

## PVP, FRUCT & LAUREA:

## IoT BUSINESS SOLUTIONS FOR FINNISH HEALTHCARE SECTOR

Current Opportunities	Current Challenges
Aging population with long distances -> <b>end-user need</b>	Strict regulation regarding data and security; technology & solutions incompatible and/or too complex for end-users
Focus on savings & efficiency in all levels of healthcare -> <b>Need to fix or redesign service processes</b>	Big players with proprietary (closed) systems, technology & services are seen separate from one another
Growing number of early adopters among end-users- > <b>Committed group of people willing to contribute / co-create</b>	End-users being neglected or unrecognized, very little if any collaboration between tech & service developers
The changing stucture & organization model of Fnnish Healthcare -> <b>New approaches &amp; concepts needed</b>	Unclear business models – who eventually pays for the service, who leads the new concept design & engineering

### Creating Value for the End-Users

- Technology into visible and easy-to-adopt everyday services
- Focus on preventing health problems, not just treating
- Looking beyond the verticals, e.g. life management links together health & wellness, retail (nutrition), finance & insurance
- Who is the end-user and what is the value he/she perceives, what's the role of my company in providing that value

### Ecosystem

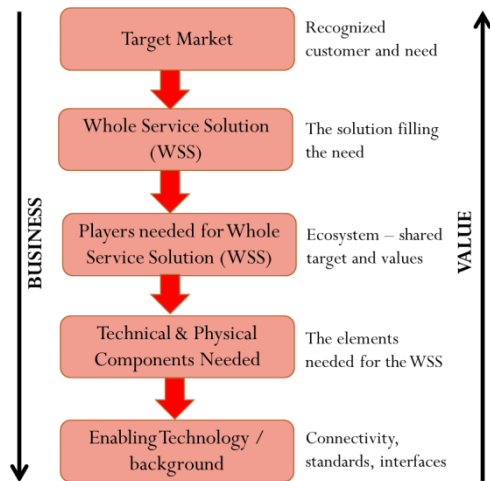
The value of the ecosystem is more than the sum of different players, requires shared targets and value:

- Driving company / organization: the one that provides the end service e.g. health clinic, private hospital
- Tech enablers incl. connectivity & security
- Tech & Service developers
- Service providers (On-demand)
- Data banking incl. processing / refinement
- Research institutes
- Development organizations

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### CUSTOMER-DRIVEN APPROACH PULL



### Process

- Should be on-going, not project-based
- Engages end-users already in the service design phase (co-creation)
- Customer feedback before heavy investments
- Measurable impact to ecosystem
- Health Care focused with cross-industry linkages to other areas of everyday life

### Whole Service

- Core technology
- Supplementary technologies & services
- Supporting services (can also be physical)
- Documentation including:
  - Business User Guide
  - Best Practices
  - Marketing & Utilization
  - Technical specs