

ITAC Health Trade Mission HIMSS Europe Health 2.0 Conference

Helsinki, Finland
June 11-14, 2019

Proof of Activity Report

As Canada's national ICT business association, the Information Technology Association of Canada (ITAC) champions the development of a robust and sustainable digital economy in Canada, inclusive of all. A vital connection between business and government, we provide our members with the advocacy, networking and professional development services that help them to thrive nationally and compete globally.

A prominent advocate for the expansion of Canada's innovative capacity, ITAC encourages technology adoption to capitalize on productivity and performance opportunities across all sectors. A member-driven not-for-profit, ITAC has served as the authoritative national voice of the \$170 billion ICT industry for over 60 years. More than 36,000 Canadian ICT firms create and supply goods and services that contribute to a more productive, competitive, and innovative society. The ICT sector generates over one million jobs directly and indirectly and invests \$4.9 billion annually in R&D – more than any other private sector performer.

ITAC Health is the Health division of ITAC, the Information Technology Association of Canada, Canada's ICT business association. The Health Division's mandates and objectives are membership driven, providing a consolidated, single voice for the membership to help influence the Canadian healthcare ICT market. By providing access to information on the market trends and issues that need to be addressed, members develop a sense of direction of where the industry is going, and have the opportunity to influence that direction, in order to better focus their overall product and service strategies and develop the network necessary to effectively execute on those strategies.

As part of our commitment to encouraging the development of international business development strategies, and to the exploration of new markets for Health ICT companies, ITAC Health was pleased to support the ITAC Health Trade Mission to the HIMSS Europe Health 2.0 Conference in Helsinki, Finland from June 11 – 14, 2019. This mission would not have been possible without the invaluable contribution made by GOA. The feedback from the trip underscores both the usefulness as well as the extent of the need for future such initiatives in support of assisting international business strategies for Canadian Health IT solution and service providers.

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1. OVERVIEW



ITAC Health HIMSS Europe Health 2.0 Trade Mission to Helsinki
Participant's Profiles

www.itac.ca

This three-day Health IT conference was a unique opportunity to bring together two worlds that need to work hand in hand to accelerate the development of digital health across Europe. Participants had the opportunity to interact with over 2000 key implementation stakeholders such as health authorities, hospital C-Suite decision makers to clinicians, nurses, payers, life science, innovators, as well as health entrepreneurs and start-ups from across Europe.

We were also able to curate additional business opportunities for the participants. ITAC health was able to arrange pre and on-site meetings for the delegates.

- A virtual pre-mission meeting with the Consul and Senior Trade Commissioner, Francis Uy, from the Embassy of Canada to Finland was held on May 31, 2019. Mr. Uy provided participants a copy of the most recent Nordic E-Health report, published in March 2019, directly introduced our delegation to Business Finland and Oulu Health Authority and provided one on one assistance to each delegate to help them navigate further introductions specific to their needs.
- The Helsinki University Hospital of Finland hosted a private site visit for the delegation on June 11, 2019, prior to the conference opening. The site Visit provided the delegation with presentations specific to procurement and implementation current procedures and issues. It provided the delegation with a unique opportunity in an intimate setting to ask questions and engage in discussions that furthered their understanding about the business practices, needs and opportunities within the region.
- Two meetings were arranged for the delegation on the exhibit floor during the conference, with thanks to the introductions made by Mr. Uy. ITAC health arranged for a group meeting with both Business Finland and Oulu Health Authority. These meetings furthered the delegates opportunities to identify further opportunities and connect with other individuals based on their specific interests.

2. Delegation

Headed by Elaine Huesing the Executive Director of ITAC's Health Division, ITAC Health, our mission included the following six companies:

(company profile document was provided as a separate document)

- Bodiometer, Dr. Javad Sadeghi, CEO
- Gevity Consulting, Marty Pearce, Director Public Health Solutions Practice and Partner Emeritus
- Healthtech Consultants, Ed Campbell, Vice President, Business Development
- iINTERFACEWARE, Jessica Tod, Account Manager
- Tectonic Advisory Services, Glenn Lanteigne, CEO
- TELUS Health, Kevin Daly, Direct Business Development

3. Mission Itinerary

ITAC Health Trade Mission Itinerary - Tuesday, June 11 – Thursday, June 13, 2019

Tuesday, June 11, 2019

9:00 AM – 12 Noon - Site Visit to HUS Helsinki University Hospital

Location: HUS Tietohallinto (HUS Information Management, IT) Paciuksenkatu 25, 00270 Helsinki - [Show location on Google Maps.](#)

9:00 – 9:15: Welcome and introductions

9:15 – 9:30: HUS and ICT Overview
[Mikko Rotonen](#), CIO and ICT-Development Director for HUS

9:30-10:15: HUS Investing and Procurement Process [Minna Maaranto](#), HUS IT Financial Manager [Tom Sundman](#), HUS IT Project Manager

10:15-10:30: Coffee and Tea break

10:30-11:10: Case: Biobank, Genomianalytics and Qualitysystems Procurement Process from the Hospital Side
[Seija Viinikka](#), HUS IT Head of Department

11:10-11:45: Case: Procurement and Implementation Process from Company Side
[Petteri Viljanen](#) , Managing Director, [BCB Medical](#) Ltd,

11:45-12:00: Wrap Up

About HUS Information Management, IT - HUS Information Management is a business area of HUS and it provides IT and IT services to the HUS joint venture, municipal association partners and subsidiaries and associates. Other customers and stakeholders of HUS Information Management are municipalities, universities, private healthcare providers and public authorities.

HUS Information Management employs about 350 service experts with solid IT skills and the ability to find solutions based on customer needs. We also know the strengths of our customers' core business and utilize a broad network of partners and partners. [Read More...](#)

About HUS - At HUS Helsinki University Hospital more than half a million patients receive medical care annually. They have 25,000 professionals and are responsible for providing specialized health care for the residents of 24-member municipalities. In addition, the treatment of many rare and severe diseases is nationally centralized to HUS.

HUS is the biggest health care provider and the second largest employer in Finland. Their expertise is internationally recognized and accredited. As a university hospital, they continuously develop and evaluate their treatment methods and activities. [Read More...](#)

12:00 Noon – 4:45 PM – Open time

Participants can head to the conference to register, to join in on some of the pre-workshops (many of them have an additional fee), choose to have some free time to catch up on email, etc., and or we can try to get lunch together somewhere before the Opening Keynote begins.

4:45 PM – 6:15 PM - HIMSS Europe Health 2.0 Opening Keynote
Location: Southern entrance, Messuaukio 1, 00520 Helsinki – Room 101

7:00 PM – 8:30 PM - HIMSS Europe Health 2.0 Welcoming Reception
Location: MAYOR'S CITY HALL HELSINKI - Pohjoisesplanadi 11-13, 00170 Helsinki

8:45 PM – All invited to meet for dinner - optional

Wednesday, June 12, 2019

9:00 AM – 8:00 PM - HIMSS Europe Health 2.0 Conference
Location: Southern entrance, Messuaukio 1, 00520 Helsinki

9:00 AM – 10:30 AM - HIMSS Europe Health 2.0 Morning Keynote
Location: Room 101

12:15 PM – Lunch

1:00 PM – 2:00 PM - ITAC Health Trade Mission - Meet Eero Toivainen, Senior Advisor,
Business Finland
Location: HIMSS Europe Booth Stand 6D60

5:30 PM – 6:30 PM – Evening Keynote
Location: Room 101

6:30 PM – 8:00 PM – Exhibit Hall Networking Reception
Location: Exhibition Area

8:30 PM – All invited to meet for dinner - optional

Thursday, June 13

9:00 AM – 5:00 PM HIMSS Europe Health 2.0 Conference
Location: Southern entrance, Messuaukio 1, 00520 Helsinki

9:00 AM – 10:00 AM - HIMSS Europe Health 2.0 Morning Keynote
Location: Room 101

12:15 PM – Lunch

4:45 PM – 5:00 PM – Closing Remarks
Location: Winter Garden

6:00 PM – All invited to meet for dinner – optional

4. Mission leads and recommendations

The 6 mission delegates were asked to fill out evaluation forms in respect to their mission experience. Below is a brief summary of the results of the evaluations:

When asked how they would rate the Mission overall...

4 of the delegates rated the mission as excellent while 2 delegates marked it as a 2 based on the scoring being 1 being excellent, 5 being undesirable.

When asked how they would rate the briefings and presentations preceding and during the mission...

Finland Canadian Consulates Pre-Mission briefing

2 of the delegates rated the pre-mission briefing as excellent while 4 delegates marked it as a 2 based on the scoring being 1 being excellent, 5 being undesirable.

Helsinki University Hospital Site visit

All 5 delegates that attended rated the site visit as excellent, one delegate could not attend

Onsite meeting with Business Finland

1 delegate rated this onsite meeting as excellent while 2 delegates marked it as a 2, 1 marked it as a 3 and 1 marked it as a 4 based on the scoring being 1 being excellent, 5 being undesirable. One delegate could not attend

Onsite meeting with Oulu Health

2 delegates rated this onsite meeting as excellent while 3 delegates marked it as a 2 based on the scoring being 1 being excellent, 5 being undesirable. One delegate could not attend

HIMSS Europe Health 2.0 Conference Experience

5 delegates rated the HIMSS Europe conference as excellent, while one delegate marked it as a 2 based on the scoring being 1 being excellent, 5 being undesirable.

Potential and/or possible business partners met

All 6 delegates reported that they met potential business partners, and together indicated that a total of 33 potential business partners were met. Further delegates reported that they felt that out of the 33 met, they would be able to continue ongoing discussions and follow up with 17.

Business transacted on the mission

One delegate reported that they were able to transact business during the mission at a value of about 50,000.00 CND

A better understanding of the marketplace in the Europe?

All 6 delegates reported that they gained a better understanding of the market place in Europe.

Interest in participating in an ITAC Health HIMSS Europe 2020 Mission

4 delegates indicated that they would be interested in participating again next year, 1 delegate indicated that they might be, depending on outcomes on further discussions from this mission with potential leads and 1 delegate indicated they would not. This one delegate was able to find out that there was simply not a big enough market for their specific offering in Europe at this time.

Testimonial from a delegate...

“This was an excellent trade mission, very well organized and found it to be helpful in understanding the trends and buying decisions in Europe as well as getting to know some key contacts. We would be very interested in participating again.”

Glenn Langteigne, CEO, Tectonic Advisory Services

RECOMMENDATIONS FOR FUTURE TRADE MISSIONS

Mr. Uy from the Canadian Embassy in Finland and Elaine Huesing discussed that if we were able to organize another mission for the HIMSS Europe Conference for 2020, that the Embassy would be pleased to host a pre conference reception for dignitaries attending the conference for the ITAC Health Delegation. This would increase the exposure for the delegates to key decision makers from across Europe as well as other key contacts. HIMSS Europe conference 2020 – May 26 – 28, 2020, Helsinki, Finland.

Unfortunately, GOA approval timeline makes it a very short turnaround for companies to be able to make a decision on whether or not they can participate. Further it limits the opportunity to secure less expensive air flights and accommodations for the trip overall to Finland. ITAC health will need to be ready to immediately after approval in order to best serve potential delegates.

Additional site visits will need to be planned, again difficult to do with a short turn around, but still can be achieved.

We learned that a company must be ISO 9001 and 134855 compliant in order to sell any product into the EU, this information will be shared with future delegation. ITAC Health will also host an information session in the fall for start up and other companies that will provide them with the information how to take the steps to become compliant. More mature Canadian companies are already ISO 9001 and 13485 compliant, but for the less mature company, this will be great value to them as they continue to scale up their business within Canada and abroad.

5. Trade Mission Pictures (all were tweeted, plus many more throughout mission)



Trade Delegation – HUS Site Visit, June 11, 2019



Trade delegation discussing days events –
June 11, 2019



On site meeting with Oulu Health, June 12, 2019



Trade Delegation meeting onsite with Business Finland, June 12, 2019