated to improve wellbeing thru greater health awareness. Vicipass develops a web/mobile application that help to create and maintain a single health profile, keep track of all health related information and events, and provide personalized recommendations.

For most of us, our medical records are scattered and often inaccessible, stored in various private and public systems across various hospitals, occupational health centres, municipalities, or even in various countries. Vicipass puts the people in control of their health profile and medical records, and encourage systematic health tracking.

The service is designed to be universally appealing to all ages, target groups and cultures, but will offer special modules for individual user groups (such as people with a certain condition, or people in a certain demographic, segment or age group).

The resulting health profile travels with the user though places and life. Vicipass complements GP and nurse visits, but does not replace traditional medical attention. Engaging to interaction, the service entices the user to improve health, and monitor progress, encompassing an aggregate health profile and personal health improvement tool for lifetime. The alpha version pilot was optimized towards young children and their mothers.

We would like to meet up with:

- Health service providers looking to establish their digital offering, extranet or self-care portals
- Pharmaceutical companies planning to launch brand-supporting web applications
- Occupational health care providers planning to launch proactive care tools
- Investors

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Other organizations



University of Jyväskylä, Agora Center, Health and Wellbeing

The Agora Center was established in 2002 as a separate institute at the University of Jyväskylä to provide a platform for interdisciplinary, networked research in the field of human technology. Its purpose is to conduct, coordinate, and administrate top-level research and development that relates to the knowledge society and which places emphasis on the human perspective.

Health and wellbeing research group is one of Agora Center's multidisciplinary research groups. Our research focus is on health care operations analysis and development. With methods such as scientific computing (discrete-event simulation, etc.), overall IT-expertise and knowledge on human behavior, we aim at creating new service solutions that can range, for instance, from new applications, better understanding of the research subject or new improved operations models to enhanced logistical structures. During the past ten years we have participated in numerous health care research projects where we have collaborated closely both with public and private organizations and the end-users. Our latest project is ReMaster which aims at commercialization.

ReMaster -project

ReMaster is an ongoing commercialization project which is funded by TEKES. The aim of the ReMaster concept is to develop a new, innovative planning and analysis environment for managers which can help them to make better decisions based on real data. ReMaster automates the data analysis process and process model construction, thus providing the managers with a visual view of their operation with quantitative information. In addition to as-is state analysis, ReMaster also gives managers a possibility to redesign their processes and evaluate the effects of planned actions before the actual implementation (what-if analysis). Usability and managers' needs for knowledge are taking center stage in the planning process of ReMaster concept.

We are looking for

- pilot customers
- commercial partners
- collaborators who can assist in market entry to the US

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Other organizations



Auria Biobank – an innovation platform

For nearly a hundred years, public health care in Finland has collected millions of human tissue samples that can be linked to data from the hospital's patient records or the government's population register system. This combination of samples and data creates a unique national asset for Finland that should be utilized.

Auria Biobank is the first hospital-integrated biobank established in Finland by University of Turku and the hospital districts of Southwest Finland, Satakunta and Vaasa (capture population 863 244). It represents a globally unique concept, in which population-based diagnostic tissue samples will be connected with clinically relevant information including treatment modalities and follow up, with a focus on providing a research and innovation platform for both academic investigators and pharma/biotech companies. Currently, Auria Biobank holds over 800 000 human samples with information from hospital and certain national health registries in a decoded fashion to protect the identity of the sample donors. The unique aspect of Auria is the implementation of the so-called "capture all-comers" approach, an ambitious and innovative plan to collect an extra specimen at each incident patient visit, which will be incorporated into the biobank. The number of annual patient visits in the catchment area being approximately 300,000, the biobank is expected to grow rapidly. Sample collections on repeat visits will be ascertained on a discretionary basis.

Our offering and interests

- The aim is to cover the operations of the biobank through its own profits, such as usage fees and public-private partnerships. In such a case, private partners will include e.g. representatives from the biotechnology and pharmaceutical industry that can develop new medical innovations with collaboration of Auria Biobank.
- Biobanks create common benefits for Finnish social, health and innovation policy. Samples storage in the Auria Biobank will be used for the development of products and services that promote public as well as personalized health. They promote research, the transfer of research results into clinical applications and the competitiveness of co-operating companies.
- In Auria Biobank, the interests of the researcher, the research subject and society are equal. In addition to the creation of new business, Finnish well-being is based on the development of new innovations and their implementation.

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Other organizations



BusinessOulu is a municipal corporation owned by the City of Oulu, which promotes the prosperity and competitiveness of companies in the Oulu region, with the ultimate goal of creating new jobs. We act as a promoter of various local industry and business networks. BusinessOulu provides companies in the ICT, LifeScience, environmental, wellness, nano, and micro sectors, as well as innovative content creation and other service sector companies, with coaching and training services to support the development of business skills and the growth and internationalization of companies.

OuluHealth is an attractive health ecosystem for companies and partners to create the future products and services for health and wellbeing. Through Oulu Innovation Alliance unique co-operation model, OuluHealth, combines the best ideas, people and resources from different industries and science fields for co-creation of next generation health technologies, appliances and services. The ecosystem key bodies are the City of Oulu, Oulu University Hospital, Oulu University, Centre for Health and Technology, Oulu University of Applied Sciences, Oulu Wellness Institute, Technopolis and BusinessOulu. An established collaboration model and physical facilities offer a unique living lab for our partners both locally and globally to create health.

More information:

www.ouluhealth.fi

Collaboration possibilities:

- Ecosystem collaboration
- Joint collaboration initiatives
- Best practice sharing

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Other organizations



Invest In Southern Finland (IISF) initiative focuses on Connected Health and Personalized medicine solutions and attracts and supports international companies to establish presence in Finland and start collaboration with Finnish partners. The initiative is a joint collaboration of Culminatum Innovation and Helsinki Business Hub.

Culminatum Innovation located in Helsinki Finland seeks to improve the international competitiveness of the Helsinki region. Combining expertise from the public and private sectors, and various research areas, the company creates new jobs by helping its clients to build new business. In the Helsinki region, Culminatum Innovation promotes the growth of internationally attractive competence environments.

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Other organizations



The European Connected Health Alliance

The European Connected Health Alliance (ECHAlliance) is an initiative designed to support and promote the wider adoption of healthcare and wellbeing (including sports and fitness) products, services, applications and innovation.

In bringing together commercial, academic and healthcare stakeholders, ECHAlliance facilitates focused leadership for the development of 'Connected and MHealth' markets and practices across Europe and beyond.

The scope includes the economic development of the full range of eHealth, EHR TeleCare, TeleHealth Telemonitoring and MHealth sectors.

Offer:

- Access to International Collaboration on Connected Health area through ECHAlliance membership.
- Network of +170 members from + 20 countries representing industry, hospitals, hospital trusts, GP's, patient organisations, Health and Social care commissioners, research entities etc.

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Other organizations



Institute for Molecular Medicine Finland

Institute for Molecular Medicine Finland (FIMM) is an international research institute in Helsinki focusing on human genomics and personalized medicine. FIMM integrates molecular medicine research, technology center and biobanking infrastructures "under one roof" and thereby promotes translational research and adoption of personalized medicine in health care.

FIMM researchers are involved in several grand challenge projects, such as the impact of genome information from the Finnish population in personalized health and medical interventions, development of individualized cancer medicine, and novel diagnostics via imaging of tissue and cells. The disease areas of interest for the 15 research groups cover cancer, cardiovascular disease, neurology, and viral infections.

FIMM technology centre and biobanking infrastructures provide research services for local, national and international customers, including collaborations with companies. The infrastructures operated by FIMM are networked with European ESFRI infrastructures BBMRI, EATRIS, ELIXIR and EU Openscreen.

In 2012, FIMM had a staff of 185 and an annual budget of 14 million euros, with competitive external funding accounting for 70% of the budget.

FIMM is part of the Nordic EMBL Partnership for Molecular Medicine, composed of the European Molecular Biology Laboratory (EMBL) and the centers for molecular medicine in Norway, Sweden and Denmark. At the national level, FIMM is a joint research institute of the University of Helsinki (primary host), the Hospital District of Helsinki and Uusimaa, the National Institute for Health and Welfare, and VTT Technical Research Centre of Finland.

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Other organizations



Helsinki Business Hub is the investment promotion agency for the Greater Helsinki.

We identify business opportunities for international companies and help them thrive in the heart of business in Finland, Russia and the Baltics.

We work in close cooperation with the key private and public sector partners both in national and regional level. Together we strive to make Helsinki a dynamic world-class center for business and innovation. Helsinki Business Hub receives its funding from public sources.

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Other organizations



INVEST IN FINLAND

Invest in Finland (IIF) is the government agency that promotes foreign investments into Finland.

IIF provides a full set of professional consulting services – hands-on investment services that are always tailored according to your specific needs. The services cover every stage of setting up a business in Finland, ranging from initial data collection and opportunity analysis to networking and the actual business launch.

IIF has investigated Finnish health care and life sciences sectors from foreign investor's perspective and recognized that the most prominent area for foreign investors is eHealth supporting living at home. Forerunner areas in Finland are mHealth and –wellness, Wireless vital sign and health monitoring and Data mining.

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Other organizations



MINISTRY OF
SOCIAL AFFAIRS AND HEALTH
Finland

Ministry of Social Affairs and Health

The purpose of the Ministry of Social Affairs and Health is to ensure that everyone has equal opportunity to lead a healthy and safe life.

The duties of the Ministry of Social Affairs and Health are

- to promote the health and functional capacity of the population,
- to promote healthy workplace and living environments,
- to ensure sufficient social welfare and health care services,
- to safeguard a reasonable income at various stages in life, and
- to promote gender equality.

The Ministry of Social Affairs and Health manages the preparation and implementation of Finland's social welfare and health care policy, gender equality policy and occupational safety and health policy. As part of the government, the Ministry puts the Government Programme into practice, determines development guidelines, drafts legislation and key reforms and guides their implementation.

The Ministry of Social Affairs and Health has a broad mandate. It supervises several independent agencies and institutions which implement the social welfare and health care policy goals laid out by the Ministry and participate in Government Programme projects.

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Other organizations



NATIONAL CONSUMER RESEARCH CENTRE

The National Consumer Research Centre was established in 1990 and operates under the Ministry of Employment and the Economy. Through research, the Centre influences decision-making and development in society and ultimately, the lives of consumers. Main research topics 2013 are development of consumer politics, economy and functioning markets, sustainable living environment, consumer welfare and involvement.

The research projects in the domain of the Health 2.0 and wellness seek to enable developing new kinds of consumer services, as well as methods of analysing consumer well-being. Current research topics focus on the consumer role in the Health 2.0 field, Quantified Self Movement and daily rhythms and practices in relation to well-being.

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Other organizations

OTANIEMI.FI*

OTANIEMI is the largest hi-tech ecosystem and Finland's Silicon Valley and it generates approximately 50 percent of Finland's R&D value. OTANIEMI is situated in the City of Espoo (Finland's second largest city) and is located 15 minutes from the center of Helsinki (Finland's capital).

The OTANIEMI ecosystem is the birthplace to 8 out of the top 10 hottest startups from Finland (Wired magazine) and tens of Red Herring Europe and global winners. OTANIEMI is also home to over 800 companies, 25 R&D centers and centers of expertise, 5,000 researchers, 16,000 hi-tech professionals and 20,000 students. The headquarters of VTT Technical Research Center of Finland (Europe's third largest applied research facility) and 2,000 of its technical experts are based in OTANIEMI, as well as Aalto University (Finland's leading engineering, technical, design and business university) and Rovio's Angry Birds among others.

OTANIEMI is also the home of the European Union's EIT ICT Labs, Nokia Research Center, Nokia's global headquarters, Intel's R&D center and the newly established Samsung R&D center (first in the Nordic countries). All in all, over 100 international companies are established in OTANIEMI.

Areas of expertise in OTANIEMI include Health Care and Security ICT, Sensing and Electronics, Wireless Technologies, Smart Machines, Novel Materials, Bio-chemical Technologies, Product and Industrial Design, and non-food Bio and Renewable Energy. In the area of Health ICT, the OTANIEMI's ecosystem focus is on Brain Research, Mobile Health, Alzheimer's Monitoring and Treatment, Parkinson's Disease Diagnostic Tools and Personal Health Management.

Our Interests

- R&D collaboration opportunities between international companies and the OTANIEMI ecosystem
- In addition, we are interested to meet with companies looking to set up operations in Europe to engage European and Russian markets

About OTANIEMI.FI

OTANIEMI.FI is a public-private partnership and non-profit limited company owned by all the major players in the OTANIEMI ecosystem including VTT Technical Research Center of Finland, Aalto University, Laurea University of Applied Science, Metropolia University of Applied Science, KCL, Technopolis and the City of Espoo. Our role is to assist in the development of significant collaboration opportunities (research/technology or business/partnering) between international companies and our ecosystem.

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Other organizations



The Oulu Wellness Institute (OWI) is a non-profit foundation established to develop business expertise in the health and wellness industry, advance international growth and activate co-operation between different actors within the field.

OWI advises health and wellness companies to develop their business activities with a customer- and market-oriented approach, and to improve their possibilities for success in the international market. OWI advises entrepreneurs of funding possibilities and builds connections in between different parties.

Collaboration possibilities:

- Access to innovative Finnish health, bio and wellness startups (US Gateway)
- Access to effective product testing opportunity in Finnish hospitals (Med Tech Gateway)

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Other organizations



Municipality of Pyhtää has a vision of being the most innovative municipality in Finland in elderly care. In July year 2013 Pyhtää launched together with Active Life Village Ltd. a new, ground-breaking wellbeing technology loan service. The service is available from Pyhtää library, where the residents can borrow a box, which is equipped with some of the latest digital wellbeing devices. The aim is to provide an easy and accessible way for aged people to trial these new services, which support living in their homes. The unique feature is the 'How am I'-service, which collects and combines user data from multiple devices.

Pyhtää municipality and Active Life Village Ltd. began to develop new digital support services for senior living in the beginning of 2013. Senior citizens are involved in all phases of service design from ideation to use of the service. The goal is to find suitable support forms to help people live in their home as long as possible. Pyhtää municipality is a great example for other communities, who are facing the 'aging challenge' and who want to provide new innovative services to their residents.

Pyhtää is located near Russian border which makes it a unique test market area for enterprises planning business activities in Russia.

Collaboration possibilities:

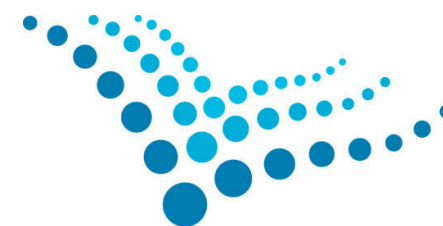
Collaboration with customer oriented technology developers.

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Other organizations



The Wedge of Cranes

Client-centered high-quality health service system. Case: Patients with a cardiovascular disease.

In co-operation with Heart Centre Co of Tampere University Hospital, Valkeakoski Regional Hospital, Centre of General Practice of Pirkanmaa Hospital District, The City of Tampere, The Municipality of Lempäälä, Finnish heart Association, Finnish heart Association of Hämeenmaa District, VTT Technical Research Centre of Finland, Ministry of Social Affairs and Health, The Association of Finnish Local and Regional Authorities.

Funding TEKES – The Finnish Funding Agency for Technology and Innovation

Social and health service system of Finland is in urgent need of new client-oriented operations models. Our aim is to develop a solution - that could be generally applicable - to support operations of health care and medical treatment and the controlling of the service network. As an example we use patients with a cardiovascular disease. We are building a new kind of proactive and flexible method for health care that could develop and change according to the changes in the environment where it is in use. We are searching for both technological and social service innovations, which could give individualized and well-timed support for self care. This could enable them to participate in their treatment process not as an object but as a subject.

As a result of the project a new customer-oriented method and at least products/services linked to it that are mentioned below, will be constructed and taken into action:

1. Operations model and implementation concept
2. Management of change methods -concept
3. Customer profiling method
4. Skillful client program
5. Professional training
6. Personal health record
7. The control of healthcare services -concept

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Other organizations



VTT Technical Research Centre of Finland

VTT Technical Research Centre of Finland is a globally networked multitechnological applied research organization. VTT provides high-end technology solutions and innovation services. We enhance our customers' competitiveness, thereby creating prerequisites for society's sustainable development, employment, and wellbeing.

Areas of interest in San Francisco are:

- EHealth
- Electronic Health Records
- Personal Health Records
- Mobile Health / mHealth
- Medical Devices
- Software Development
- Remote Patient Monitoring
- Interoperability
- Diagnostics

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