



A novel innovation in provision of public health services

A primary care joint venture enabling better access to care
with a new digital services platform and 24/7 digital clinic

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Agenda



1. Context
2. Methods
3. Results
4. Discussion

Agenda

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3. Results

4. Discussion

A simplified overview of the current organisation of Finnish healthcare system

Finland has an **all-inclusive public healthcare** system (77% of the total HC spend) complemented by **private healthcare** and **occupational health services** (23%). Public **primary healthcare** is currently organized by 311 **municipalities** or **joint municipal authorities** and **secondary healthcare** is organized by 20 **hospital districts** and 5 **university hospitals**.

Funding of Finnish healthcare system



Public healthcare is funded through a multi-channel system consisting of state & municipalities (tax-funded), patients only pay a small customer fee per visit (typically ~€20-40, max at ~€700/year)



Private healthcare is funded via social welfare, private out-of-pocket spend and insurance



Occupational healthcare is funded by employers, employees and social welfare and provided through private or public providers

Organization and provision of care



Primary healthcare is **organized** (and typically **provided**) by municipality **healthcare centers**



Secondary healthcare is **organized** (and typically **provided**) by **hospital districts**

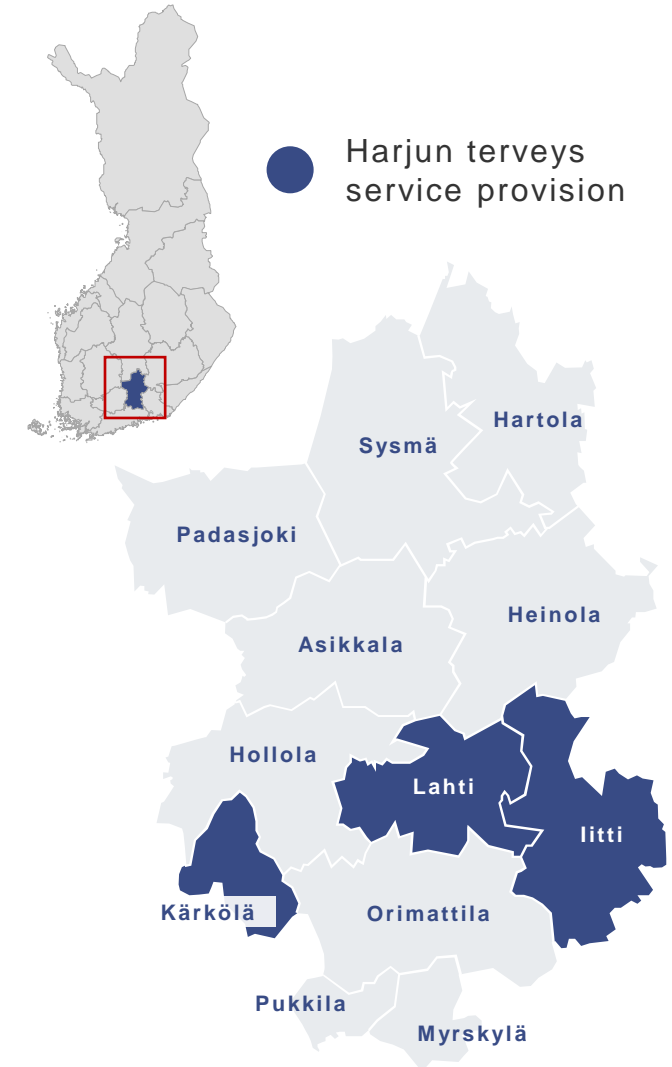






Provision of primary and secondary healthcare services may also be organized completely or partly through private providers via **direct outsourcing** or using **service vouchers**

Harjun terveyst: A Groundbreaking Primary Care Joint Venture Company



Harjun terveyst is a Joint Venture Company established by **Mehiläinen** and the **Päijät-Häme Joint Authority for Health and Wellbeing** and is responsible for primary care services in the Päijät-Häme area in Southern Finland.



-  Population coverage **133 000**
-  Total staff **n. 600** employees
-  Contract term **10 years** + options
-  Shareholders:
49 % PHHYKY
51 % Mehiläinen

-  Turnover 2021: **38,3 million** euros
-  **Key objective:** Outstanding availability of services
-  **Multi-specialty care team model** in service provision in **4** healthcare centers
-  **24/7 Digital clinic** provided by Mehiläinen

Harjun terveys key target: better access to healthcare services

Background and rationale of the intervention

Rising costs and access to primary care were main challenges leading to establishing of Harjun terveys.

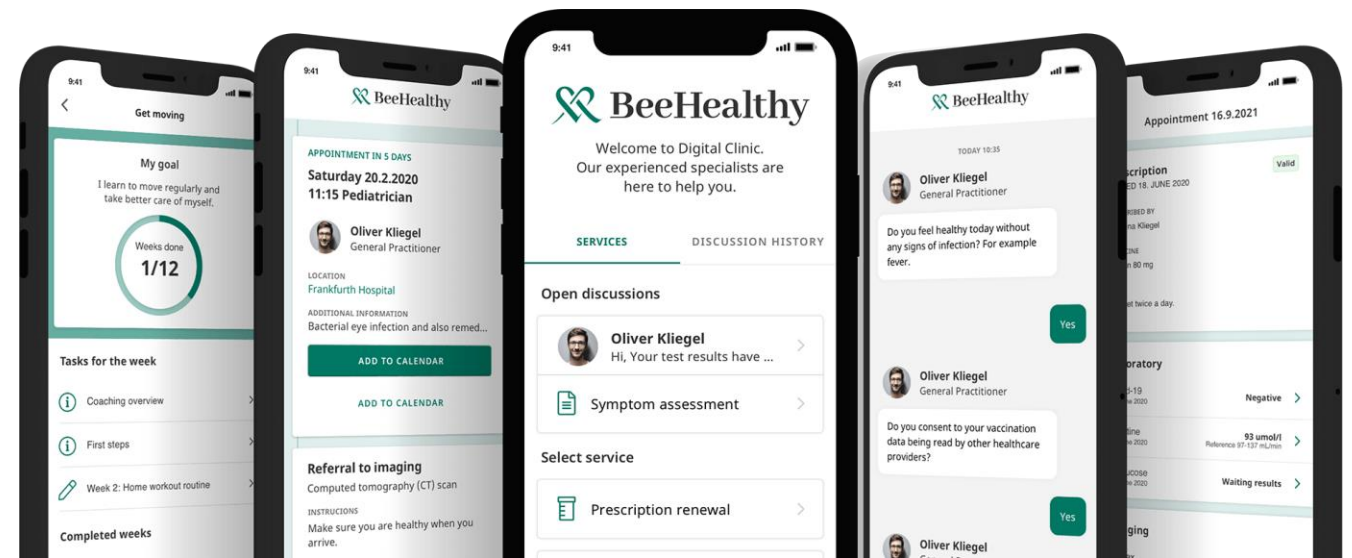
- Continuous increase of aged population
- Operating models in healthcare centers and patient journeys were suboptimal

Three main targets for Joint venture were agreed in tendering process

- Rapid access to primary healthcare
- Cost-effective and high-quality care
- High patient satisfaction

Interventions to reach the key targets

- 1 Introduction of multi-specialty care teams in all four Harjun terveys health centers
- 2 Introduction of vast Digital services enabling access to care 24/7



Agenda



1. Context

Methods

3. Results

4. Discussion

Digital services as instrument for better access to primary care services

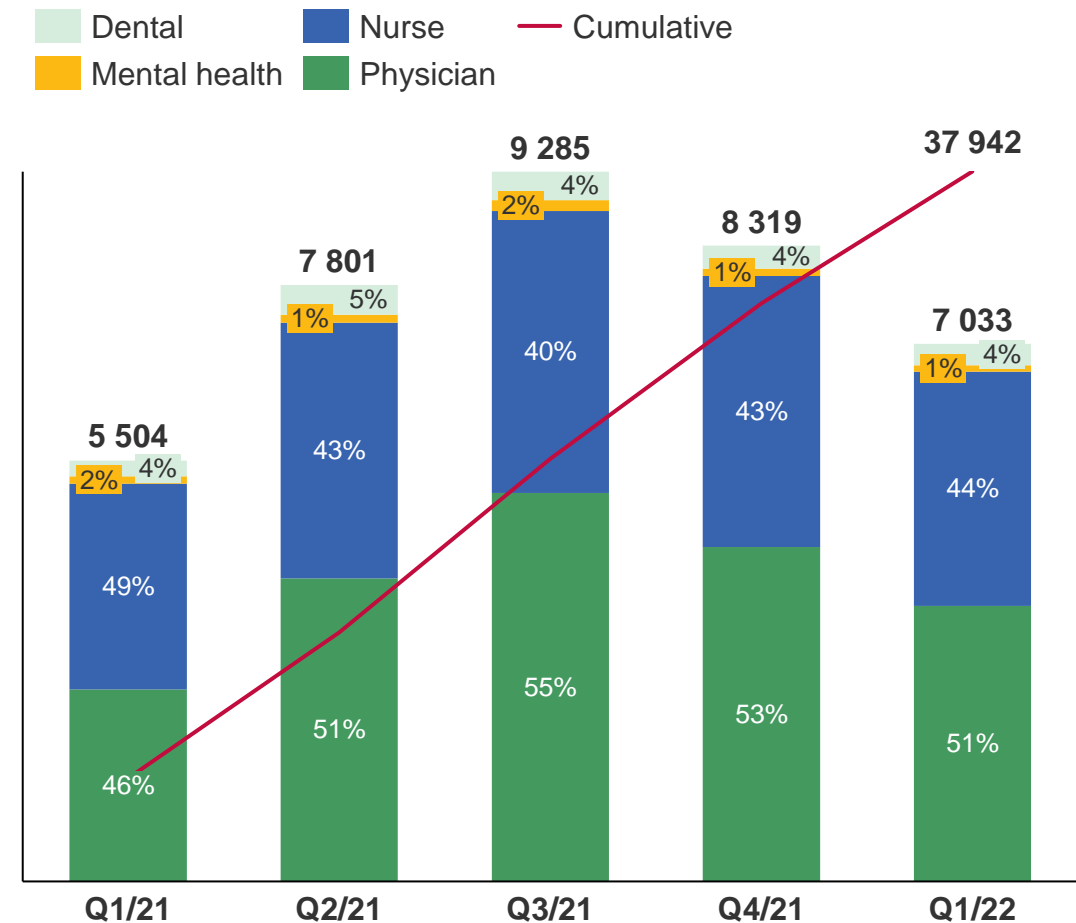
Päijät-Sote is a comprehensive white label digital healthcare solution provided by BeeHealthy and Mehiläinen

The platform has a 10-year track record in Finland and ~1,4 million registered users

Päijät-Sote digital services are offered to all 133 000 citizens in the area without additional out-of-pocket fee as part of their primary care services

Digital services are accessible for patients via mobile or web application

Visits at the Digital Clinic in Q1/21 - Q1/22



Overview of Päijät-Sote digital services and key metrics for success

Main features of the digital platform



Digital Clinic: chat-based access to physician or nurse 24/7 with <10 minutes waiting time



Easy access to patient records, bookings, medication data, laboratory referrals and test results via integrations to EHR



Acting on behalf of your family member



Low barrier for **mental health care and social worker support** services

Selected metrics for JV and digital services



Access to care

- Third available appointment (T3) to each healthcare professional



Digital services

- Average waiting time
- Percentage of solved cases
- Cumulative users of digital clinic and
- Cumulative downloads of the application



Patient reported metrics

- Net Promoter Score
- Patient Enablement Instrument

Agenda

1. Context
2. Methods

Results

4. Discussion

Summary of the main results of the first operating year of Harjun terveveys



0.3 days, third available non-urgent physician appointment in H2/2021

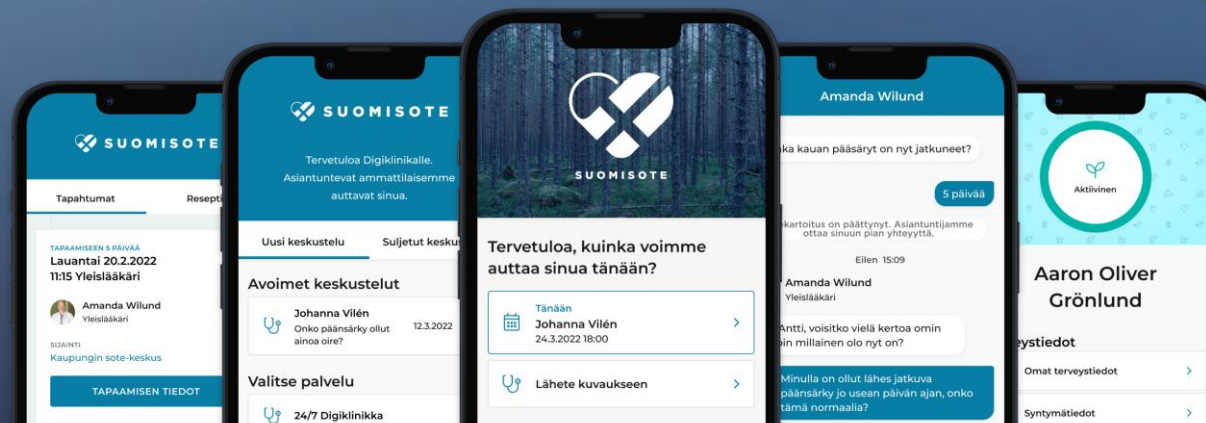
7 minutes average wait time to professional at the Digital Clinic in 2021

42% of citizens have downloaded digital health application to mobile

77% of digital physician cases resolved during the first contact

65 & 73 Net Promoter Score (NPS) of Digital and traditional health services

60% cope better or much better (PEI) after visiting the Digital Clinic



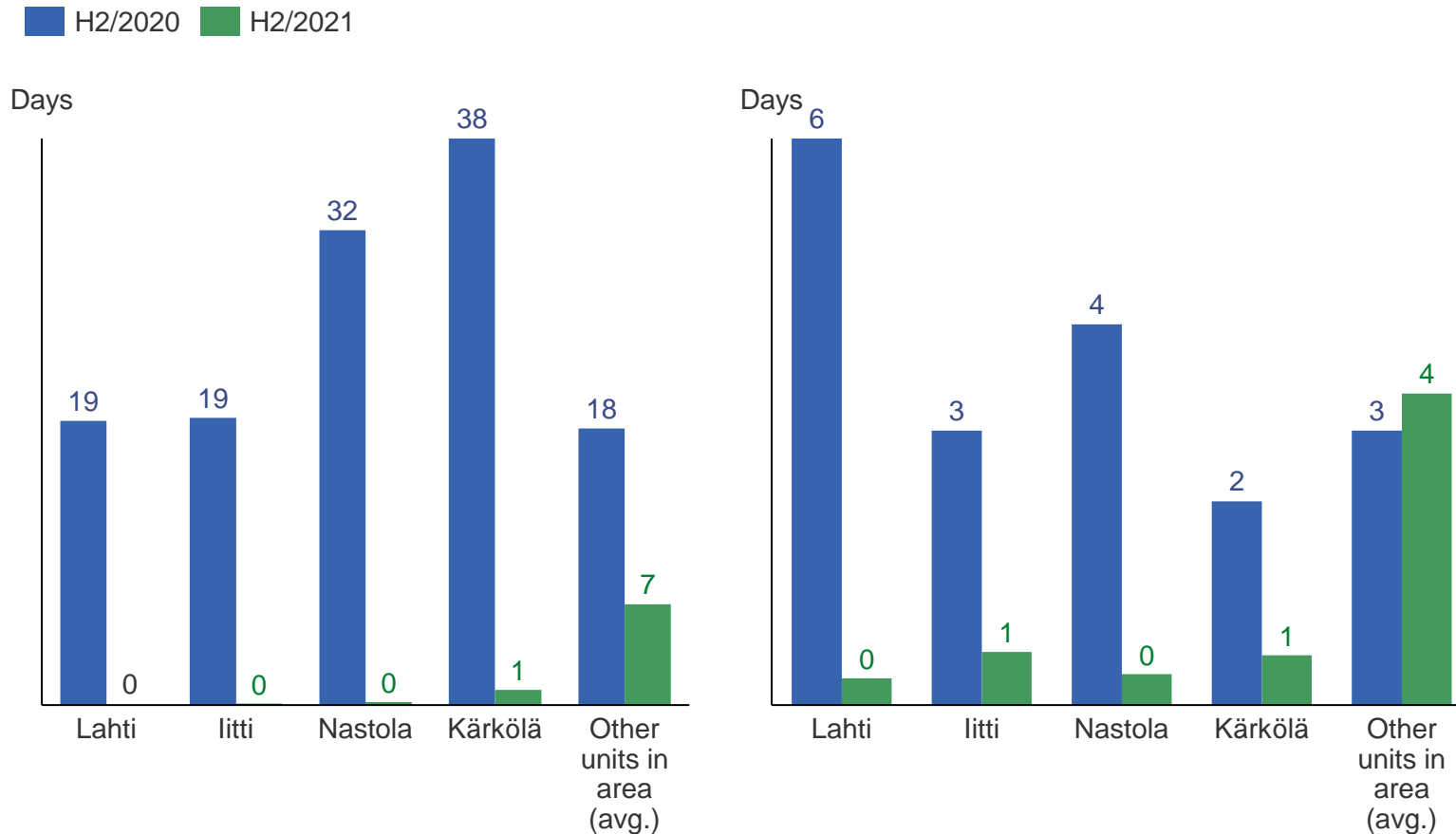
Excellent service availability enabled by the care team model and 24/7 Digital Clinic



Availability of doctors' and nurses' non-urgent appointments in the Päijät-Häme Region H2/2020-21

Doctors: 3rd available appointment, median days

Nurses: 3rd available appointment, median days

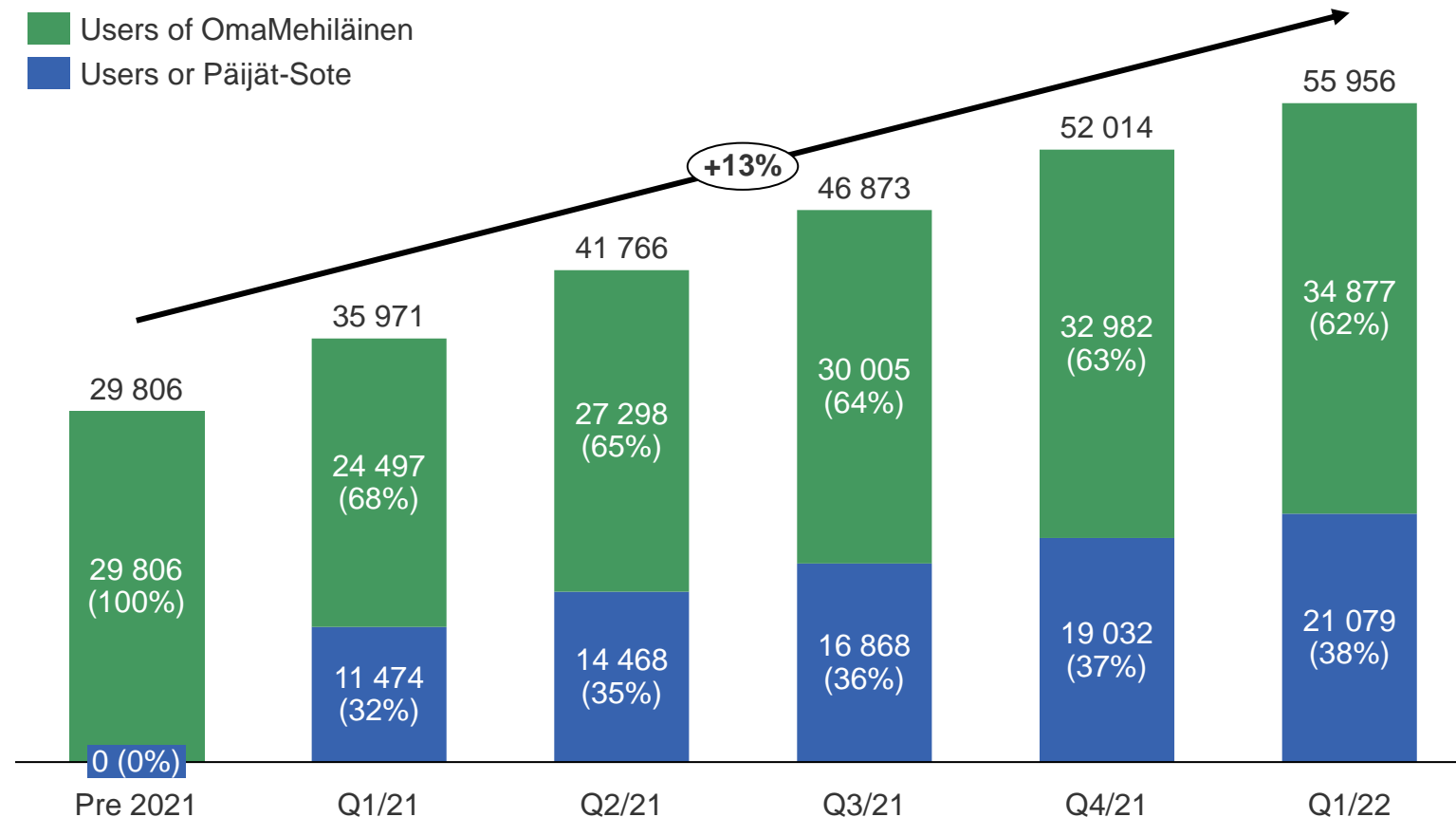


Key takeaways

- **The Care Team model supported by Digital Services have enabled an outstanding level of availability of care in all Harjunterveys units**
- **In H2/2021, all health centers had moved to care team model**
- **In the care team model, the service demand is always met during the same day** with a major share of the service capacity being booked proactively by the care team
- **Patients in need of a physical appointment are principally offered one for the same or the next day**
- **Digital clinic offers flexible services protecting the limited capacity of the care teams and thus enabling the teams to tackle the most complex patient needs timely**

42% of the population have already downloaded the digital application to mobile

Downloads of the Digital application to mobile in Q1/2021-Q1/2022, cumulative amount

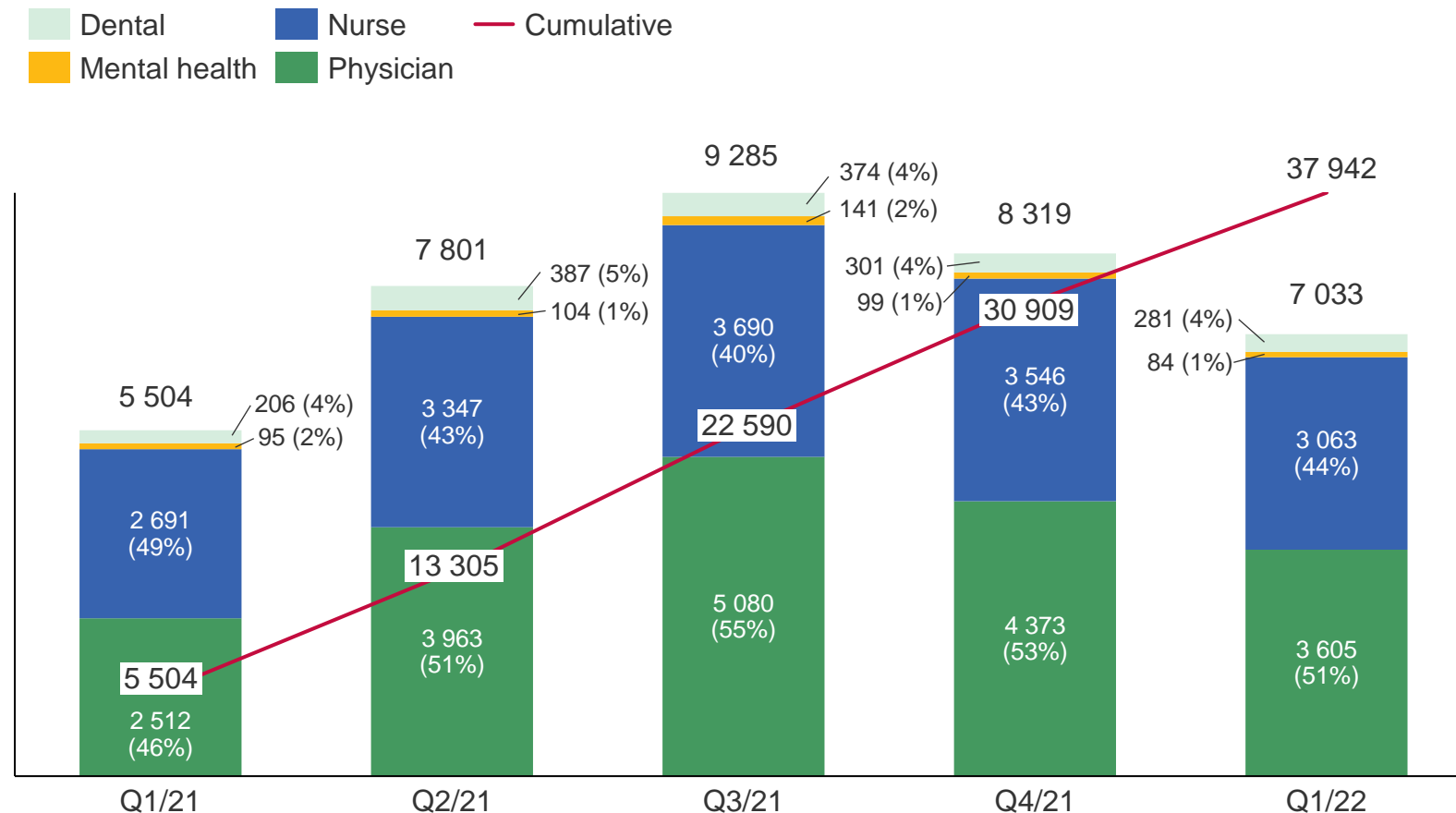


Key takeaways

- The **digital platform provided by BeeHealthy** had already a **substantial presence in the area serving private pay and occupational health patients**
- **Digital services to public sector patients** was introduced in **Jan 2021**
- By the end of **Q1/2022 56 000 citizens (42% of population)** have **downloaded the digital platform to mobile** with a **13% increase in users per quarter**
- **38% of the users are using the Päijät-Sote "theme"** of the application, with a **16% increase in users per quarter**
- Public digital services are **available to patients without additional out-of-pocket cost and accessible 24/7**

>30 000 Digital Clinic visits were made in 2021

Visits to Digital Clinic in 2021, amount per quarter

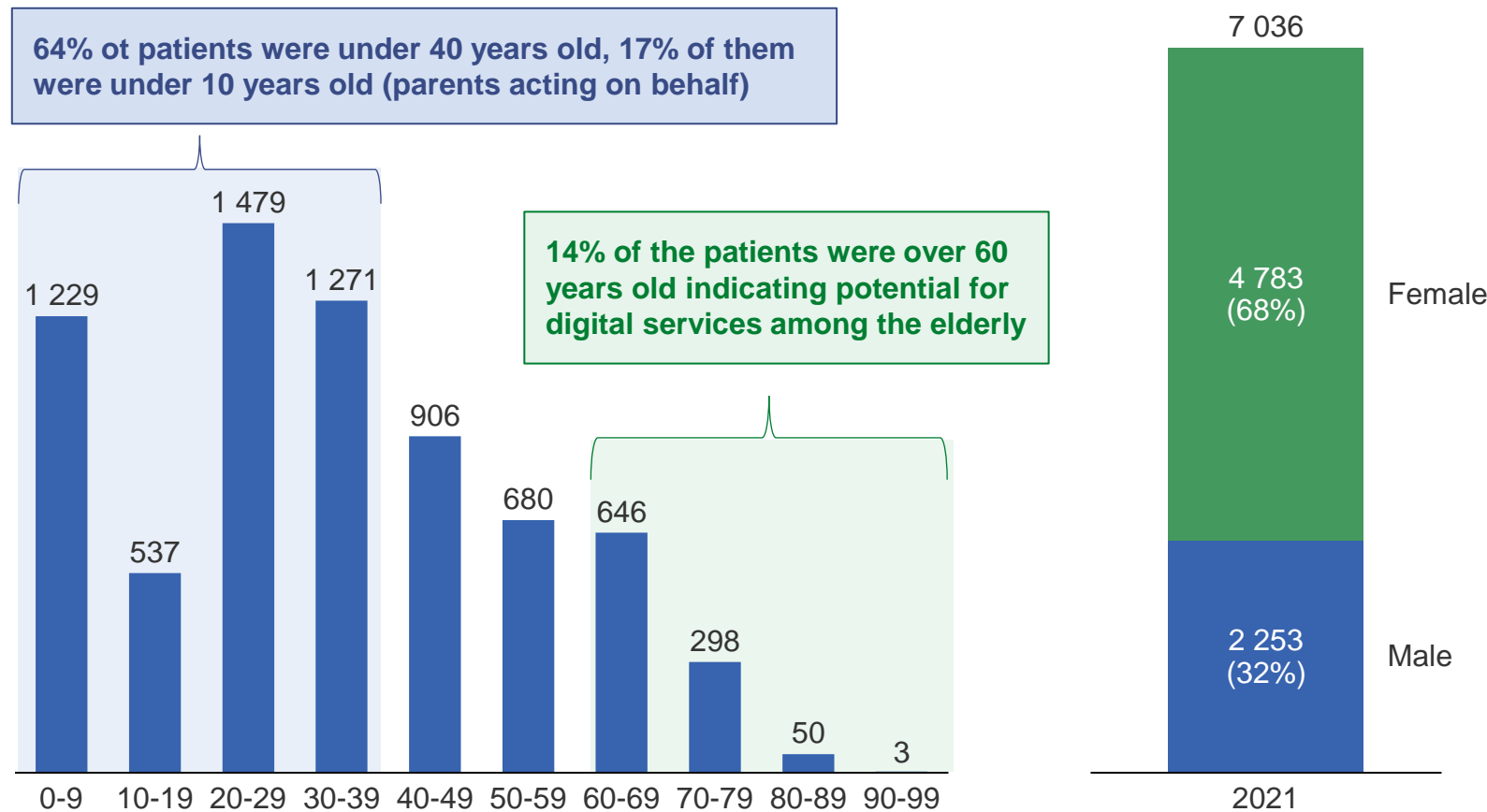


Key takeaways

- A total of ~31 000 visits to Digital Clinic by patients were made in 2021
- Average wait time was 7 minutes for the entire 2021 (data not shown)
- Of the visits
 - 53% provided by physicians
 - 42% provided by nurses
 - 4% provided by dental professionals
 - 1% provided by psychiatric nurses
- 77% of physician cases were resolved during the digital contact (data not shown)

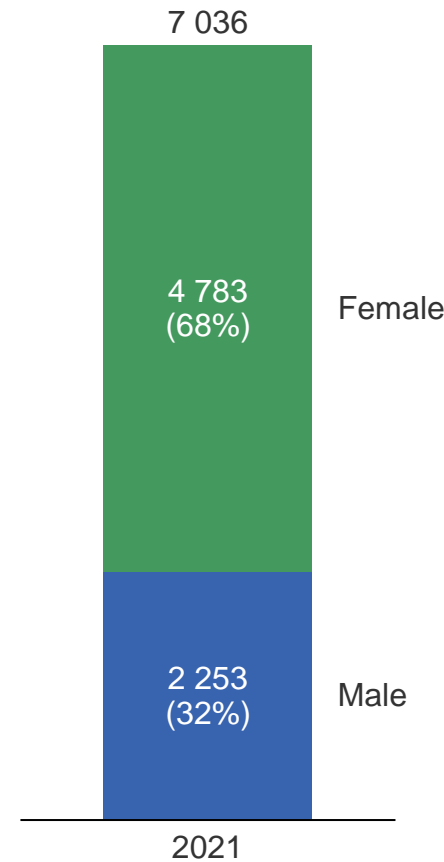
Around 7000 unique users were served in the Digital Clinic

Unique patients in the Digital Clinic by age group and sex in 2021, amount



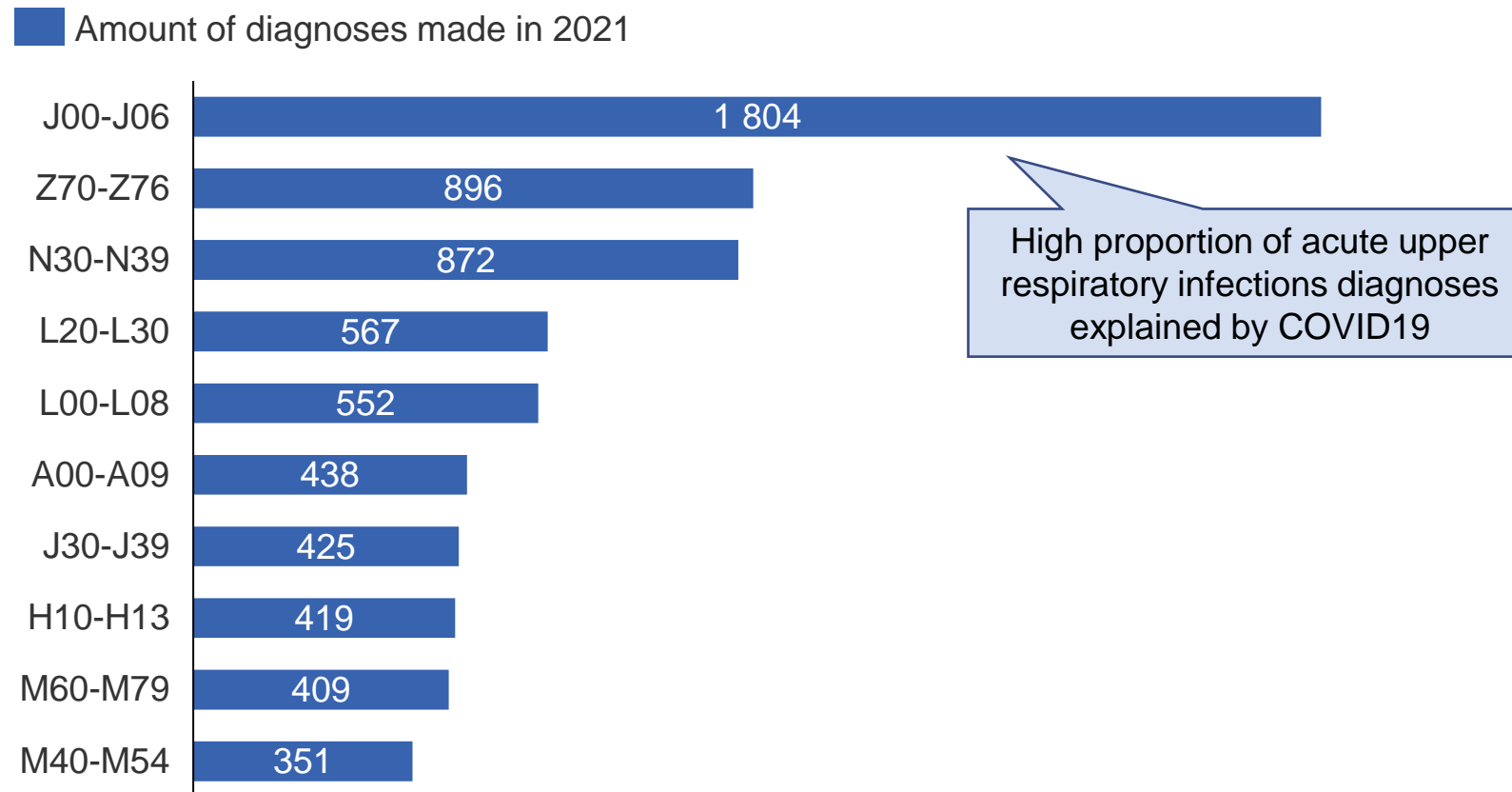
Key takeaways

- Total of ~7000 unique patients were served in the Digital Clinic in 2021
- >2/3 of the users were female
- 64% of the users were under 40 years old
- 14% of the patients were over 60 years old



A vast amount of different diagnoses can be diagnosed and treated via digital

Top 10 ICD-10 diagnosis groups in the Digital Clinic in 2021, amount of diagnoses

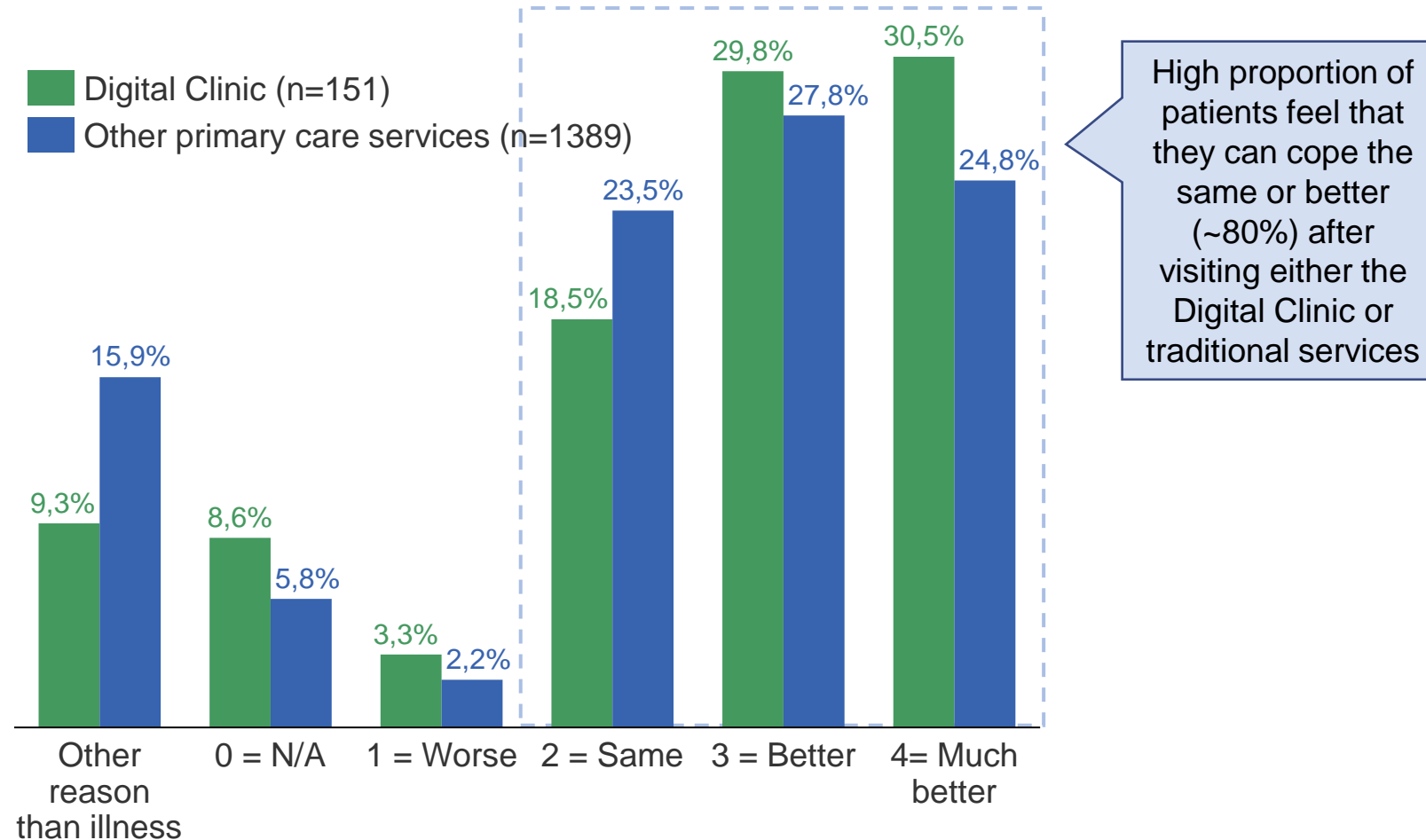


Key takeaways

- The **top 10** of ICD-10 diagnoses made in the digital clinic in 2021 **accounted for 55%** of the total diagnoses
- The **top 20** accounted for **73%** of the total diagnoses
- However, the **remaining 27%** were **split** between **116 different ICD-10 diagnosis groups** indicating that a **wide variety** of patients with either existing conditions or new symptoms **can be assessed digitally** using **chat, pictures** and **video-based** communication

Patient reported outcome metrics support the usefulness of digitally provided healthcare services in public primary care

Harjunterveys Patient Enablement Instrument questionnaire, % of answers



Key takeaways

- A **simplified PEI questionnaire** has been piloted starting from **Q4/2021**
- The questionnaire was sent to responders of the NPS questionnaire
- The question asked: **"As a result of your visit, do you feel you are able to cope with your illness.."**
- Although the **case mix differs** significantly between **Digital Clinic** and **traditional** healthcare services, the **results suggest** that **Digital Clinic** is a **valuable tool** in **provision** of public **primary care services**

Agenda



1. Context
2. Methods
3. Results

Discussion

Discussion: elements of success

- Novel **innovations between public and private healthcare organisations** can lead to significant **breakthroughs** within **primary care services**
- Overall **cost of provision** of services has **remained the same** while **access to care** has **markedly improved**
- New **digital services** are **well received** throughout the population providing **good level of care**
- **Key success factors** for digital services are
 - Fast access to care
 - Fluent transition from digital to traditional care when needed
 - Constant customer focused service development



Thank you!

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