TERVEYSTALO
TODAY
Terveystalo as a company

In only ten years, Terveystalo has grown into the leading healthcare service provider in Finland. The conglomerate of four private clinics has quickly grown into a healthcare service group which covers the whole of Finland and plays a significant role in the development of Finnish healthcare services. Terveystalo is a young company within the industry, built on numerous corporate acquisitions. Terveystalo operates on a nationwide scale engaging the services of 6,500 healthcare professionals with extensive professional expertise and long-term experience. In 2014, there were more than 4 million patient visits and close to 2.5 million physician’s appointments, which amounts to 10% of the total number of appointments conducted annually in Finland.

Terveystalo’s strategy

Our high-quality and customer-oriented services promote the health of Finns and thereby the well-being of Finnish society as a whole. Our values – know-how and caring – steer our operations at all levels. Our growth is based on six strategic choices:

Superior care experience
Each encounter with the customer during the care process contributes to the customer experience. 900,000 customers choose Terveystalo every year. For us, listening to the customer and understanding their needs are as significant as the high quality of care.

The preferred partner to our customers
Terveystalo offers its customers the most versatile range of well-being services through the most extensive service network in Finland. Customer experience steers our operations. In addition to answering our customers’ needs, we utilize our unique patient database for producing new knowledge about health and healthcare. We generate additional value for our customers by enhancing the effectiveness of our care, improving workforce productivity and providing tools for managing occupational well-being and promoting employee health.

The most desirable employer for professionals
We provide healthcare professionals with the best opportunities for professional development and education, and we offer a vantage point into the development of Finnish healthcare. The personnel satisfaction shows as better care and service experience to our customers.

Local quality leader with nationwide scale benefits
We serve our customers individually and locally. We have the most extensive clinic network in Finland, providing excellent service availability. Thanks to our national coverage, we are able to develop digital services and patient care processes which are extremely effective both medically and financially. For our customers, this translates to reliable deliveries and excellent, uniform quality across all of our clinics.

Measurable medical outcome
We are the leader in measuring the quality and impact of care and in the publication of related results. Clinical quality and impact of treatment are a competitive advantage for us, helping us to reach our other objectives.

Responsible social innovator
We want to be extensively involved in developing healthcare in Finland and promoting the well-being of Finnish people. We seek to increase openness and patient focus in the sector and introduce new solutions to face the challenges of healthcare.
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In the cover photo: Anna-Maria Tynkynen, general practitioner, and Päivi Honkanen, clinic manager
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The general economic situation was also reflected in health services in 2014; the number of employed people within the scope of occupational healthcare dropped, and private consumers used less money in health services. At Terveystalo, the development was seen as slower growth than expected, but even in such a difficult situation, we managed to increase our market share. A total of 4,023,410 patient visits were made to Terveystalo during the year, and our total sales rose to EUR 474 million.

The original target of the ongoing social welfare and healthcare reform was to meet the challenges of availability and productivity, in other words, to give us tools to combat against the sustainability deficit. To be able to lead healthcare services cost-effectively, we must be able to significantly more extensively take advantage of innovations and technology, utilize national health data, and measure and openly compare the quality and impact of healthcare services. Instead of clinical treatment, we must invest in prevention, and both clinical and financial follow-up must cover the entire treatment chain of the patient.

Private healthcare is already a very significant part of our healthcare system and a genuine alternative for a growing number of Finns. Last year, 893,569 different private customers sought service with us. Our Net Promoter Score (NPS) index measuring customer satisfaction developed positively throughout the year, and was 67.9 (53,000 respondents) and 86.3 with regard to hospital services (8,850 respondents) by the end of the year. Terveystalo has sought to develop its services in a more customer-focused direction by improving the availability of services, making it easier to deal with us, and developing the quality of care.

We as a society lose approximately EUR 4.5 billion annually in costs of work not done: in absences due to sickness, incapacity for work, and premature retirement. The majority of these costs could, however, be manageable, according to a benchmark study on working ability management, every additional euro invested in active working ability management will generate approximately six euros in net income. Occupa-

CEO’S REVIEW: Instead of medical treatment, we must invest in prevention, and both clinical and financial follow-up must cover the entire treatment chain of the patient.
tional healthcare is sometimes criticized for excessive medicalization. However, the best results are created when the preventive measures of occupational healthcare are integrated with medical care, because recognition of the correct risk groups and targeting of preventive measures are not possible without the knowledge of reasons for absences and their distribution in the organization, which is gained through medical care. A seamless treatment pathway and quick access to care allow avoiding long sick leaves, which are often significantly more expensive to the employer than an individual procedure.

The requirements for healthcare are increasing when the age structure changes; at the same time, when medicine and forms of treatment develop, huge, as yet unrecognized new cost and targeting pressures arise. In citizen questionnaires implemented by various parties, the most important message that comes across is the general concern for the availability and quality of healthcare services. The challenges are global, and it is not worth for Finland to only look for national solutions. I believe that our future system will inevitably be based on cooperation between public and private healthcare – the same system the rest of the world seems ready to adopt. Effectively controlled and produced healthcare where innovations are allowed to develop the market may also put us right back on the path to economic growth, if it is given a political chance.

In its global review of healthcare, Boston Consulting Group highlighted Terveyslaitos as the only Nordic operator parallel to the United States Kaiser Permanente and Cleveland Clinic and the German Martini-Klinik and Schön Klinik among the global innovator companies in healthcare which have begun to measure the quality and impact of care. We would welcome the chance to share our treatment cost and impact experiences more extensively for the development of Finnish healthcare, hoping that they will encourage us as a society to make real decisions to improve healthcare.

Yrjö Närhinen
CEO
Terveystalo’s forward-looking work as a developer and sparring partner of the industry has attracted international attention.

Terveystalo was the only Nordic operator singled out in Boston Consulting Group’s report as one of the global innovator companies in healthcare which have begun to measure the quality and impact of care and openly publish treatment results.

The example companies have developed their operations in accordance with the Value-Based Hospital model, and they distinguish themselves from their competitors by promoting customer focus, effective operating models, and the impact of care.

Helka Koivu
specialist in orthopedics and traumatology
WE ARE FORERUNNERS IN MEASURING IMPACT.

Open flow of information and measurement of impact help the entire healthcare to develop and enable better care for patients. It benefits all operators if the quality of care is systematically monitored and the results are used for the public good.

The most important quality indicator is the patient’s own experience of the success of treatment. In the treatment of national diseases, in particular, we still have a long way to go to achieve sufficiently good care. Terveystalo wants to be in the front line improving the outcome of care and patients’ quality of life.

Smoothness and speed throughout the treatment chain

From the point of view of the patient, an effective treatment chain plays a major role in quick recovery. Quick access to care and expert assistance without unnecessary waiting is particularly important in accidents or other sudden injuries to avoid a vicious circle of long sick leaves. When emergency service is given swiftly and the patient immediately receives the correct diagnosis and care, the entire treatment chain and the recovery of the patient gain a quick start. For the patient, an effective treatment chain is fast and smooth and provides comprehensive care, where healthcare professionals (e.g., the attending physician, radiologist, and physiotherapist) plan and treat the patient in cooperation.

Systematic monitoring of the treatment chain has provided promising results in orthopedics, in particular. Terveystalo is the only nationwide operator which has adopted a quality monitoring system for the treatment chain of orthopedic endoscopic surgery. The Artux system helps to ensure seamless care, monitor impact, and measure the satisfaction of the patient with the care.

The system allows following the progress of the care of patients coming for endoscopic surgery from entry to care until recovery. The system records all the patient’s procedures and the progress of recovery. All experts participating in the treatment chain, such as physicians and physiotherapists, record their observations in the system and can follow the progress of treatment and its results along the way. In addition, the system also records the patient’s own assessments. The system allows monitoring the total costs of the treatment of accident patients from the accident through specialized medical care and rehabilitation back to working life.

Subsequently, the parties involved may assess the success of the entire treatment process, its effectiveness, and impact on the basis of the information collected. In addition, it is possible to examine factors that potentially slowed down treatment – whether they were due to Terveystalo, the patient, or the insurance company, for example.

According to a cost report published by the Federation of Accident Insurance Institutions (FAII), only 16 percent of the total costs of occupational accidents comprises medical treatment costs. Sick leaves account for 24 percent, and permanent disability and other long-term compensation account for 50 percent.
Terveystalo has developed an internationally unique tool for physicians to monitor the impact of care, which has improved the treatment of diabetes.

The Etydi tool, which has been in use for about a year, allows the physician to recognize patients with a good or poor balance of care, follow up the realization of patients’ diabetes care in accordance with the National care guidelines of diabetes, and recognize people with a risk of diabetes and call them in for care, as necessary.

– The tool allows occupational healthcare to ensure that people with diabetes and employees with a risk of diabetes have been reached and all necessary support and care has been provided. Etydi also provides a lot of help in that ensuring care does not depend on the individual physician’s, nurse’s, customer company’s or patient’s own memory, says Mikko Haag, specialist in occupational healthcare.
WE DEVELOP BETTER DIABETES CARE.

The prevention and effective treatment of diabetes play a key role for not only the patient with diabetes, but also for employer companies and the entire society, because approximately 15 percent of the total costs of Finnish healthcare is spent on the care of diabetes. Diabetes can be treated well, and the impact of care can be monitored by indicators. By ensuring that all those with diabetes treated at Terveystalo have a good balance of care, we can significantly reduce absences due to sickness and save even EUR 200 million of the funds of customer companies and society at an annual level.

Terveystalo Etydi provides assistance in Destia’s diabetes work

When blood glucose is elevated and the balance of care for diabetes is poor, the patient’s working ability is not in its best form, either. This has been recognized at Destia, a large Finnish infrastructure and construction industry company. Teuvo Salolammi, Destia’s working ability expert, says that five percent of their employees have type 2 diabetes, and for about one-tenth the risk of developing diabetes is already significant.

− Among our employees, diabetes or its preliminary stage are linked to weight control and waist obesity. When your health and physique are not in good form, moving becomes more difficult and the risk of having an accident increases. However, many of the duties at Destia require agility and good body control, explains Salolammi.

Destia has addressed the issue of diabetes and its prevention more firmly since fall 2014. The occupational healthcare teams treating Destia’s personnel employed the new Terveystalo Etydi tool, which allows better screening employees with a risk of diabetes and diabetics with whom the balance of care of the disease is not according to the recommendations.

Mikko Haag, specialist in occupational healthcare and the key account physician of Destia, says that it is important for the customer company to obtain exact data on where we are with regard to the prevention and treatment of diabetes.

− Diabetes has surely been treated well even before, but Etydi allows the care personnel to better help type 2 diabetics and those in the risk group.

Haag emphasizes that the treatment and prevention of diabetes allow the employer to save good money.

At company level, diabetes is seen in the increase of absences due to sickness and the number of people retiring prematurely. This is why it is worthwhile investing in good occupational health, he stresses.
**Optician’s services for our occupational healthcare customers**

Terveystalo continuously attempts to develop and expand its occupational healthcare services. Since last year, our occupational healthcare customers have been able to utilize Specsavers’ comprehensive eye health services on a nationwide scale. The cooperation provides our nearly 500,000 occupational healthcare customers with regular eye checkups and eyeglasses without charge. The purpose of the cooperation is to increase people’s awareness of eye health and lower the threshold to adopt regular eye checkups.

**Annual cost of work not done in Finland**

The annual Working ability management benchmark study shows that occupational healthcare plays a significant role in the development of coping at work. Active working ability management allows reducing the number of disability pensions and thus raising the retirement age. These measures also have a clearly positive impact on the public sustainability deficit. Occupational healthcare that emphasizes prevention strengthens not only the profitability of companies, but also the well-being of the entire society.

Last year, approximately 20,000 Finns retired on a disability pension, and their average age was 52 years. If they could be kept within working life for another 10 years, society would save EUR 1 billion annually.

Finnish people’s coping at work is also in the interest of the employer, as active working ability management is directly reflected in the employer’s financial result. When employees retire on a disability pension, medium-sized and large employers pay the costs of disability pensions partly or in full even when the person’s employment relationship has ended.
THE FINNISH OCCUPATIONAL HEALTHCARE SYSTEM IS A UNIQUE MODEL FOUND EFFECTIVE IN OECD’S MEASUREMENTS. We could apply its teachings more extensively in healthcare. When occupational healthcare has been set concrete goals which are measured and followed up systematically at the organization’s management level as well, occupational healthcare services can significantly influence well-being at work and productivity.

Prevention brings 40% fewer absences due to sickness and significant savings

Lassila & Tikanoja systematically got the upper hand of absences due to musculoskeletal diseases among its employees performing physical work. Thanks to the preventive measures implemented together with Terveystalo, the absences due to sickness of 125 cleaning employees reduced by 40%, which brought the employer EUR 75,000 in savings – and healthier employees.

A total of 169 cleaning employees in Helsinki metropolitan area who had suffered from musculoskeletal symptoms took part in a pilot focusing on the prevention of these symptoms and a follow-up period of a year. Of these, 75 took part in the actual workplace intervention, and the remainder were in the control group.

In the initial follow-up implemented after three months, it was found that the absences due to sickness of the employees taking part in the project had dropped by 40%. In the follow-up after six months, absences due to sickness were still 32% fewer than before the intervention, which meant more than EUR 50,000 savings for the employer in the pilot group of 75 employees. The follow-up implemented after a year from the project still showed that absences due to sickness had reduced by one-fifth. No corresponding changes took place in the reference group.

In addition to the savings in euros, the preventive model received positive feedback throughout Lassila & Tikanoja’s organization.

Terveystalo invests in prevention in its own occupational healthcare, and the goal is to support the control of working ability risks by medical indicators

A special target group in occupational healthcare are diabetics and also those with a risk of diabetes, with whom we attempt to prevent the outbreak of the disease.
QUICK ACCESS TO GOOD CARE.

Quick access to care, high professional skill, and facing customers successfully are the core of our service experience. Terveystalo monitors the quality of treatment, and takes care of the patient’s entire treatment path. Quick access to care is particularly important in accidents or other sudden injuries to avoid a vicious circle of long sick leaves.

The story of Finnish illness in 2014

In 2014, there were almost 2.5 million physician’s appointments at Terveystalo. The most common causes for these visits were the common cold and other respiratory tract infections. Back pain was the second most common cause, followed by shoulder, knee and other joint problems.

The most common causes of physician’s appointments:*  
1. The common cold and other respiratory tract infections  
2. Back pain  
3. Shoulder and knee problems  
4. Other musculoskeletal problems  
5. Cardiovascular diseases

The most common causes for sick leaves:**  
1. Back problems  
2. Mental health problems  
3. The common cold and other respiratory tract infections  
4. Shoulder problems  
5. Knee problems

Musculoskeletal disorders were a major cause for sick leaves in Finland and account for a large portion of incapacity to work among Finns. The most common problems include back pain and various shoulder problems. The second most common cause for sick leaves were mental problems, followed by the common cold and other respiratory tract infections.

Fast, queueless access to care and good cooperation between healthcare professionals are key factors in achieving better patient care outcomes. Thanks to a seamless treatment pathway, sick leaves – which often incur more expenses than a single medical procedure would cost – can often be avoided altogether.

* The information is based on the personal health information of 3.5 million Finns collected in Terveystalo’s patient data register.

** The information is based on the sick leave information of approximately 500,000 working-age Finns.
Treatment chain at Terveystalo

Illness or accident

Booking an appointment 24/7 www.terveystalo.com or +358 30 6000

Doctor’s appointment

A referral for necessary examinations, such as laboratory tests or imaging, issued by the physician in charge of treatment

Examinations

Results available through the Oma Terveys service and from the physician in charge of treatment

A referral to a specialist or other expert, where necessary

A specialist’s examination or appointment with another expert

A procedure, surgery, further examinations or other treatment, where necessary

Rehabilitation, where necessary

Patient information register, quality monitoring systems

Oma Terveys, through which patients can monitor their care

At Terveystalo, we treat each patient as an individual, which means that procedures and examinations are always selected depending on the case and the patient’s needs. The attending physician selects the examinations, prepares the referrals and also takes responsibility of the patient’s care when the examinations are complete.

Patients have quick access to examinations and their results and, in urgent cases, the required treatment can be started right away. Patient information is transferred automatically to the attending physician, which means that patients do not have to carry their medical records around. Each patient’s medical information is saved and transferred within a secure environment. If the patient agrees, the information can be made available nationwide to all healthcare experts involved in his or her treatment at Terveystalo clinics.
Seija Vehviläinen, an engine room cleaner working at Meyer’s shipyard in Turku, received quick care for her occupational accident: her injured shoulder was operated on in a few weeks from the accident that took place in a staircase. Thanks to the quick action, Seija began rehabilitating well, and she is already waiting to get back to work.

Seija Vehviläinen, who works as an engine room cleaner, was only recovering from an injury to her right shoulder when she fell in a staircase and badly injured her left shoulder.

− Maybe the tip of my shoe caught at the edge of the stair, because I slipped and my left shoulder got damaged in the crash, explains Seija.

The accident took place on a Thursday, and over the weekend she waited for her shoulder to get better. When the pain did not show signs of abating, she went to see a physician again right at the beginning of the week. The shipyard’s occupational health physician examined the shoulder, settled the workers’ compensation insurance matters for further treatment, and sent Seija quickly to Terveystalo for additional examinations and an MRI.

Imaging plays a key role in the diagnosis of such injuries.

− When you have quick access to an MRI or X-ray in connection with your first visit to a physician, for example, the diagnosis and care plan can be made without delay and the time for the operation can be reserved right away, says Kalle Rahi, the orthopedist from Terveystalo Pulssi in Turku, who operated on Seija only a few weeks from the accident.

On the basis of the MRI images, Rahi found that Seija’s symptoms matched a full tear of the subscapularis muscle in the shoulder. It is an injury that has to be treated urgently.

− If the muscle contracts, the shoulder’s ability to function cannot be restored. Seija was lucky, as her occupational health physician Matti Niemi recognized the tear that required urgent surgery. The beginning of the treatment chain deserves big praise for its expertise and quick action.

− The aim of post-surgery rehabilitation is to restore all the natural scope of movement and muscular strength of the shoulder. It is necessary to exercise the shoulder correctly with the help of a physiotherapist, as wrong kind of training injures the shoulder, specifies Rahi.

− Timely procedures save the employer good money and sometimes – also in Seija’s case – the employee’s working ability.
CUSTOMER SATISFACTION GUIDES OUR OPERATIONS. For us, listening to the customer and understanding their needs are as important as the high quality of care. Expert and satisfied personnel ensure a successful customer experience.

Best service In the Best Hands

In addition to continuous professional training, Terveystalo has for a long time also coached its in-house professionals for the continuous development of customer service and the comprehensive improvement of the customer experience. The coaching utilizes the In the Best Hands operating model, which encourages all Terveystalo professionals to take into account not only the customer experience, but also the in-house customer groups in each phase. Providing a welcoming encounter for the customer, going through the diagnosis in a dialog with the customer, and offering guidance for follow-up treatment are also significant from the point of view of the success of the care, as they ensure that the patient understands the necessary procedures and becomes committed to their own treatment.

Mauri Koskinen, a specialist in otorhinolaryngology, believes that both the patient and the physician benefit from a well-defined, high-quality treatment pathway as well as open communications between healthcare professionals engaged in the patient’s care.

Functional communications are especially important when planning and monitoring the patient’s medication. Customers can rely on the fact that every expert they meet is aware of the patient’s treatment plan, Koskinen says.

An example of Terveystalo’s holistic approach to services and care is the appointment reminder service, which patients have embraced with open arms.

- For example, parents of small children can book ear infection follow-ups or laboratory tests to one month or four months from the initial appointment. Parents are usually very grateful for receiving the additional appointment reminder, which ensures they won’t miss the follow-up appointment.

Our own operations through the eyes of the customer

Jaana Oja, customer service manager from Terveystalo Turku Aninkainen, is one of Terveystalo’s In the Best Hands trainers. She has seen the practical implementation of the operating model from up close.

- I lead workshops for Terveystalo employees, where we go through the customer encounter in practice and mirror our own practices with the customer’s expectations. At best, big insights are generated at the workshops, when you take a look at your own actions genuinely through the customer’s eyes. Joint discussions have also generated ideas of new operating models, says Oja.

As a whole, Oja sees the aim of consistent operating models to be the best experience from the customer’s point of view. At Terveystalo, customers’ service experience is measured by the international Net Promoter Score (NPS) recommendation index. With the In the Best Hands training, the recommendation indices of the clinics have risen.

- At our own clinic, we have organized In the Best Hands theme days, during which even the management implements customer interviews. We have received a lot of praise for such days. People appreciate it when their service experience is an important matter for us.
Erika Klasila
customer service assistant
WE ARE A SIGNIFICANT PART OF THE FINNISH HEALTHCARE SYSTEM. Terveystalo is involved in developing Finnish healthcare and promoting an open debate on the quality of care. Productive healthcare may only arise by increasing transparency and measurability.

Important partner for the public sector

The private sector plays an important role in Finnish healthcare. Through its profitable operations, Terveystalo is able to guarantee high-quality and competitive, continuously developing services for its patients.

We believe that through functional cooperation between the public and the private sector we can efficiently share resources and expertise. Terveystalo is already currently operating as a natural partner of the public sector, for example, we produce 75% of the breast cancer screening conducted in Finland.

Thanks to our nationwide service network and mobile health services and remote solutions, we can provide services close to our customers.

As of the beginning of 2015, we have been responsible for the social welfare and healthcare services of the municipality of Rantasalmi.
We bear our share of responsibility for Finland and the Finns

The operations of Terveystalo have an important social impact, not only given the company’s role as a developer of healthcare, but also as a promoter of health and working ability, while also being an employer in the industry. We employ 6,500 healthcare professionals in various parts of Finland. By taking care of the occupational healthcare of nearly half a million Finns, we also influence the length of working careers and absences due to sickness.

In addition to our other operations, we seek to promote public health by sharing and analyzing data in our registers to be utilized socially: we regularly publish bulletins on topics promoting health and produce social publications.

We are the leading provider of electronic services

We develop Finnish healthcare by measuring clinical and operational quality and the quality of customer experiences and by introducing new electronic services to customers.

Electronic services are part of modern healthcare, and customers also appreciate them. For example, via the Oma Terveys (My Health) service, more than 265,000 of our registered customers monitor their own health information, such as physician’s appointments, laboratory test results, and vaccination information, as well as maintain contact with their physician regardless of time and place.

The work of our professionals is supported by advanced tools and processes that enable the production of high-quality services cost-efficiently. We also develop electronic solutions for measuring the impact of care, of which Etydi, the tool for the impact of diabetes care, serves as an example.
Clinical drug research guarantees development of care

Clinical drug research has great importance from the point of view of the development of medicine and healthcare. Drug research continuously finds new and better ways of treating diseases. From the point of view of Finnish society, drug research is a key way of staying tuned with the development of medicine. At the same time, drug research conducted in Finland also constitutes foreign trade; the client for the research is usually a foreign company that purchases the expertise of Finnish researchers and clinical sites.

A significant part of Finnish drug research takes place at Terveystalo. Thanks to this, our in-house experts are well aware of the most recent trends in the industry. Markku Nissilä, specialist in neurology, sees that research also directly benefits patients who are not themselves involved in the research phase.

− When conducting clinical trials research, the view of Terveystalo’s experts of the potential of the new drug and its best uses automatically grows at the same time. Thanks to this, a “new” drug is already familiar to us when it enters the market. This means that the introduction of new treatments is accelerated and their efficiency improves, explains Nissilä.

Terveystalo’s model is unique in Europe

Terveystalo’s nationwide operation and research network is a unique model in European terms. From the point of view of commissioners of drug trials research, a drug research service concentrated under one owner and research units covering the whole country are an ideal situation.

The willingness of Finns to participate and commit to drug research has also traditionally been excellent. This is important from the point of view of Finnish drug research.

− According to my own impression, the interest of Finns in participating in drug trials research has recently grown. People are better aware of the fact that by participating in drug research it is possible to use an effective drug even before it reaches the market, describes Nissilä.

For Terveystalo, drug research is not only a means to stay aware of most recent developments, but also a trump card in recruitment. The best experts in the industry want to seek employment at a company that knows where medicine is next heading.
Finnish infertility treatment is very high level in international comparison. Approximately 2,500 infertility treatments and about 70 per cent of all donated egg treatments are annually conducted at Fertinova clinics belonging to Terveystalo. The technologies used in infertility treatment are continuously developing, so staying tuned with the most recent developments requires a lot from the operators in the industry.

– In Finland, we have traditionally had very strong expertise in infertility treatments. We were innovators in single embryo transfers, for example, together with the Swedes, says Liisa Häkkinen, Fertinova’s director and chief medical officer.

Even today, Fertinova has the most recent technology in the industry in use. It has in use the only embryoscope in Finland, for example, which makes it easier to select the correct embryo for transfer. Similarly, Fertinova’s Riga clinic has adopted an embryo screening method according to the most recent technology, which may be used to examine all of a human being’s chromosomes within a very short period. This allows detecting various problems related to chromosome disorders even at embryo stage – the most familiar one of these is the Down syndrome.

– With the increase in knowledge, we can also better assess which form of treatment is the best option for each couple, says Häkkinen, describing the development of the industry.

Even people abroad are interested in Finnish people’s strong infertility treatment expertise: People seek infertility treatment at Fertinova from the Nordic countries, Europe, and even Australia and the United States. In all, approximately 25-30 per cent of Fertinova’s clientele come from abroad.

– In Finland, childlessness is already considered a problem whose treatment is acceptable both at the social and individual level. At the same time, fertility health has become a debated issue; it has been noticed that it is important to raise matters affecting fertility to public knowledge, says Häkkinen.
Management

In the photo, from left to right:

- Johanna Karppi, human resources
- Anne Mykkänen, public sector outsourcing
- Ilkka Laurila, CFO
- Susanna Kinnari, communications and brand
- Juha Tuominen, Chief Medical Officer
- Tuomas Kahri, service production
- Yrjö Närhinen, CEO