

Digital Health Solutions from Finland Day

Attending companies

16.11.2018

**Hacettepe University Culture Center
Ankara/Turkey**



Embassy of Finland
Ankara

COMPANY DESCRIPTION

- We create the technology to connect the world. Powered by the research and innovation of Nokia Bell Labs, we serve communications service providers, governments, large enterprises and consumers, with the industry's most complete, end-to-end portfolio of products, services and licensing.
- Nokia is enabling the infrastructure for 5G and the Internet of Things, and shaping the future of technology to transform the human experience.
- Nokia is a global leader in innovations such as mobile networks, digital health and phones

<https://networks.nokia.com/industries>

https://www.youtube.com/watch?v=Um5MUSdTf_0

PRODUCT/SERVICE EXAMPLES

- 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.

SOLUTION

- 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

FOOTBALANCE SYSTEM



COMPANY DESCRIPTION

- 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.

www.footbalance.com/medical

www.footbalance.com/

<https://www.youtube.com/watch?v=Kq4HW3gwKaw>

PRODUCT/SERVICE EXAMPLES

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.**

The 'FootBalance System' has opened up a new way for health care professionals and footwear specialists to offer an improved service to consumers/patients, whilst enhancing their foot health & wellbeing.

From an in-depth knowledge of the foot & its biomechanics, a close collaboration with medical professionals & athletes and advanced patented technology, FootBalance has developed a range of innovative 100% custom insoles/orthotics that are:

- Quick & easy to produce – in 10-15 minutes
- Convenient – produced within a store or medical clinic
- Affordable
- Proven – to reduce foot pain and/or foot related discomfort

MFORE



COMPANY DESCRIPTION

- 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.

mfore.fi/

<https://www.youtube.com/watch?v=vjo5vcvf2rg>

PRODUCT/SERVICE EXAMPLES

- 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.
- Benefits of Mfore's patient engagement solution are focused on patients. By improving the ability of patients to easily follow their treatment plans and giving a sense of connection with their healthcare provider, the benefits extend to the care providers as well. We help improve the efficiency and effectiveness of care for providers and improve health outcomes of patients.

COMPANY DESCRIPTION

- 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.

www.secapp.fi/?lang=en

<https://www.youtube.com/watch?v=2xQFPNn9vqI>

PRODUCT/SERVICE EXAMPLES

- Secapp is a **secure communication and management platform for smart messaging, alerting and paging**. Additional options for location tracking and geofencing enable more in-depth operational management. For maximal reach and robustness Secapp combines commercial and TETRA communication channels (including SMS, app, voice, email, SDS) under one easy-to-use tool
- With Secapp you can:
 - Improve usability, efficiency and reduce the amount of manual labour (e.g. calling people)
 - Quarantee how you reach people (via multiple channels)
 - Reduce costs when compared to traditional communication tools (mass SMS, calls)
 - Reduce the amount of human errors in critical situations
 - Improve security for lone workers and at critical wards, improve personnel safety with location information (where help is needed)
 - Reduce the amount of cancelled reservations due to patient neglecting or forgetting necessary instructions or forgetting the reservations

COMPANY DESCRIPTION

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



www.optomed.com/

PRODUCT/SERVICE EXAMPLES

- 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.
- Optomed's products are registered and marketed in all major markets: Europe, USA, China, Russia, Japan, Korea, India and Brazil.

BENEFITS

- Optomed's hand-held and easy-to-use fundus cameras can be used in any setting, from hospital operating room to rural screening camps.
- End users of our products are e.g. ophthalmologists, pediatricians, neurologists, diabetologists, primary care professionals, opticians and optometrists.

COMPANY DESCRIPTION

- 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.



www.myontec.com/en

www.slideshare.net/Myontec

PRODUCT/SERVICE EXAMPLES

- 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. Our technology has been validated at the scientific level and tested, proven and used by universities, high-level training centers and top-level sports organizations around the world.
- 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 helps 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..

Invitation to Digital Healthcare Solutions From Finland Day on 16th of November, 16 2018

Dte:	16th of November 2018
Time:	<u>Registration:</u> 11:30 in Red Hall Foyer <u>Seminar and presentations:</u> 12:15 – 13:30 in Red Hall/Kırmızı Salon <u>Break (*)</u> : 13:30 – 14:00 in Red Hall Foyer/Kırmızı Salon Fuaye <u>B2B Meetings:</u> 14:00 – 15:40 in A2 Meeting Room/A2 Toplantı Odası <u>Afternoon Coffee:</u> 15:45 - 17:00 Red Hall Foyer/Kırmızı Salon Fuaye
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

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. Embassy of Finland and Finland Health Program cordially invite you to participate in the “Digital Healthcare Solutions from Finland” event.

We are expecting that The Ambassador of Finland will open the “Digital Healthcare Solutions from Finland” event in Ankara on 16th of November 2018 and a high level of participation from Ministry of Health in Turkey is anticipated, as well.

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.

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, and health analytics. The event provides a possibility for direct business-to-business meetings with Finnish business delegates. The event will be followed by a cocktail between the hours 15:30-17:00.

It would be appreciated if you could kindly confirm your participation, at the latest by **8th of November**, by filling out the reply form available in the below web link. **The seminar is free of charge.**

<https://www.surveymonkey.com/r/DigitalHealthFinlandKatilimTeyitFormu>

We look forward to welcoming you at the seminar.

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