

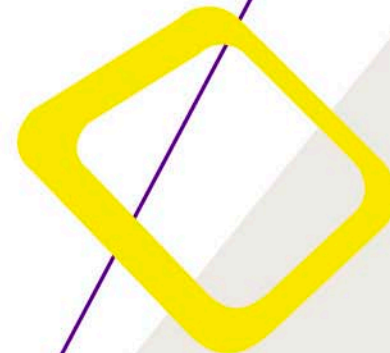
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FINLAND – THE FORERUNNER IN INNOVATIVE WELLBEING SERVICES

Hanken partner forum
13.5.2009

Mikko Kosonen
President
the Finnish Innovation Fund, Sitra

Finnish Innovation Fund



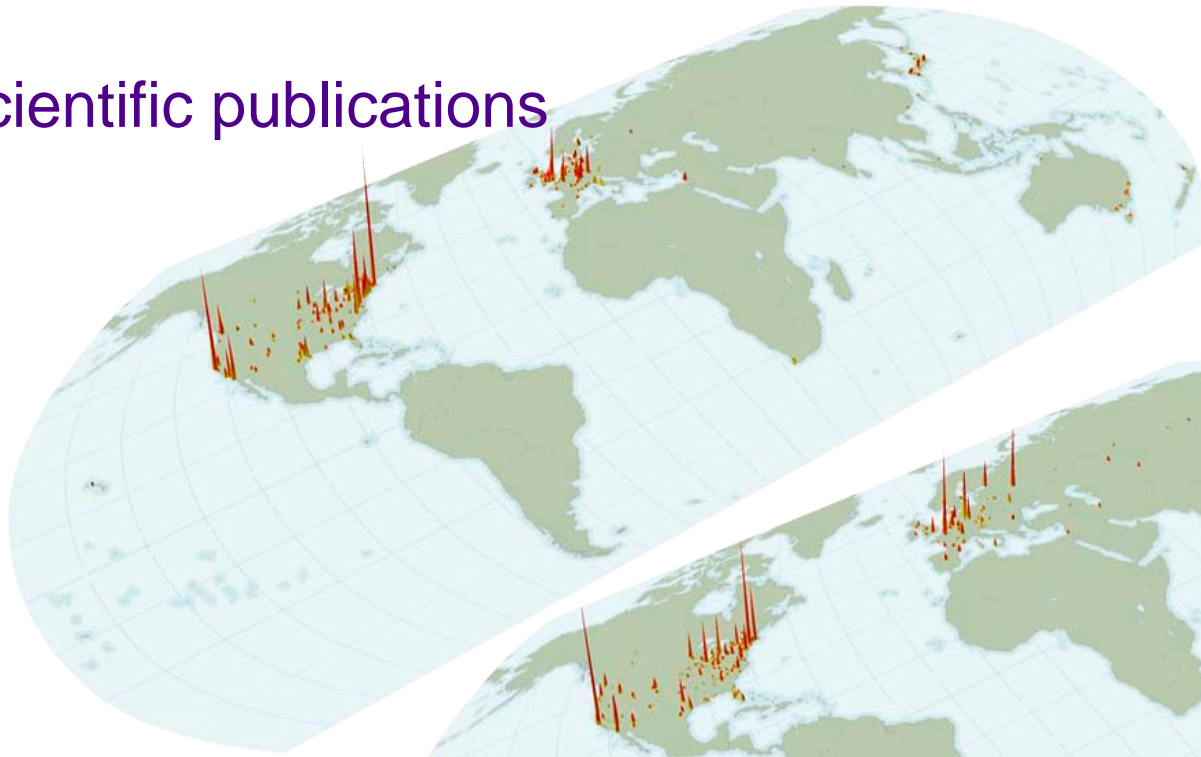
Finland's Innovation Policy until today

- Focus on technology development, R&D and competitiveness of export industry
- Based on linear innovation model (Science -> R&D -> Commercialization)
- Good collaboration between companies, universities and public sector agencies

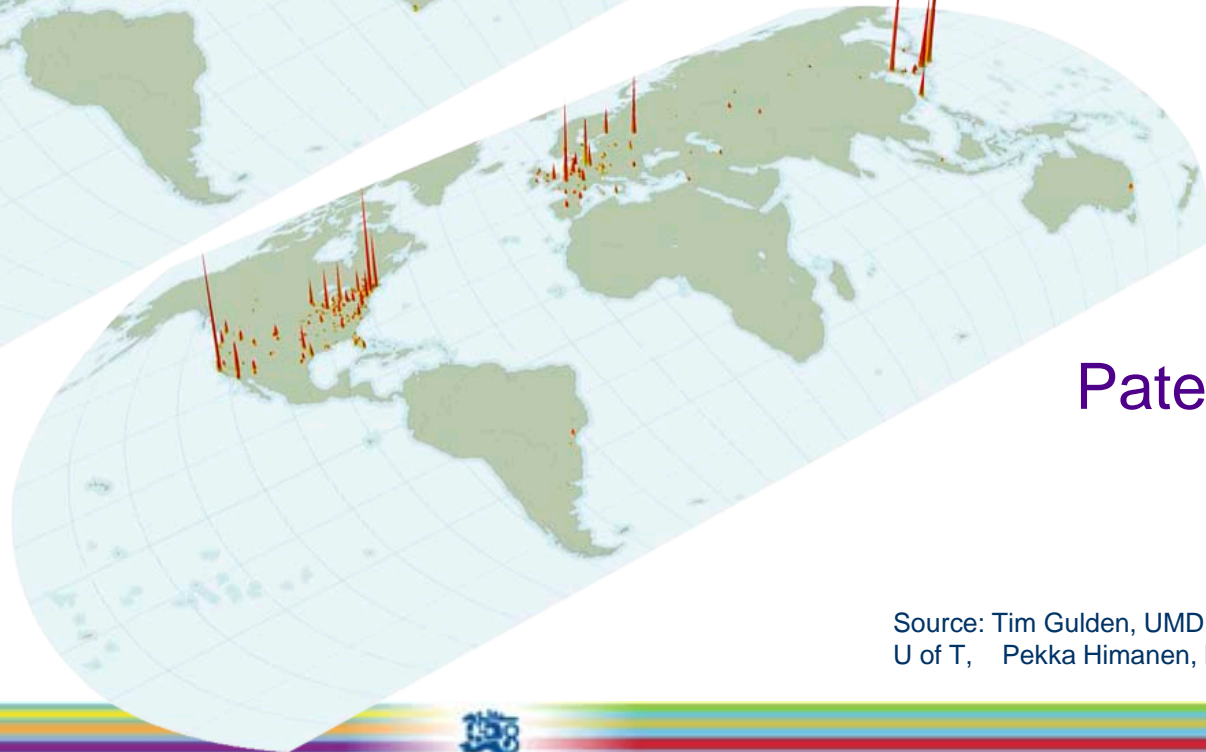
→ This has been successful policy, BUT the world has changed

The World is Flat... The World is Spiky....

Scientific publications



Patents



Source: Tim Gulden, UMD, Richard Florida, U of T, Pekka Himanen, HIIT



Key Challenges

- **Globalization**
 - New Division of labor
- **Technology development/Digital convergence**
 - Blurring industry boundaries, new opportunities
- **Climate Change**
 - Need for sustainable solutions
- **Aging population**
 - Need for renewed wellbeing services

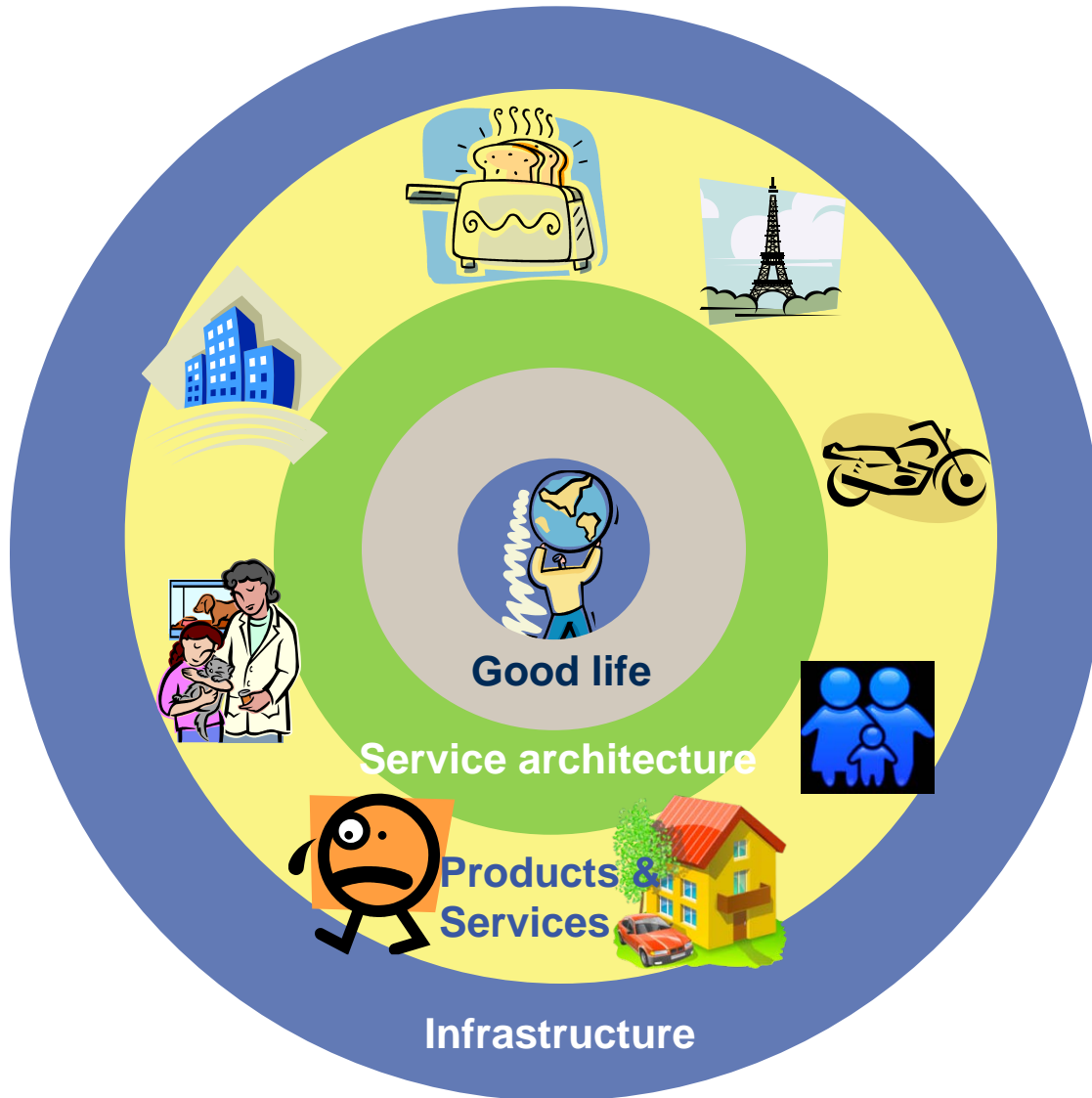
Finland's innovation strategy - Focal points



Finland's Vision



Human centric service architecture

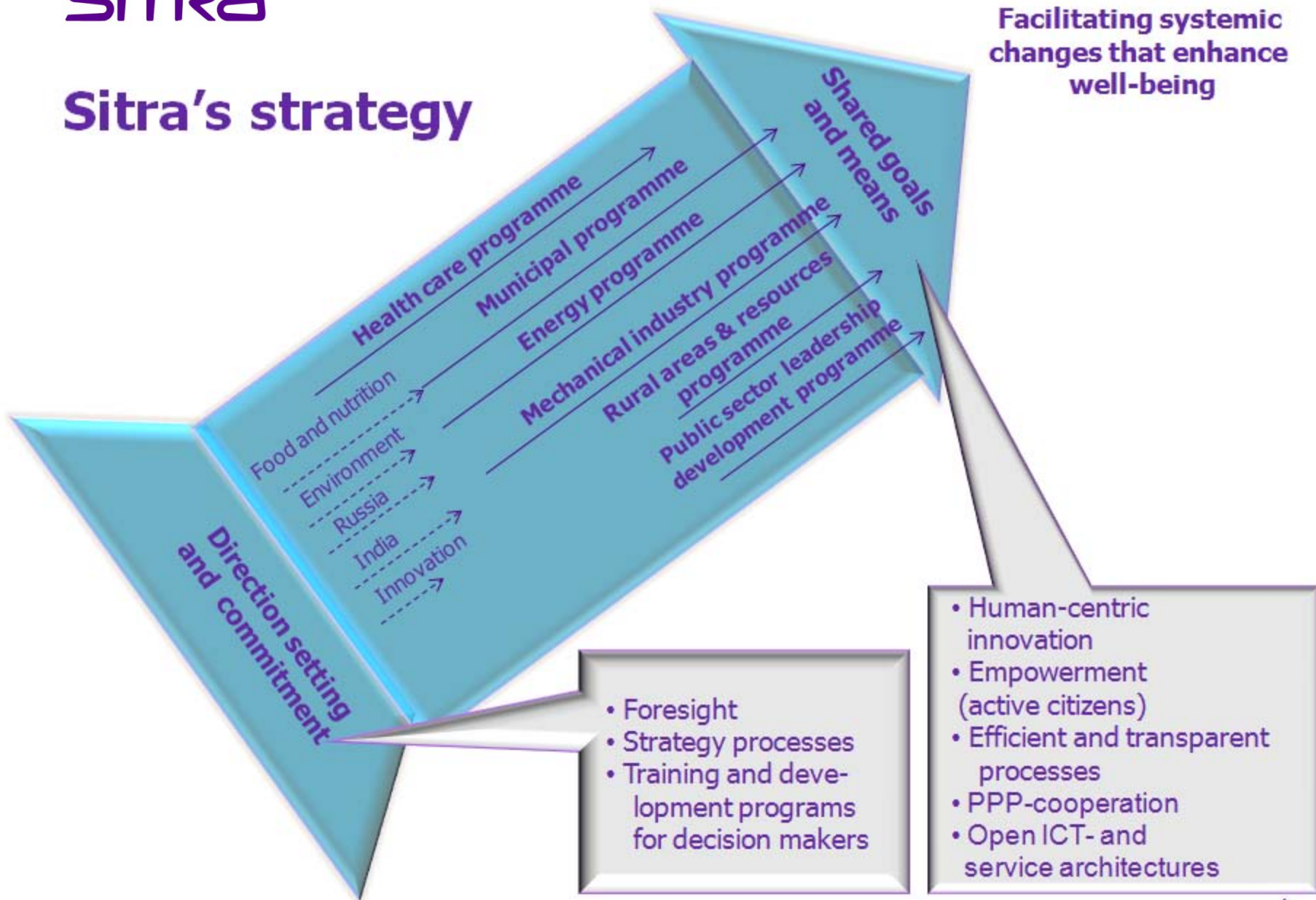


Key Enables

- **Systemic innovations**
- **Shared vision**
- **Open innovation policy**
- **Innovative ecosystems**

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Sitra's strategy



Vision
Facilitating systemic changes that enhance well-being

Direction setting and commitment

Shared goals and means

- Foresight
- Strategy processes
- Training and development programs for decision makers

- Human-centric innovation
- Empowerment (active citizens)
- Efficient and transparent processes
- PPP-cooperation
- Open ICT- and service architectures

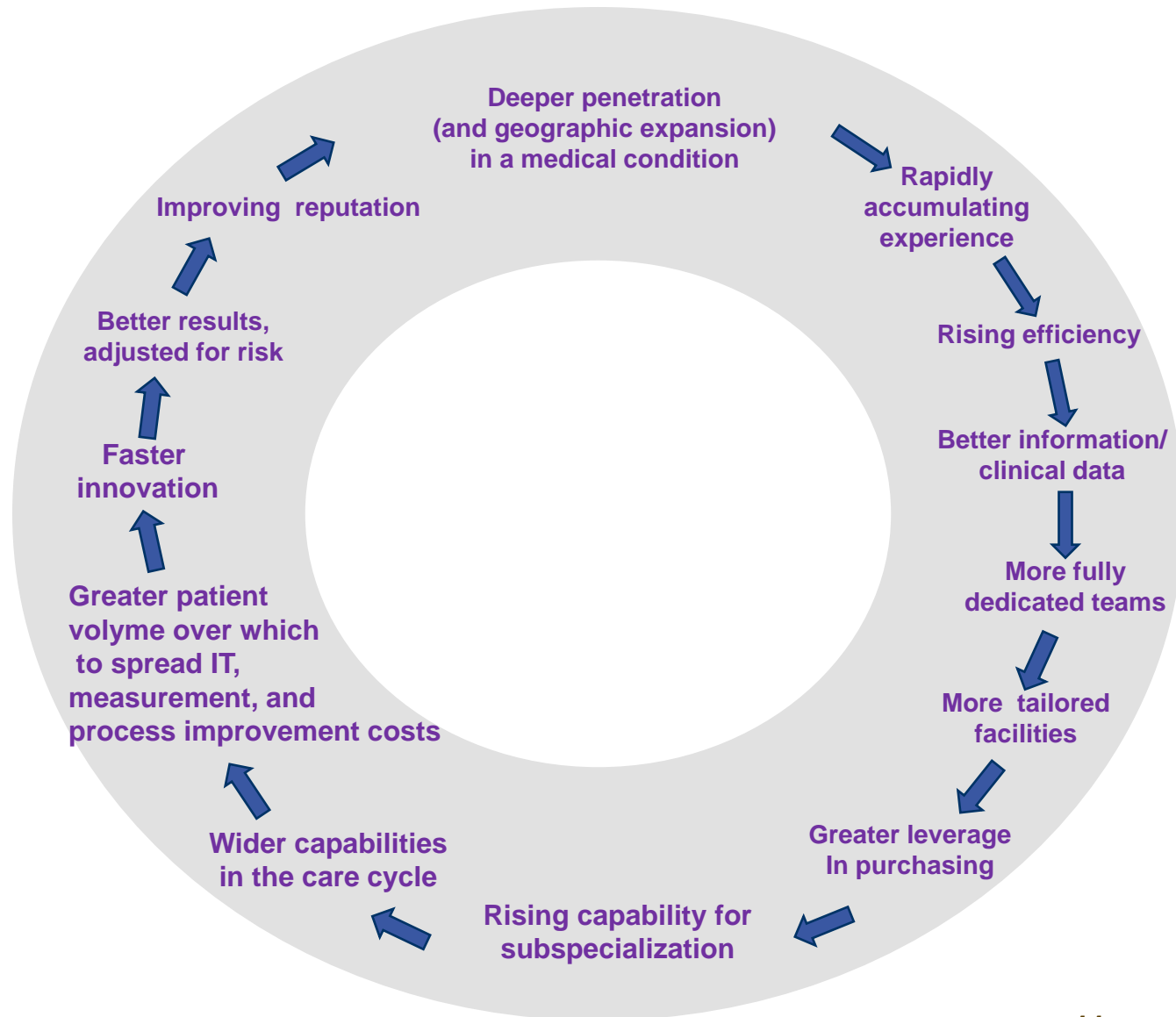
Finland's health care challenge



Principles of value-based competition

- **The focus should be on value for patients, not for just lowering costs.**
- **Competition must be based on results.**
- **Competition should center on medical conditions over the full cycle of care.**
- **High-quality care should be less costly.**
- **Value must be driven by provider experience, scale, and learning at the medical condition level.**
- **Competition should be regional and national, not just local.**
- **Results information to support value-based competition must be widely available.**
- **Innovations that increase value must be strongly rewarded.**

The virtuous circle in health care delivery




The challenge

How is Finland going to become the global forerunner in providing innovative well-being services for the aging population?

Support question for the challenge

- **How are users involved in the co-creation of new services?**
- **What is the distribution of tasks between the public and private sectors?**
- **Which are the interests of the different stakeholders and how are they addressed?**
- **Describe the prerequisites for developing new services to the target group**
- **Hint! You may start with a new (or existing) innovative service, and focus on the business model and process around the service**



**Building
a successful
Finland
for tomorrow.**

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