

# PERSONALIZED HEALTH FINLAND

**ACTIVE: 2018-2022 | FUNDING TARGET: 80-100 MEUR**

- **Mission**

- The Personalized Health program seeks solutions to shift the focus from treatment of diseases towards personalized prevention, prediction and treatments as well as maintaining good health and wellbeing in a personalized manner.

- **Focus**

- The focus is in utilizing individualized data like genome, healthcare or biobank data as well as lifestyle information to predict and prevent illnesses, to personalize care and to participate people to take responsibility of their own wellbeing.

- **Customers**

- In Finland: companies, research organizations and healthcare organizations focused on personalized health solutions
- Globally: corporate customer and investors interested in partnering with Finnish companies and research organizations, government organization seeking innovation collaboration

- **Ecosystems**

- Drive the generation and growth of new innovation ecosystems comprised of companies of different sizes, research organizations, and healthcare providers

- **Services**

- Global growth, investment promotion, innovation funding, ecosystem development, training, and networking

- **Target markets**

- EMEA: Nordics, UK, Switzerland
- Asia: Japan, Singapore
- Americas: USA

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