



Invitation to  
**Digital Healthcare Solutions From Finland**  
on **16<sup>th</sup> of November 2018**

**Date:** 16<sup>th</sup> of November 2018  
**Time:** Registration: 11:30 in Red Hall Foyer  
Seminar and presentations: 12:15 – 13:30 in Red Hall/Kırmızı Salon  
Break (\*): 13:30 – 14:00 in Red Hall Foyer/Kırmızı Salon  
B2B Meetings: 14:00 – 15:40 in A2 Meeting Room/A2 Toplantı Odası  
Afternoon Coffee: 15:45 - 17:00 Red Hall Foyer/Kırmızı Salon  
**Venue:** Hacettepe University, Sıhhiye Campus, Culture Center/Hacettepe Üniversitesi Sıhhiye Kampüsü Kültür Merkezi  
**Address:** Hacettepe, Hacettepe Ün. Sıhhiye, 06230 Altındağ/Ankara  
**Hosts:** Embassy of Finland in Ankara and Business Finland Istanbul  
**Language:** Simultaneous Interpretation English – Turkish

*(\*) A lunchbox will be available for our registered guests, which will be located in the A2 Meeting room where B2B meetings will take place.*

Embassy of Finland and Business Finland Istanbul cordially invite you to participate in the “Digital Healthcare Solutions from Finland” event. The event focuses on business co-operation between Finland and Turkey and provides an excellent platform for discussion on current developments in Finland on the sectors of health IT, remote and connected health, personalized health and health analytics. The event provides a possibility for direct business-to-business meetings with Finnish business delegates.

The Ambassador Pekka Voutilainen, Chargé d'Affairs of the Embassy of Finland in Ankara will open the “Digital Healthcare Solutions from Finland” event in Ankara, 16th of November 2018.

**Finland** – a country known for its high technology, quality education and advanced R&D – is represented on a visit of a high-level Finnish Business Delegation from Healthcare Industry.

**Finland Health** is a program that brings together the most distinguished Finnish healthcare and technology providers to offer a vast variety of medical services and devices that meet even the highest demands.

It would be appreciated if you could kindly confirm your participation, at the latest by **6<sup>th</sup> of November 2018**, by filling out the reply form available in the below web link. **The event is free of charge.**  
<https://www.surveymonkey.com/r/DigitalHealthFinlandKatilimTeyitFormu>

We look forward to welcoming you at the Digital Healthcare Solutions from Finland event.

Embassy of Finland in Ankara and Business Finland Istanbul

**FINLAND  
HEALTH**



**BUSINESS  
FINLAND**



## WHY FINLAND?

Finland is globally recognized for its high quality of life, an excellent public education system, and inclusive social welfare and healthcare systems.

The country also allocates the most resources to R&D within the European Union relative to economic output.

The World Economic Forum's 2015 –2016 Global Competitiveness Report ranked Finland first for the availability of scientists and engineers, university-industry collaboration in R&D, and the availability of the latest technologies.

Indeed, Finland's world-class research and technology competencies are a key reason it has one of the most efficient healthcare systems in the world. The healthcare system offers comprehensive and high-quality healthcare from primary healthcare services to specialized medical care –from newborns to the elderly.

The specialized fields of genomics, diagnostics, non-invasive measurements, imaging, patient/elderly monitoring, digital health, wearables, health services, senior care and hospital IT all position Finland as a healthcare thought-leader. Furthermore, the close collaboration between academic researchers and highly educated medical and healthcare professionals creates a foundation for evidence-based, multidisciplinary and increasingly individualized care.

Finland ranks among the three strongest health technology economies in the world. It is no surprise that, over the last two decades, the value of Finnish health technology exports has increased more than fivefold and the net trade surplus has increased ten-fold. Health Technology is the largest hi-tech export segment of Finnish industry.

Based on international rankings, Finland has the most efficient healthcare system. Did you know that 98% percent of Finland's patient records are in electronic format?

Innovative Finnish companies will help you to raise your healthcare to the next level.

For more information you may visit [www.finlandhealth.fi](http://www.finlandhealth.fi)

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## Digitalization in Healthcare Seminar Program:

### 11:45 Registration and Coffee

### 12:15 Opening Remarks

Ambassador Pekka Voutilainen, Charge D'affairs of the Embassy of Finland in Ankara

### 12:20 Welcoming Remarks

Prof. Dr. A. Haluk ÖZEN, Rector, Hacettepe University

### 12:25 Healthcare Prospects in Turkey

Dr. Şuayip Birinci, Deputy Minister, Ministry of Health **(TBC)**

### 12:35 Medical Devices Market Prospects in Turkey

Dr. Hakkı Gürsöz, President, Turkish Medicine and Medical Devices Agency **(TBC)**

### 12:45 – 13:30 Presentations of Finnish Business Delegation

*Presentators are listed on the left*

### 13:30 – 14:00 Break (\*)

*(\*) A lunchbox will be available for our registered guests, which will be located in the A2 Meeting room where B2B meetings will take place.*

*(\*\*) Program may subject to change.*

## Presentations of Finnish Business Delegation

12:45 – 13:30

### Digital Health from Finland

Talha Dayi, Advisor, Business Finland Turkey

### Nokia

Ahmet Aladaş, Sales Account Manager, Nokia

### Footbalance - Custom Orthotics for fast and reliable foot care

Mr. Olli Lehtonen, Global Medical Sales Manager, Footbalance Systems Oy

### mFore

Mr. Rajive Acharya, Managing Director, mFore OY

### Secapp

Mr.Kari Aho, CEO, Secapp Oy

### Optomed - Saving Sight with Digital Optomed Solutions

Mr.Petri Huhtinen, Business Unit Manager, Optomed Oy

### Myontec **(TBC)**

David Gambarte, Sales & Marketing Director, Myontec Oy



Invitation to  
**Digital Healthcare Solutions From Finland Day**  
**B2B Meetings**  
**16<sup>th</sup> of November 2018, 14:00 – 15:40**

**Date:** Friday, 16<sup>th</sup> of November 2018  
**Time:** 14:00 – 15:40  
**Venue:** Hacettepe University, Sıhhiye Campus, Culture Center/Hacettepe Üniversitesi Sıhhiye Kampüsü Kültür Merkezi  
**Meeting Room:** A2 Meeting Room/A2 Toplantı Odası  
**Address:** Hacettepe, Hacettepe Ün. Sıhhiye, 06230 Altındağ/Ankara  
**Hosts:** Embassy of Finland in Ankara and Business Finland İstanbul  
**Language:** English  
**Registration:**  
<https://www.surveymonkey.com/r/DigitalHealthFinlandKatilimTeyitFormu>

*\* Attending companies are on the following pages*

**15:45 – 17:00 Afternoon Coffee**  
**Red Hall Foyer Area (Kırmızı Salon Fuaye Alanı)**

**FINLAND**  
**HEALTH**



**BUSINESS**  
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#### **NOKIA**

As healthcare organizations face the challenge of becoming more effective while reducing costs, digital transformation has the best potential to achieve these goals. Today, manual processes continue to dominate healthcare. Securely automating the healthcare system as it moves to support more digital workflows means that a cloud capable healthcare IT foundation will be necessary. At the heart of IT foundation, is the network. A cloud-native network infrastructure must be developed to support data analytics, increasing digital endpoints, and automation that will transform care and lower its costs. Nokia can help you transition your network to support a real-time healthcare system that uses digital technology and practices to improve operations and patient outcomes. Our solutions let you build an agile and scalable IT infrastructure that supports multiple locations, handles massive volumes of digital health data, and enables care teams and patients to work and communicate more effectively

<https://networks.nokia.com/healthcare/it>



#### **FOOTBALANCE OY**

FootBalance was founded in 2003 by Erkki Hakkala, a pioneering Finnish physiotherapist and inventor who specialized in podiatric medicine and had the vision to improve foot health and reduce foot pain by making high quality, affordable, personalized custom-made products accessible to everyone. In the knowledge that over 75% of the population have some sort of foot alignment problem, FootBalance provides retailers, medical clinics and business partners with a unique opportunity to professionally assess the foot type of customers/patients, providing them with 100% custom insoles/orthotics for cushioned comfort, healthy feet and a perfect, personalized fit.

[www.footbalance.com](http://www.footbalance.com)

#### **mfore OY**

mfore provides healthcare solutions based on mobile technology's advantages to drive communication from connecting people to engaging people. We cover the whole spectrum of healthcare, from prevention and treatment to care, all in one convenient service based on mobile messaging. Patient engagement is key to improving health. Our solution allows health providers to keep patients engaged outside of visits. We provide a continuous connection to prescribed care and make it easy for patients to manage their treatment plans.

mfore has a wide range of engagement services for all types of healthcare. These services are customizable to meet the unique needs of each customer. Our services link to existing healthcare records, allowing for automated individualized patient communications.

As soon as leaving a visit, patients are engaged with communications relevant and timely to their specific care plans. Real time patient interaction provides doctors the information and data needed for easy population management and care improvement.

[www.mfore.fi](http://www.mfore.fi)



#### **SECAPP OY**

Secapp is all about reaching healthcare professionals when needed via alerting, dispatching and real time communications – some might even say that we are in the business of capturing people's attention in a hyper-connected world. This covers all from quick mass communications and alerting to targeting information specifically to people with certain skills, location and availability status. Secapp does not require any new devices but combines old and modern communications – from technical perspective combining TETRA and commercial (app, SMS, email, robot calls, windows desktop). All communication is secure and two-way making sure that daily operations as well as large scale accidents can be coordinated easily. Moreover, custom checklists and reporting enable getting rid of paper or excel based forms and sheets. The company behind Secapp has experience from mission-critical domains over a decade as well as developing future communication technologies for Nokia and European Space Agency. Secapp is in use in hundreds of organizations including hospitals, fire and rescue, cities, schools, oil and production industry and security companies with more than 44,000 users and 150,000 messages (alerts) sent monthly.

<https://www.secapp.fi/en/>



#### **OPTOMED OY**

Optomed Oy is an innovative Finnish medical technology company that specializes in retinal imaging devices and solutions.

Optomed's mission is to make eye disease screenings available for everyone, wherever needed. We develop, commercialize and manufacture modern, mobile and easy-to-use retinal imaging devices that are suitable for any clinic for the screening of various eye diseases, such as diabetic retinopathy, glaucoma and AMD.

Optomed's hand-held fundus cameras fulfill international ISO 10940 fundus camera standard requirements and are being used by private clinics, public hospitals, non-government organizations and charities around the world.

[www.optomed.com](http://www.optomed.com)



#### **MYONTEC OY (TBC)**

Myontec is a Finnish developer of intelligent clothing. Myontec has developed the world's first muscle-sensing smart shorts, the Mbody system. Using conductive textile sensors embedded in the shorts to collect biosignals from the skin above the muscles, our Mbody system measures activity in the leg muscles. Mbody is the first product to use cable-free electromyography (EMG), enabling real-time muscle performance analysis regardless of the environment or the type of activity.

Myontec offers its customers a new dimension in understanding their muscle behavior. We have created a broad and open user-based platform which enables the user to collect biosignal data and combine it with other relevant information and data.

We offer tools that help our customers achieve their personal goals. We see our role as helping people to become healthier and happier by offering them new insights. Our aim is not to replace any traditional methods, but to bring a new perspective in monitoring and analyzing performance by also measuring the muscular system. Our slogan, "Know Your Muscles", defines all that we are aiming for.

[www.myontec.com/en](http://www.myontec.com/en)

[www.slideshare.net/Myontec](http://www.slideshare.net/Myontec)