



**Strategic challenge of the  
sustainable impementation of  
PM research and innovation  
outcomes**



**5.11.2019**

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**2nd ICPeMed Workshop  
Madrid, Spain**

The public authorities shall guarantee for everyone adequate social, health and medical services and promote the health of the population.

*The Constitution of Finland (731/99), 19 §*



# HEALTH SECTOR GROWTH STRATEGY - Direction for Developing the Ecosystem

VIDEO: [https://youtu.be/o5CSZK\\_6UFM](https://youtu.be/o5CSZK_6UFM)

## Finland to be

- The source and user of versatile and high quality scientific research, inventions and innovations.
- A preferred global partner in public-private collaboration in research and innovation.
- A dynamic operating environment for new companies.
- ...
- **A model country of sustainable development and implementation of personalized healthcare.**

Enterprise and innovation department  
26.5.2014

### Health Sector Growth Strategy for Research and Innovation Activities

MEE reports 16/2014



### Innovating together

Health Sector Growth Strategy  
for Research and Innovation Activities  
Roadmap for 2016–2018



Health sector  
GROWTH STRATEGY



# WHAT THE FINNISH GOVERNMENT HAS DONE TO PROMOTE SUSTAINABLE IMPLEMENTATION OF PERSONALIZED MEDICINE

Finnish governments are systematically investing in the **infrastructure** for personalized medicine research, innovation, education and data management clusters/centers of excellence.

- Establishing **National**
  - **Cancer Center FICAN**
  - **Genome Center**
  - **Drug Development Center**
  - **Neurocenter**
- Enhancing the joint activities of the **biobanks**
- **What about implementation in the health system?**





# CLUSTER OF EXCELLENCE – FINNISH CANCER CENTER, FICAN

**20 Hospital districts and 5 medical universities** have established the Finnish Cancer Center, FICAN, backed by a Governmental Decree.

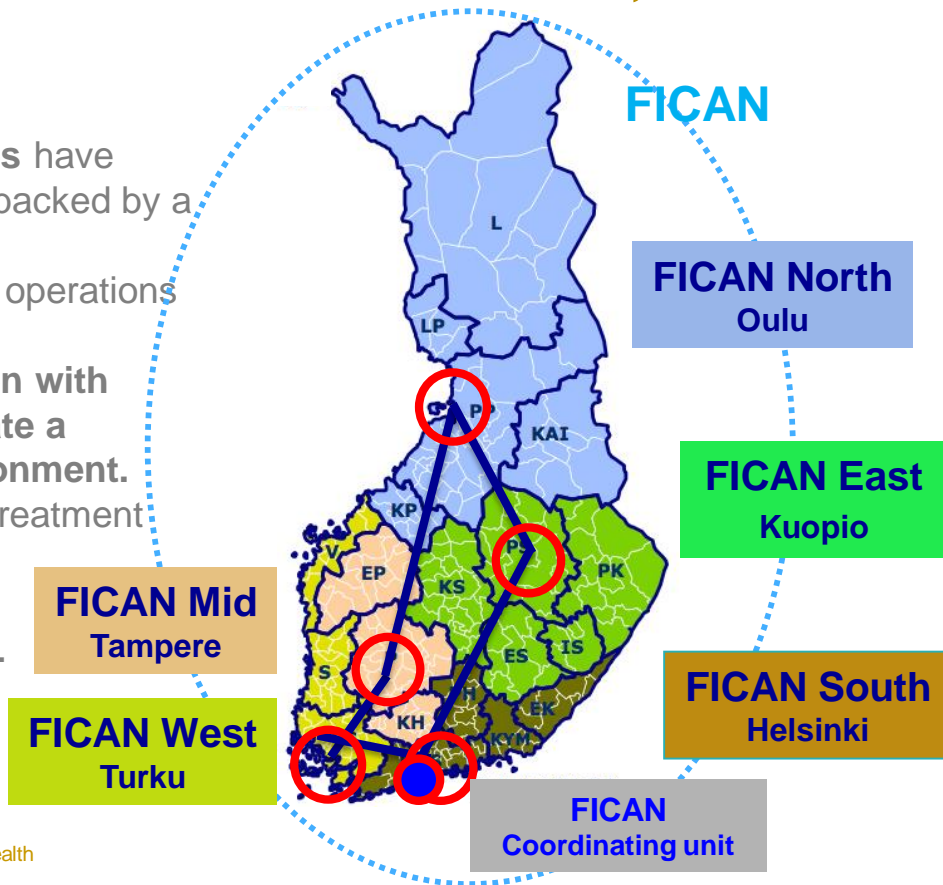
Five regional cancer centers are in charge of the operations coordinated by a joint coordinating unit.

**Combines high-quality research and education with prevention, diagnostics and treatment to create a nationwide cooperation and innovation environment.**

Safeguards equal access to high quality cancer treatment also in the future – keeping PM in mind.

**Fully operating in 2019 (KickOff 22<sup>nd</sup> of Oct 2019).**

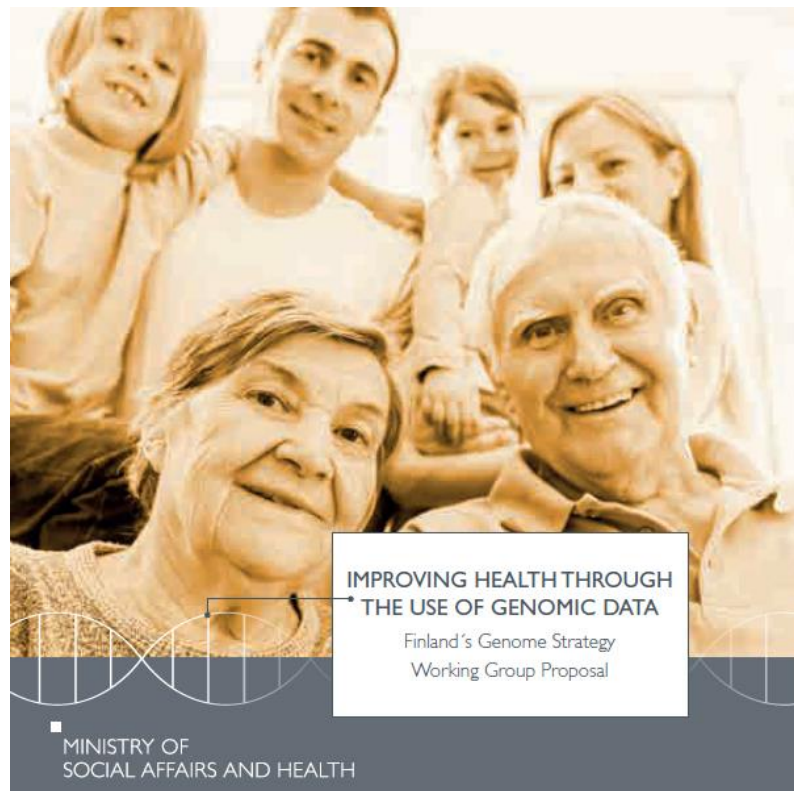
Finland – one of the best cancer patients survival rates; Lancet Oncology, 2007, and 2014.





# FINLAND'S GENOME STRATEGY PUBLISHED IN 2015

- We are aiming to establish, by the end of 2020, a **national Genome Centre** and a **legal framework** that will enable genomic data to be used effectively in healthcare, research and development.
- We want to make sure that everyone has an **equal opportunity to benefit from the use of genomic data.**





- The Genomics Policy Brief is a report produced by the European Observatory on Health Systems and Policies, tailored to the needs of health policy makers for informing them about available evidence and best governance practices.
- The draft genomics policy brief was presented in Brussels during the Finnish EU Presidency event on “*Genomics and Personalized Medicine in Public Health*” 10<sup>th</sup> October 2019.

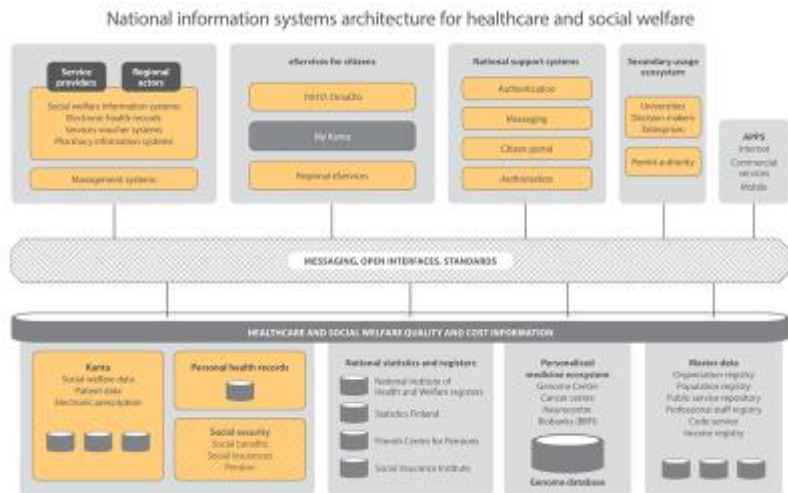
# Regulating the unknown

A guide to regulating genomics  
for health policy-makers

**DRAFT**

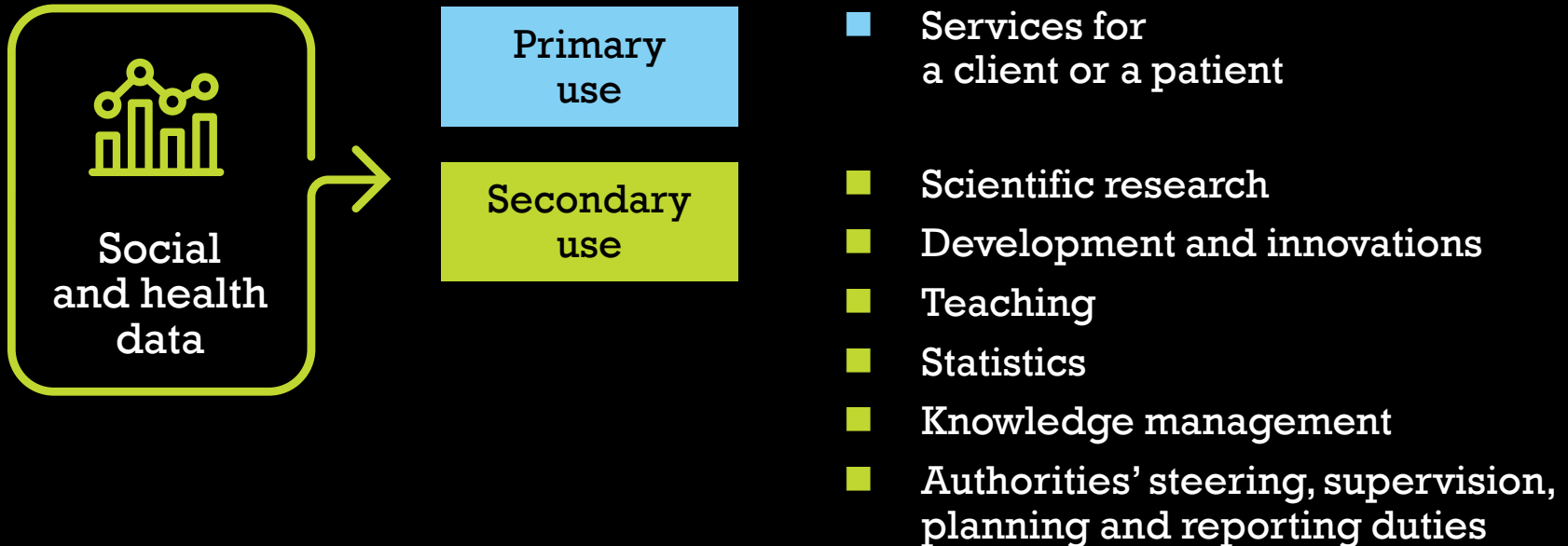


# DIGITALIZATION AND ACCESS TO DATA HAS CHANGED IT ALL - AND WHAT THEN?





## Secondary use of social and health data



A woman wearing a cycling helmet and a black and white jersey is sitting on a bicycle in a field of tall grass. She is looking off to the side with her hand near her chin. The background is a soft-focus field of tall grass.

# FINDATA

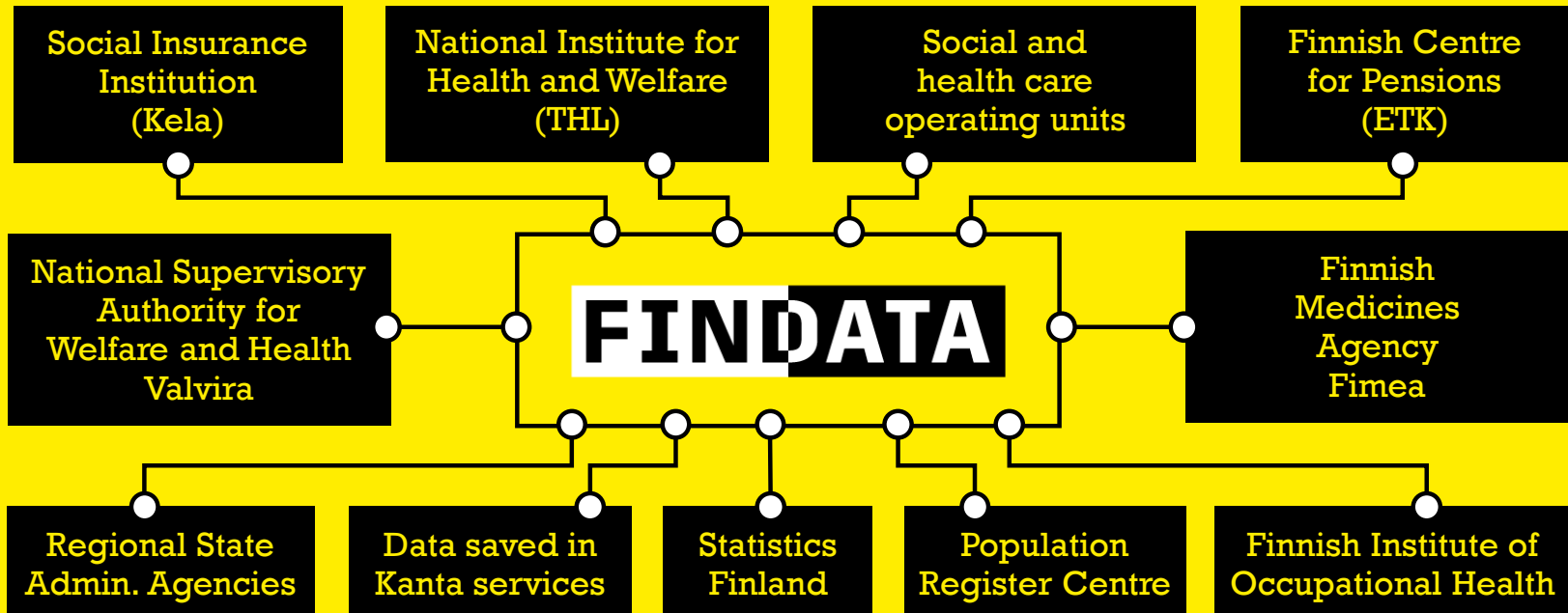
## HEALTH & WELFARE

Operation of the new data  
permit authority will be  
launched in 2020

Social and Health  
Data Permit Authority

# FINDATA

The following controllers will provide access to data specified in the Act through Findata



## Secondary use of data will benefit the entire society



### ENABLING LEGISLATION

Public health

National economy

Social and health service clients, citizens

Authorities steering social and health service activities

Social and health sector management

Social and health sector service providers

Social and health care professionals

ICT companies

Startups

Research institutes and universities

Pharmaceutical companies

Development organisations



# PERSONALIZED MEDICINE WILL TRANSFORM HEALTH SYSTEMS – DISRUPTION FOR THE BENEFIT OF ALL?

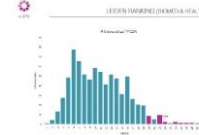
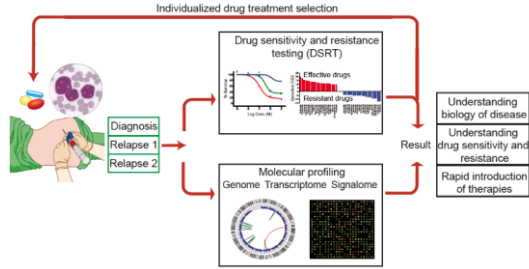
Building a **sustainable PM ecosystem that delivers** is a joint venture of citizens, companies, authorities and health care providers:

- Legislation and ethical principles => established procedures
- An open, innovative environment for PPP
- Professional excellence (medical, legal, ICT)
- Dialogue with the health system and public health experts / opinion leaders
- Trust – yes but between whom?



# How we really should keep score

Courtesy of Dr. Mark Daly

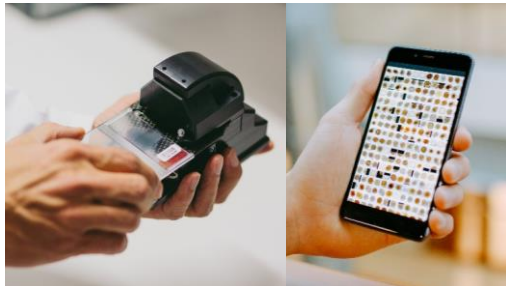


ISM in leukemias

*500 patients fully evaluated  
50 have had therapy guided  
by results!*



NORDIC EMBL  
PARTNERSHIP FOR  
MOLECULAR MEDICINE



Mobile microscopy (Lundin)  
*State of the art AI/microscopy delivered in Africa*

Courtesy of  
FIMM Director  
Dr. Mark Daly



Kardiokompassi (Widen, Ripatti)  
*Delivering risk information to  
Individuals induces lifestyle change*



**DATA-DRIVEN INNOVATIONS ARE  
MOONSHOTS OF THE 2020'S.**

**CONTINUE TO EXPLORE THE UNKNOWN!**

**SUSTAINABLE IMPLEMENTATION OF  
PERSONALIZED MEDICINE IS ONE OF THE  
(MANY) STRESS TESTS OF MODERN HEALTH  
SYSTEMS.**

- *significant health problems*
- *solutions with added value*
- *availability to all in need*

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