



Findings from the development of Finnish social and healthcare innovation activities

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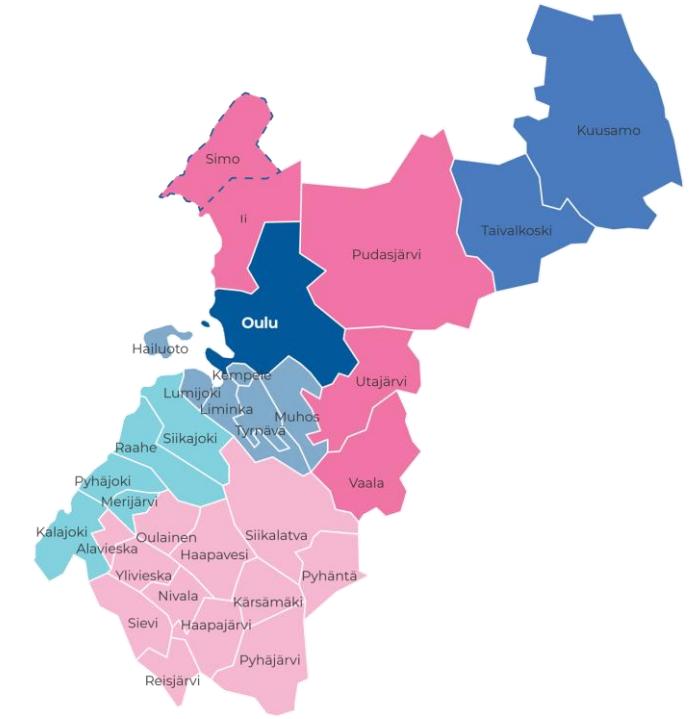
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- Innovation coordinator of the Oulu University Hospital and North Ostrobothnia Wellbeing services county
- Lead developer of social and health care innovation and co-creation activities of North Ostrobothnia Wellbeing services county
- Developer and coordinator of Finnish national Innovation and Strategy network
- Researcher – focus of research: leadership of public social and healthcare innovation activities



Wellbeing services county as an innovation platform

- The social and healthcare system faces major challenges
 - an aging population
 - the retirement of the workforce
 - the demands for high-quality care and cost-effectiveness of services
 - technological, economic, and political conditions are changing constantly
 - In Finland, additional challenges are caused by
 - uneven economic, social and regional development
 - the economic resources that do not grow at the same pace as the need for services
- The need to constantly create and adopt new, innovative solutions
- Agile development and flow of information are being hampered by
 - ✓ complexity of the context
 - ✓ traditional structures (eg. hierarchies and bureaucracies..)
 - ✓ **lack of scientific and practical expertise in appropriate ways to lead innovation activities in the public social and healthcare context**
 - ✓ **need for appropriate (suitable for the context) models for innovation activities in public social and healthcare**



In Finland the new 22 wellbeing service counties, responsible for all healthcare, social welfare and rescue services are in operational since January 2023

“The journey”



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International Journal of Value Chain Management > 2020 Vol.11 No.1

Title: Collaborative innovation in healthcare: a case study of hospitals as innovation platforms

Authors: Pauliina Hyrkäs; Lotta Haukipuro; Satu Väinämö; Marika Iivari; Anna Sachinopoulou; Jukka Majava

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Abstract: Rising healthcare costs and vast business opportunities in health markets have resulted in a great demand to enhance innovation creation. However, innovation development in healthcare is challenging because the fragmented and complicated context. Potential means to tackle the challenges include utilising the concepts of open innovation and co-creation, which require organisations to develop new roles and relationships with multiple stakeholders. This paper analyses a 12-month co-creation project where a new collaboration model for healthc



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Innovation Instruments to Co-Create Needs-Based Solutions in a Living Lab

Lotta Haukipuro, Satu Väinämö, Pauliina Hyrkäs

May 2018

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“What could be better than listening to an end user telling a potential customer about the need for our solution?”

CTO of a participant company



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International Journal of Innovation and Learning > 2022 Vol.31 No.1

Title: Factors enabling innovation activities: combining perspectives of personnel and management of a public university hospital

Authors: Pauliina Hyrkäs; Nina Lunkka; Jarmo Reponen; Marjo Suhonen

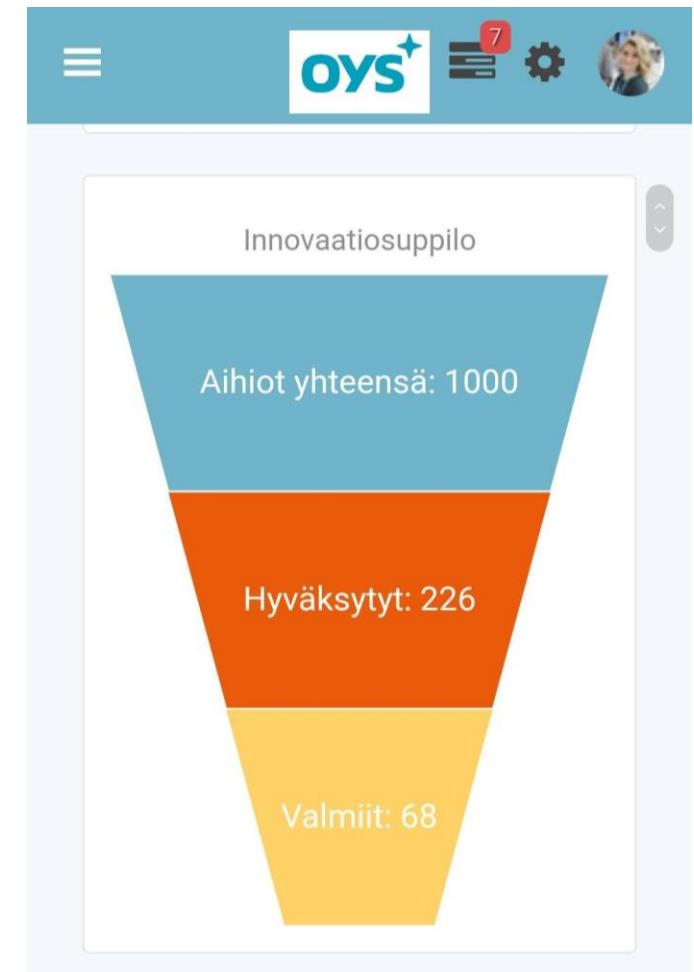
Designing new practices

- University Hospitals as Innovation Platforms (YSI) project (2016-2017)
- Partners: University hospitals and universities of city of Oulu and Turku, Turku Science Park Ltd as a coordinator
- **The main objective was to develop an operating model to co-create new innovations from hospital needs**

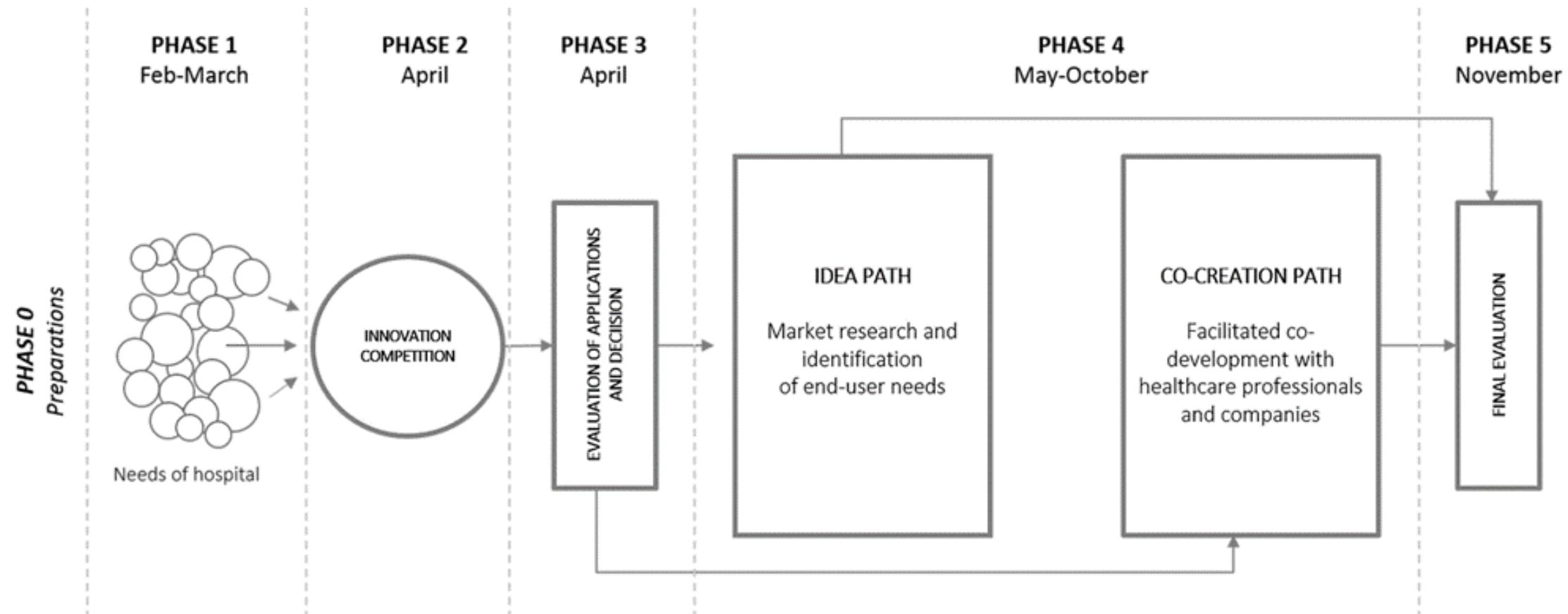
RQ: How organisations in the healthcare context experiment with and learn from collaborative innovation?

- ✓ Success in implementing the innovation process requires careful preparation, sector-specific knowledge, and active efforts throughout the whole process.
- ✓ A uniform approach to innovation development will improve organisations' internal practices.
- ✓ Co-creation allows different professions to work on the same goals, which strengthens multi-professional cooperation and collaboration within the hospital organisation.

Read more: <https://6aika.fi/en/project/university-hospitals-as-innovation-platforms-ysi/>



YSI University Hospitals as Innovation Platforms project: Co-creation model for Finnish university hospitals



[Hyrkäs, P., Haukipuro, L., Väinämö, S., Iivari, M., Sachinopoulou, A. and Majava, J. \(2020\) 'Collaborative innovation in healthcare: a case study of hospitals as innovation platforms', International Journal of Value Chain Management, Vol. 11, No. 1, pp.24–41.](#)

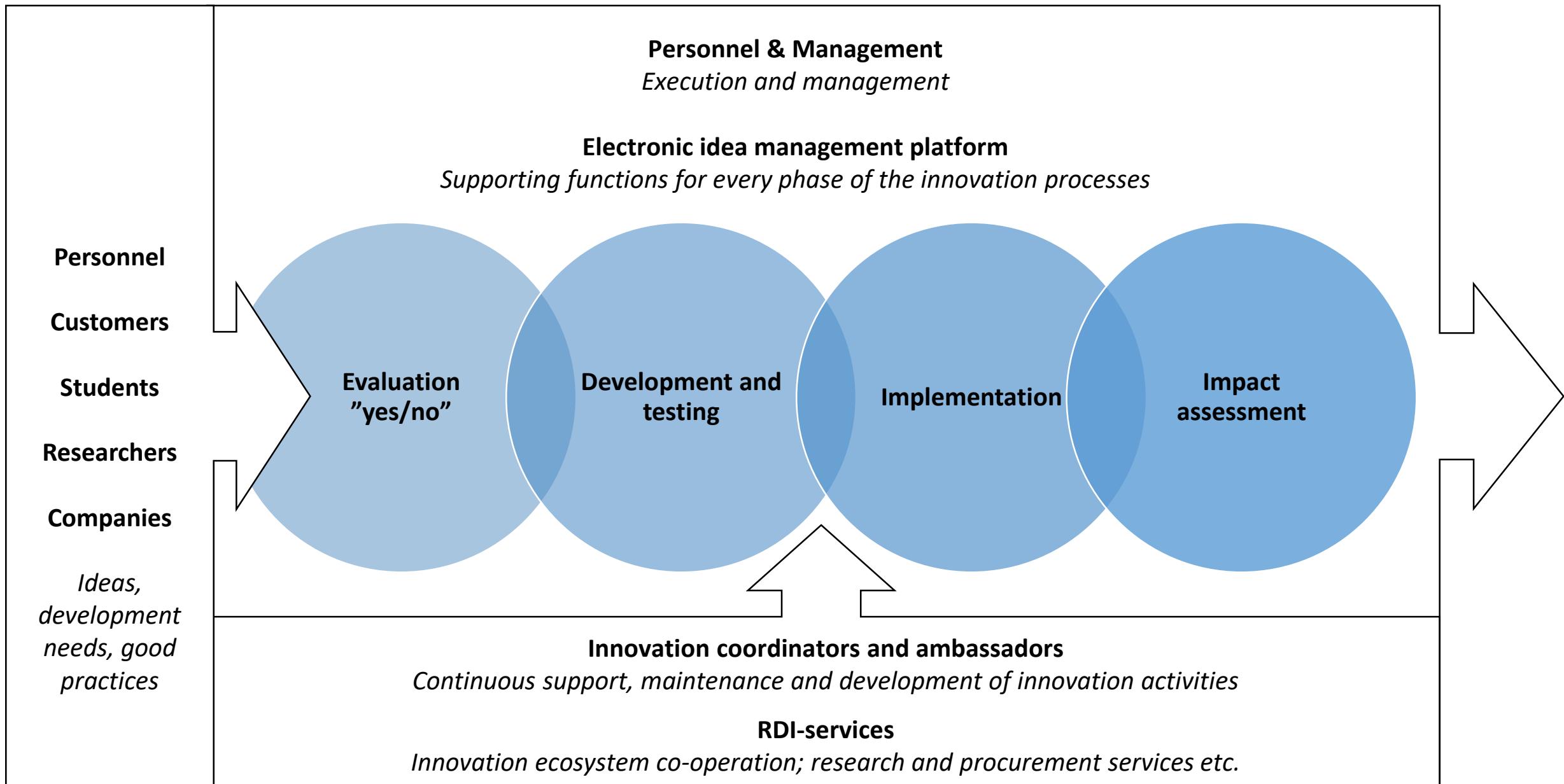
The Co-creation model of North Ostrobothnia Wellbeing Services County

The county's common co-creation model has been created (2017-2021) and implemented (2021-) to enable and enhance stronger cooperation as well as involvement of all stakeholders in the development of social and healthcare services at the North Ostrobothnia Wellbeing services county.

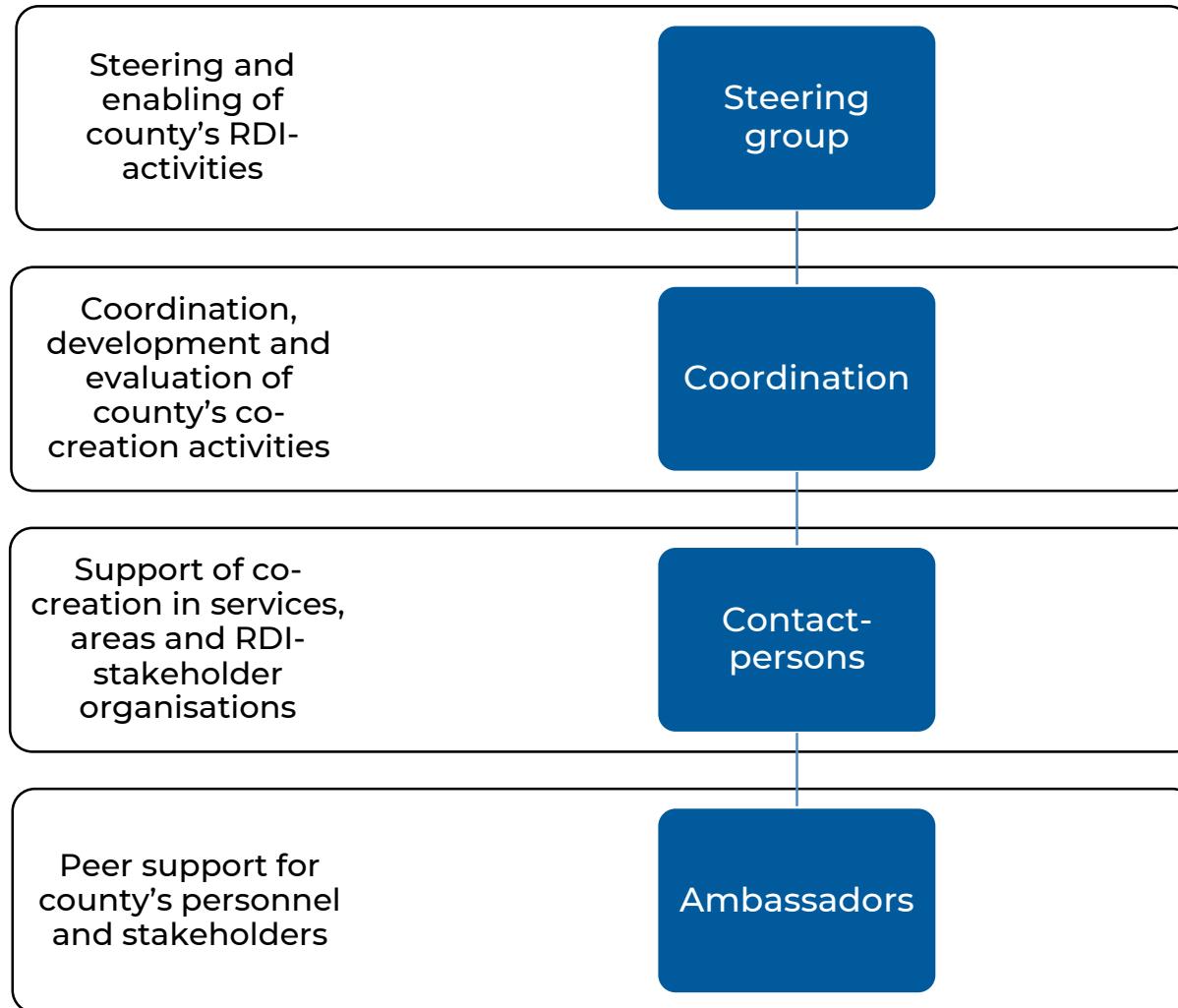
The model describes

- **The uniform practices** to continuously and systematically lead, manage and coordinate as well as enable and support innovation co-creation activities of the county and its stakeholders.
- **Continuous support** provided to all stakeholders participating in co-creation activities
 - **enabling roles** (innovation network involving key-representatives of different areas, services and RDI-organisations (eg. universities)
 - **enabling tools** (eg. common electronic co-creation platform of the county's organization / and its stakeholders)
 - **enabling services** (innovation, development, testing and validating services, eg. [OuluHealth Labs](#) and [FinCCHTA](#) services)

Uniform practices



Enabling roles



County's common co-creation supporting electronic platform

Co-creation platform

- enables documenting and facilitating development processes in collaboration with all necessary experts
- provides a time and place independent virtual channel for all stakeholders to participate
- supports a more uniform development and deployment of services
- enables the agile sharing of good practices and developed solutions for the common use of the county

The image displays two screenshots of a mobile application interface for co-creation, likely a web-based platform designed for mobile devices.

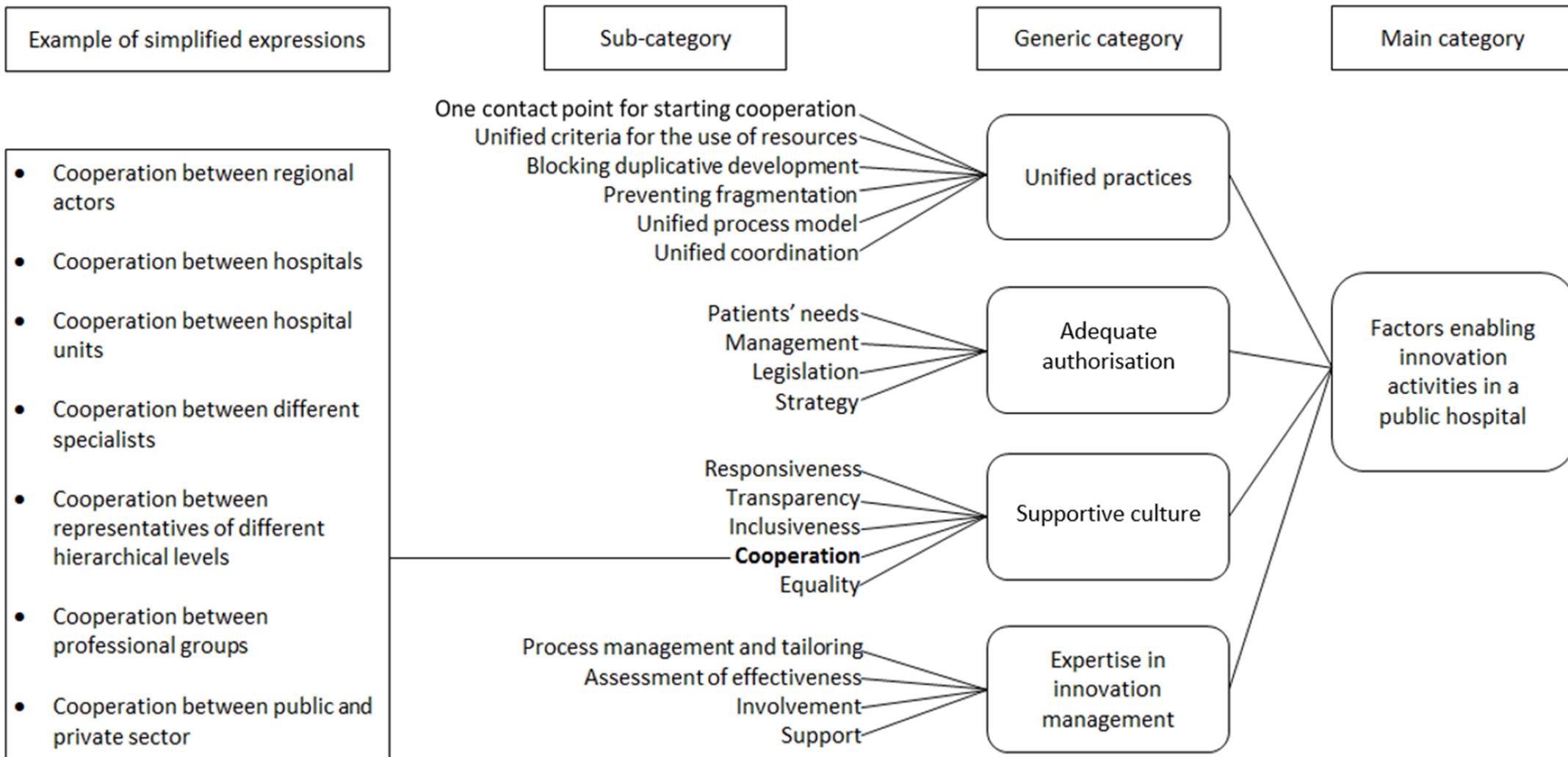
Screenshot 1: Hyvinvointialueen yhteinen

This screenshot shows a landing page or a specific section of the platform. At the top, there is a search bar with the word "Hae" and a magnifying glass icon. Below the search bar, there is a header with the text "Hyvinvointialueen yhteinen". A sub-header below it reads: "Tälle kanavalle voit kirjata Pohjois-Pohjanmaan sosiaali- ja terveyspalveluja koskevan kehittämisehdotuksen, jota voimme yhteiskehittää alueellisesti eteenpäin." To the right of the text, there are icons of two people and a document. Below the header, there are two tabs: "Syöte" (selected) and "Työnkulku". At the bottom of the screen, there is a blue button labeled "+ Luo uusi ehdotus" and a small icon.

Screenshot 2: Hyvät käytännöt

This screenshot shows another section of the platform. The title "Hyvät käytännöt" is prominently displayed. Below the title, there is a sub-header: "Tällä kanavalla voit jakaa koko Pohjois-Pohjanmaan tietoon hyväksi havaittuja käytäntöjä. Ilmianna rohkeasti toimivaksi todettu ratkaisu tai toimintamalli!". Below this text, there are two tabs: "Syöte" (selected) and "Työnkulku". At the bottom of the screen, there is a blue button labeled "Luo uusi ehdotus".

Factors enabling innovation activities in public university hospital



Examples of ongoing and successfull co-creation in Oulu

The need presented by social and healthcare professional or customer, solution co-created with start-up company and other stakeholders.

- **Buddy Healthcare:** Digital breastfeeding support app for pregnant women and new mothers
- **Vitacam:** Vital sign measuring using digital cameras and computer vision
- **Kipuwex:** Device for pain management and monitoring of newborns and young children



Idea challenges (example):

<https://ouluhealth.fi/can-culture-art-and-health-go-together-ouluhealth-launches-an-innovation-process-to-improve-social-and-healthcare-services/>

The Social and Healthcare Innovation and Strategy network

INNO
KYLÄ

- In addition to creating a county's own co-creation model, the North Ostrobothnia has designed and launched **a national Innovation and Strategy network in co-operation with the Innovillage service** (provided by the Finnish institute for health and welfare, the Ministry of social affairs and health, Finnish Federation for Social Affairs and Health and Association of Finnish Municipalities).
- **The aim** of the network is
 - to share good practices
 - to solve common challenges through cooperation
 - to improve social and health care capacity for innovation
 - to prevent duplication of development
- Since the launch (6/2021), the network has generated widespread interest: hundreds of experts from different sectors interested in the development of social and health care have signed up to network activities
- One of network's main goals is to create **a common social and healthcare co-creation model for Finnish counties** through national cooperation.



[Innovillage](#) is an open innovation environment for health and welfare. It provides tools, events and support for the collaborative and open development of different ways to promote health and welfare.

Thank you!

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