DIGITAL SUPPORT – PHARMA PERSPECTIVE

NIILO FÄRKKILÄ, COUNTRY DIRECTOR
FEBRUARY 20, 2018
THERAPEUTIC AREAS

- Oncology/Hematology
- Bone Health
- Cardiovascular Disease
- Nephrology
2. Quality of life, improved productivity, cost avoidance, etc.
FINLAND IS A GREAT PLACE TO TRY NEW THINGS

- Readiness for change
- Human resources (educated, qualified staff)
- Smart data
- Health tech
- Innovation
- Ecosystem
- Digitalized healthcare
- Focus on outcomes
- Research / collaboration infrastructure (PPPs)
- Start-ups
- Public funding