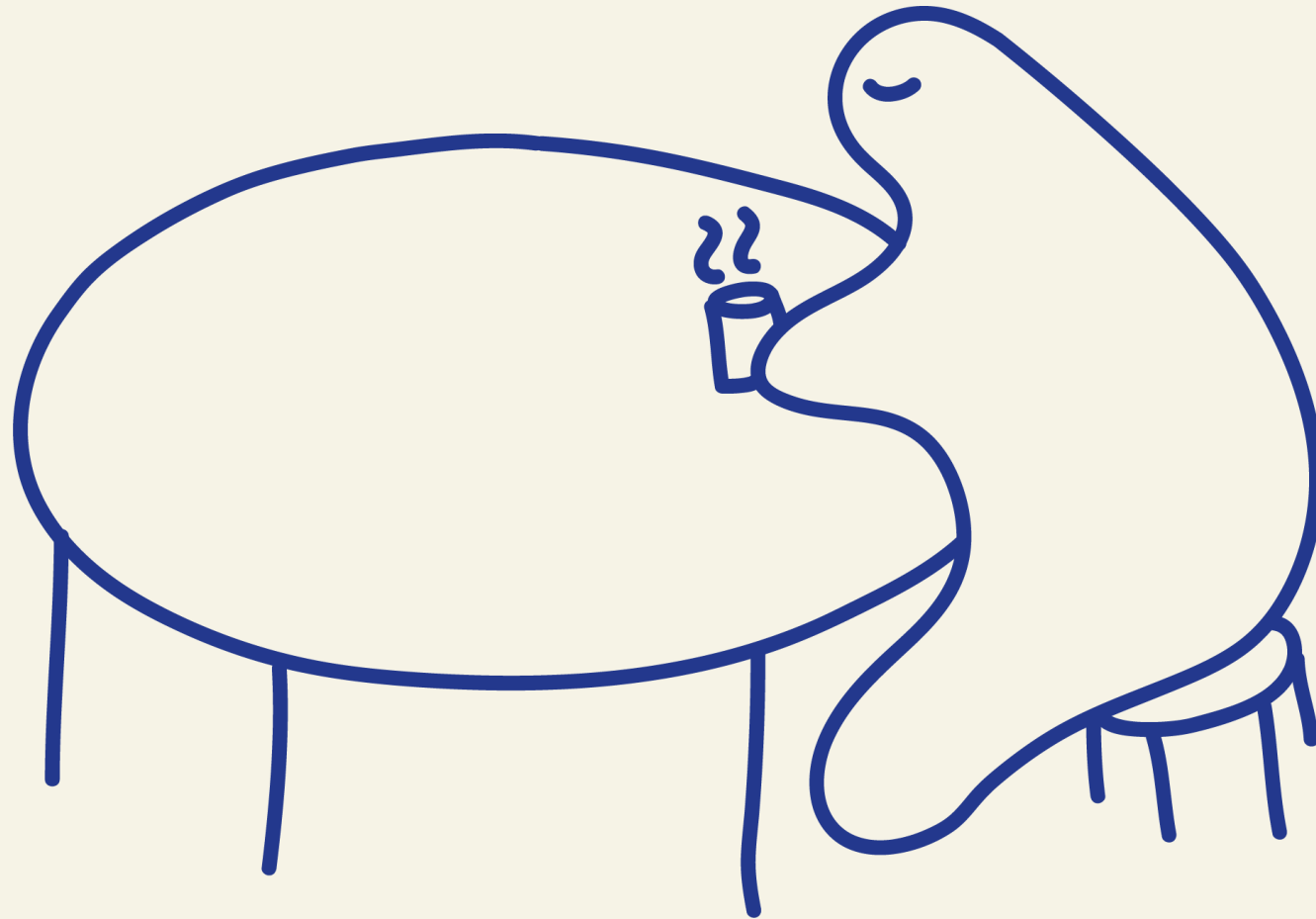
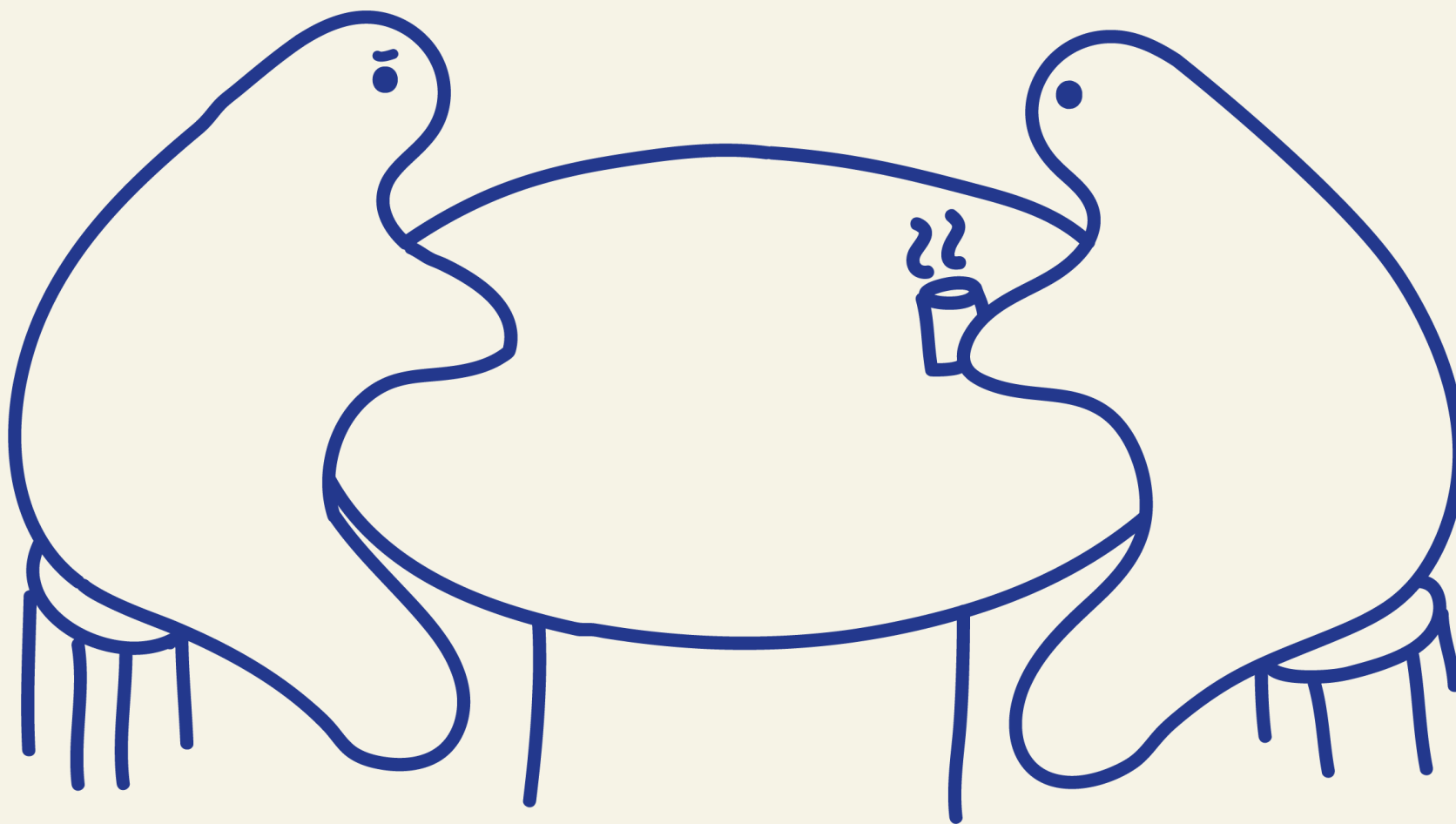


Rethinking Preventative Care







Tuuli's story is not uncommon.

In 2019, 47% of older adults aged 75+ lived alone¹.



“ They [older adults] come here with the ambulance, and the relatives live somewhere else [than the older adults]. A lot of people live alone and don't have any other kind of help. (Nurse 2)

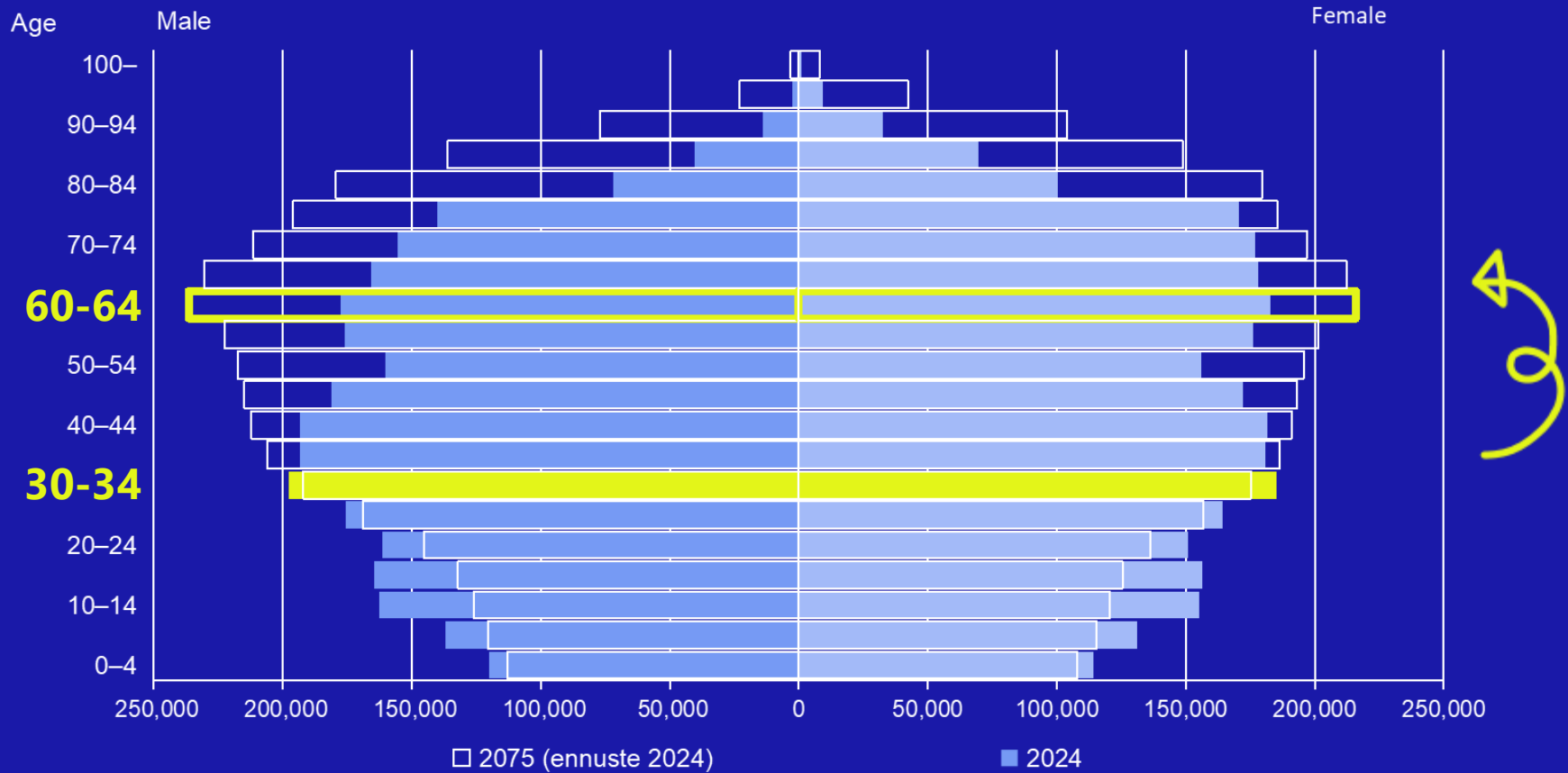
”

“ The third sector has traditionally played a role in preventative healthcare for older adults. However, funding for such activities has been continually reducing. (Administrative Personnel 4).

”

1. Statistics Finland. (2020). Official Statistics of Finland (OSF): Dwellings and housing conditions. [e-publication]. Retrieved May 5th, 2025, from https://stat.fi/til/asas/2019/asas_2019_2020-05-20_tie_001_en.html

Age structure of population in 2024 > 2075



Data Source: Statistics Finland

Tutkimus

THL:n raportti: Vain noin puolet suomalaisista luottaa terveyspalveluihin

THL:n tuoreen raportin mukaan asiakastyytyväisyys sosiaali- ja terveyspalveluissa on pysynyt korkealla, mutta luottamus järjestelmän toimivuuteen on heikentynyt selvästi.

THL report: Only about half of Finns trust health services
YLE

Politiikka

Sote-säästöt iskemässä ikääntyneiden kotihoitoon – asiantuntija: Etähoidon lisääminen ei ole kaikkialla mahdollista


Esimerkiksi Helsingin kotihoidossa teknologiaa hyödynnetään hoidon apuna jo tällä hetkellä lähestulkoon sen verran kuin sitä on mahdollista käyttää.

Social security savings hitting home care for the elderly – expert: Increasing remote care is not possible everywhere
YLE

Kotihoidon heikennykset uhkaavat ihmisarvoista vanhuutta

Vieraskynä | Etäkäyntien lisäämisellä tavoitellaan säästöjä, mutta kotihoidon heikennykset johtavat kasautuviin julkisen talouden kustannuksiin.

Deterioration in home care services threatens dignified aging
HS



**How could we notice
older adults' care needs
earlier?**

Our team



Yuchen Tang



Marta Ligaj



Yue Yu



ChinYing Chu



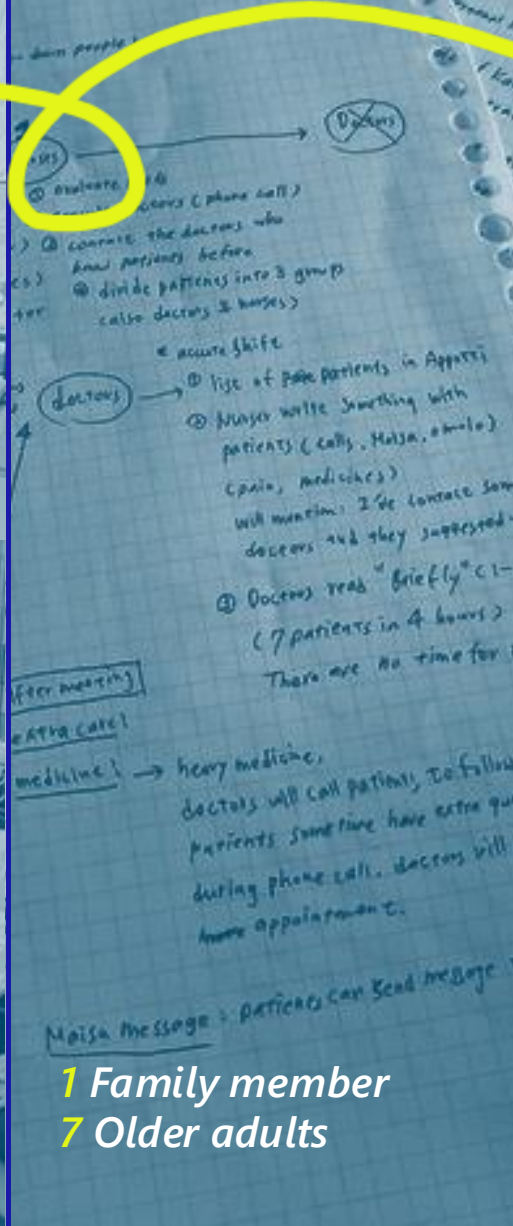
Ronja Chydenius

Interviews with Professionals



2 Doctors
1 Kanta personnel
4 Nurses
3 Administrative personnels

Interviews with Patients



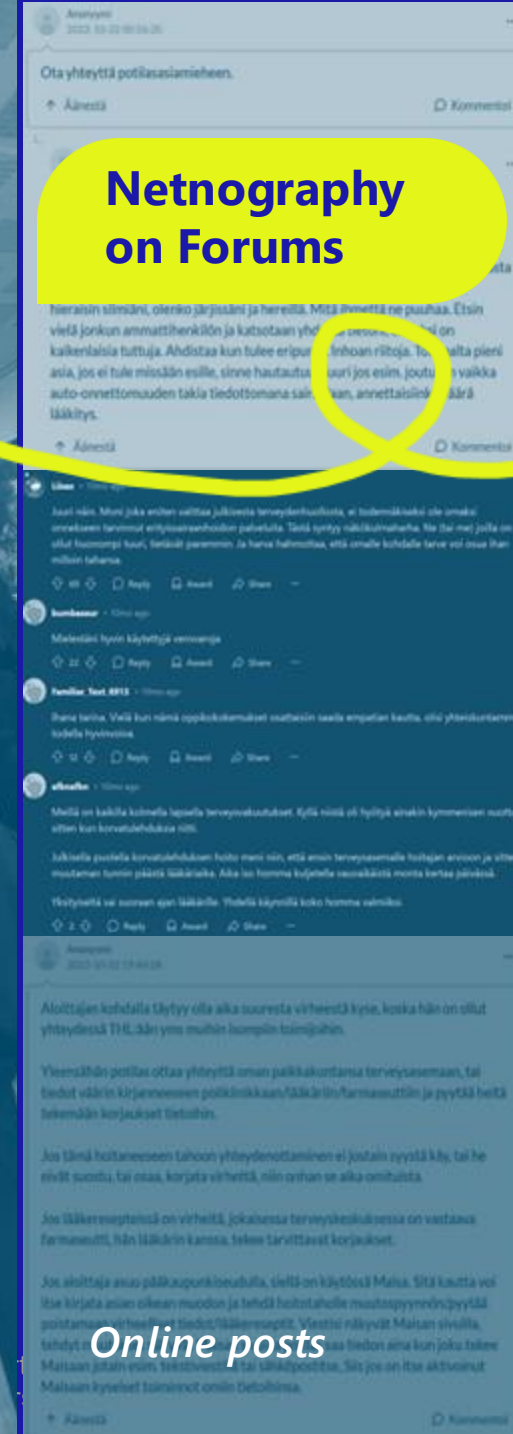
1 Family member
7 Older adults

Visit to Raasepori Hospital



Day unit, HUS
Dialysis and rheumatics unit, HUS
Emergency department, LUVN
Rehabilitation ward, LUVN

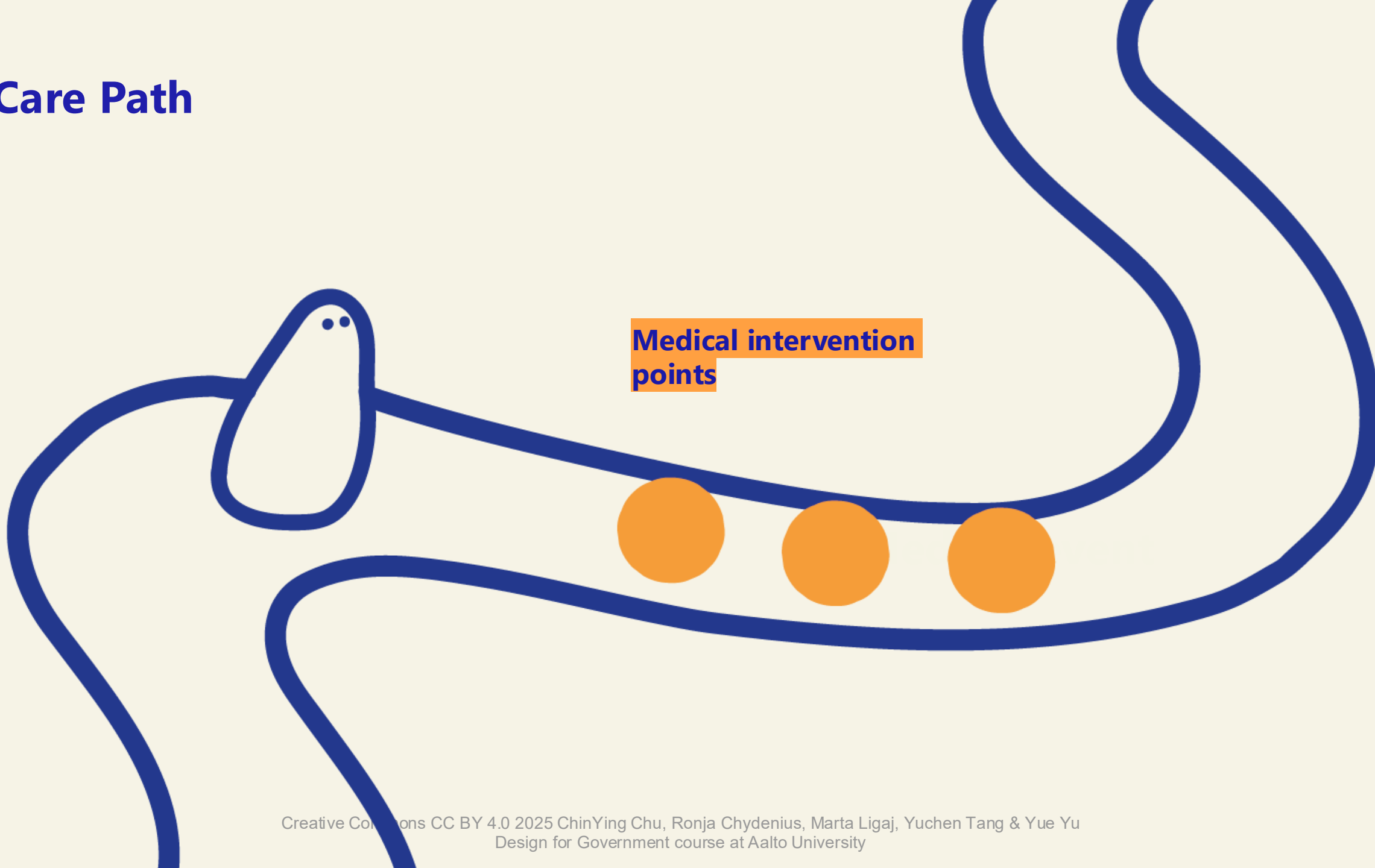
Netnography on Forums



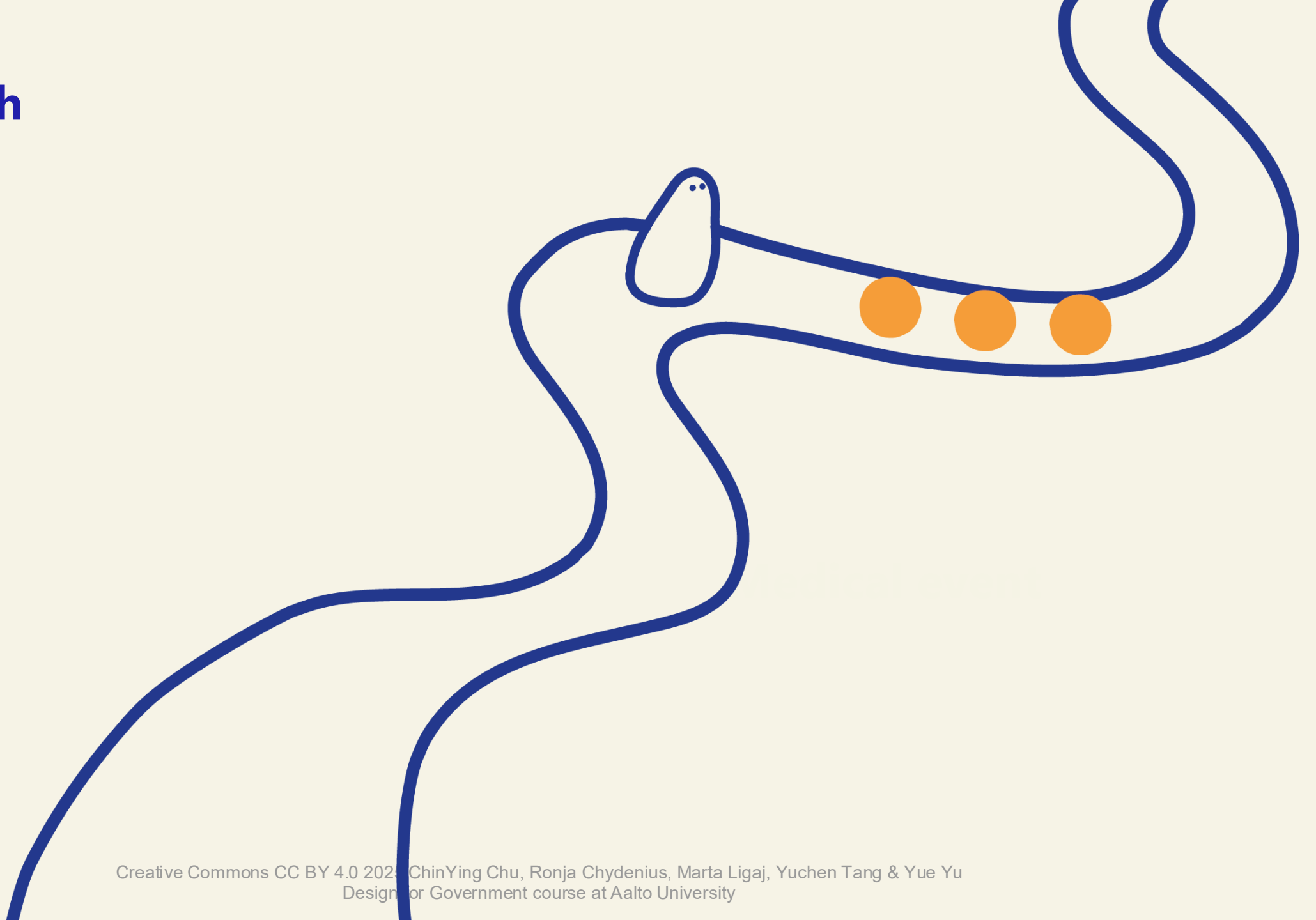
Secondary Research



Care Path



Care Path



Care Path

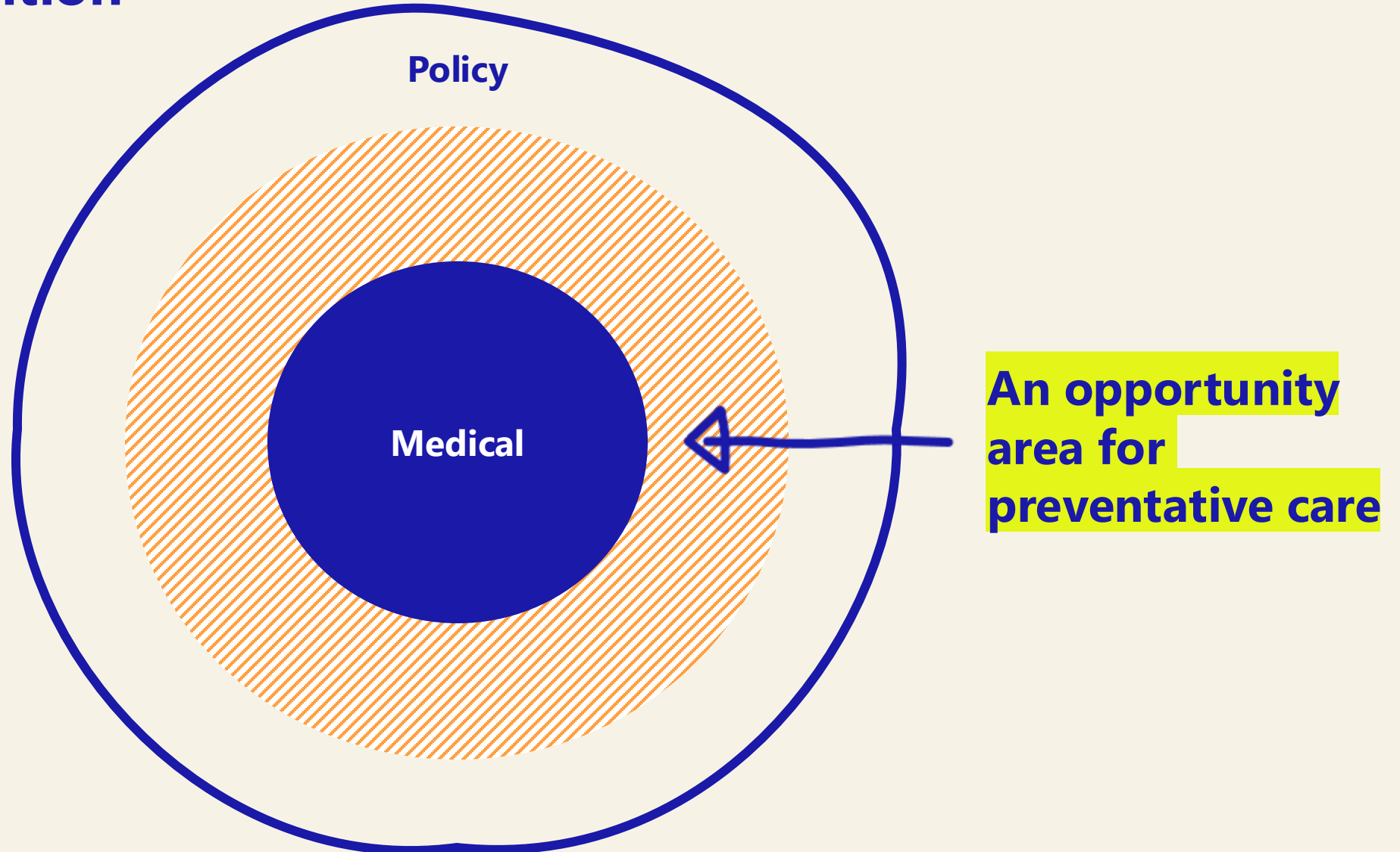
Prevention needs to happen
outside the current realm
of medical prevention



Intervention points

***Preventative care should
mean more than just
check-ups.***

Levels of Prevention



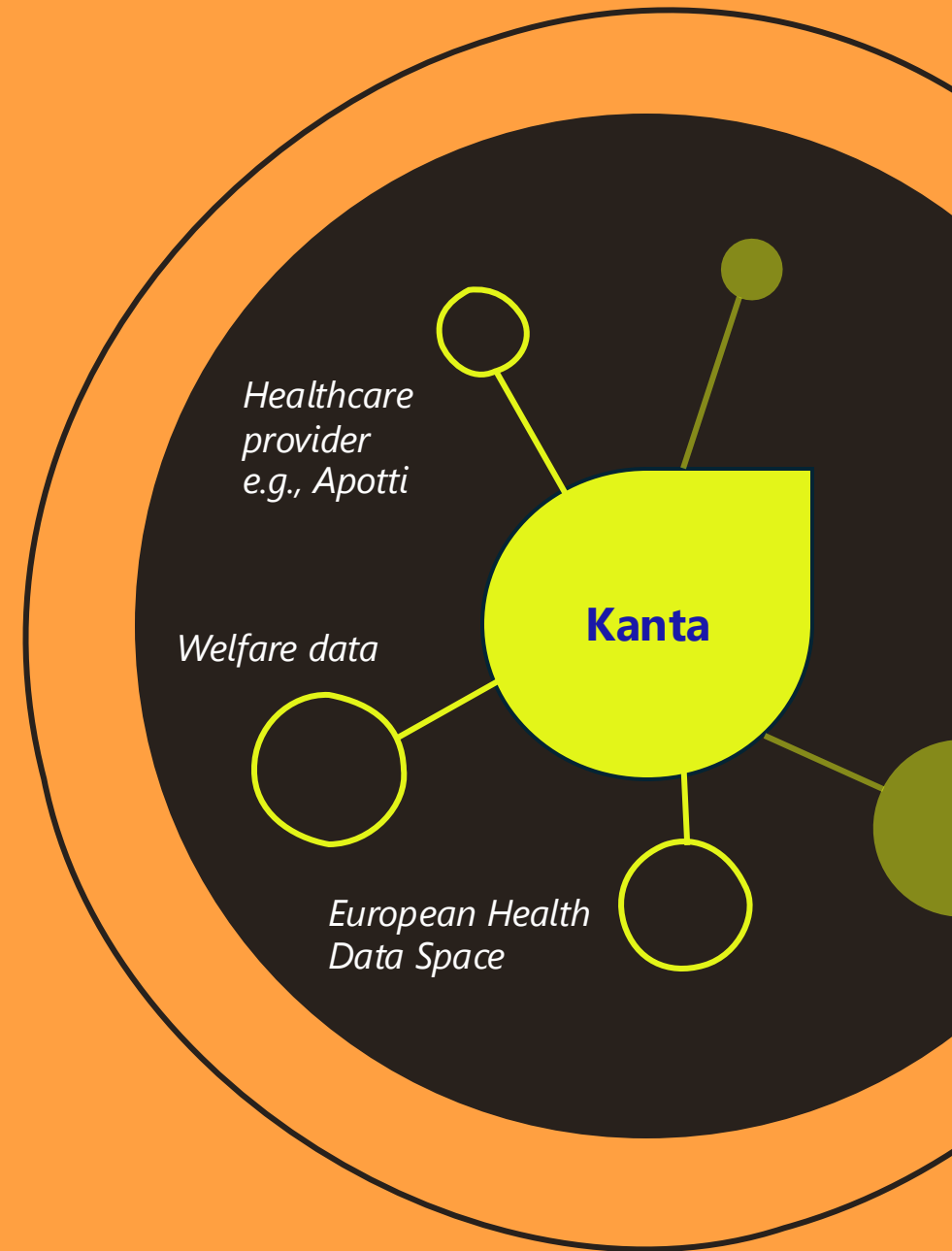


**How could Kanta be a
part of this change?**

Let's introduce Kanta first.

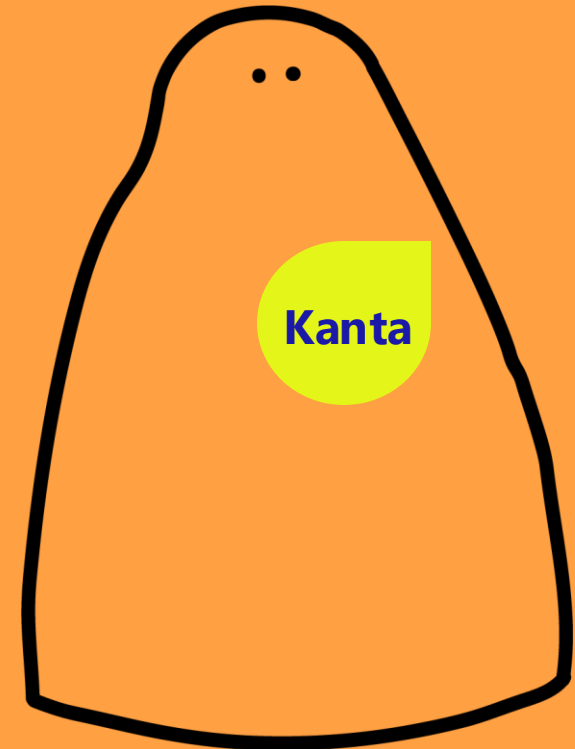
Kanta is a healthcare data repository which store medical and welfare data. It presents the data but doesn't collect or own data.

Kanta is as a connector within the healthcare system, linking data across providers and on a national scale. It also connects Finland to the European Health Data Space.



Defining Kanta as a care tool

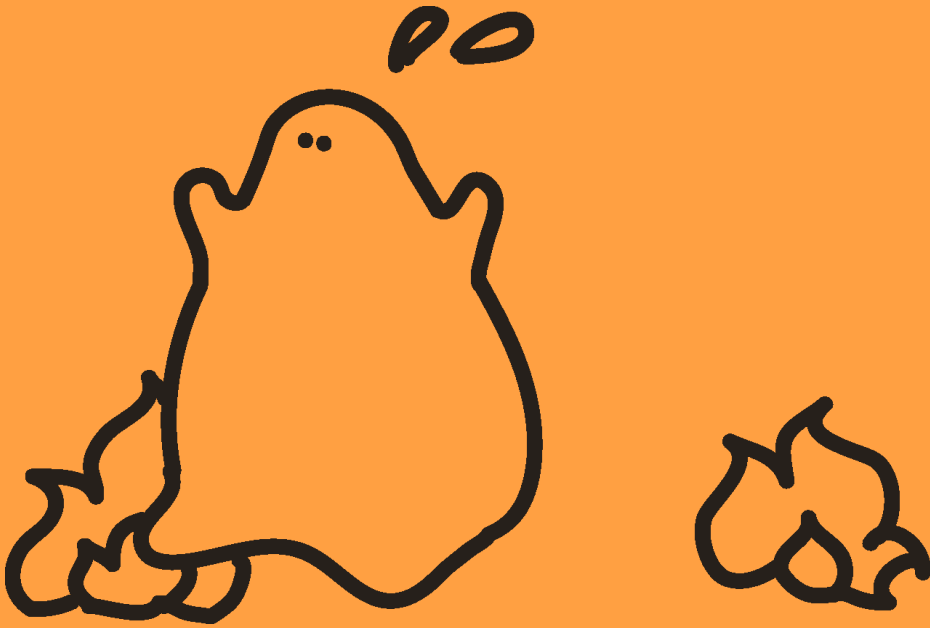
Kanta is mainly seen as a database for accessing medical records. But what if we see it as a care tool, an active part of people's wellbeing?



The limits of the current system

Preventative care needs to go beyond medicine. It can include social, behavioral, and informational support.

Medical care professionals often don't have the resources to address these broader needs.



“ When you work in the healthcare field, you only have time to put the fire down. There is no possibility to think about what we can do so that there won't be this fire. (Administrative personnel 4) ”

TOO MUCH
WORK



“ There is some data that's mandatory (e.g., recipes, summary), but the rest relies on the healthcare professional. ”
(Administrative personnel 2)

“ All practical information is not included in the medical summary, like when they should be contacted, when to reserve their next appointment, and how to take their medication. ”
(Nurse 4)

Bridging the gap

Kanta has a possibility to work as a preventative care tool for early prevention that the current medical care system don't offer, because it focuses on treating illness rather than preventing it.



a

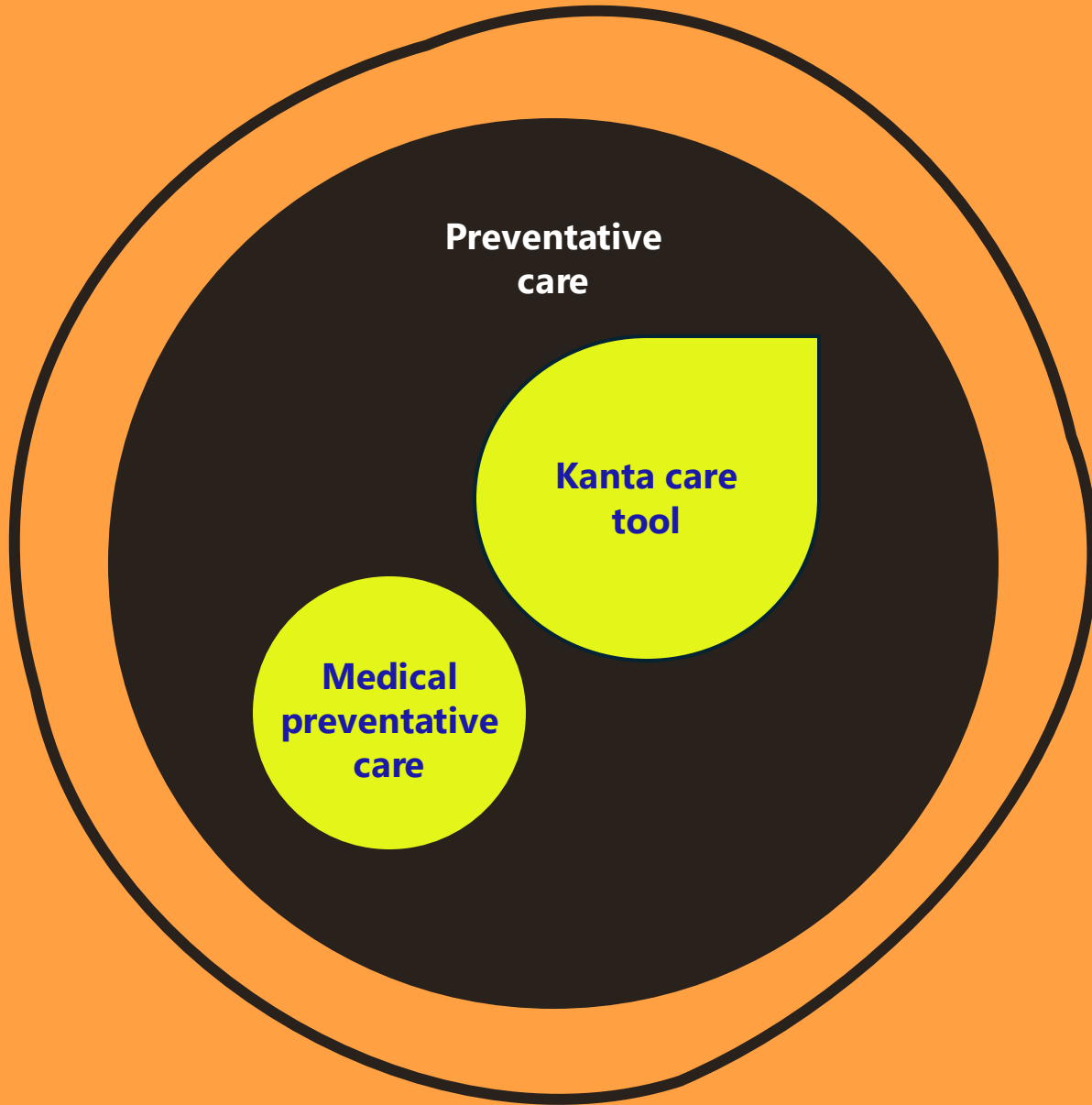
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“ *There's some data that's mandatory (e.g., recipes, summary), but the rest relies on the healthcare professional.* ”
(Administrative personnel 2)

“ *All practical information is not included in the medical summary, like when they should be contacted, when to reserve their next appointment, and how to take their medication.* ”
(Nurse 4)



From treating illness to supporting health

If Kanta can support wellbeing...

- Could it help detect early signs of social isolation?
- Could it offer health education?
- Could it gently prompt a caregiver to check in before a medical care event might occur?

It could support health in everyday life.

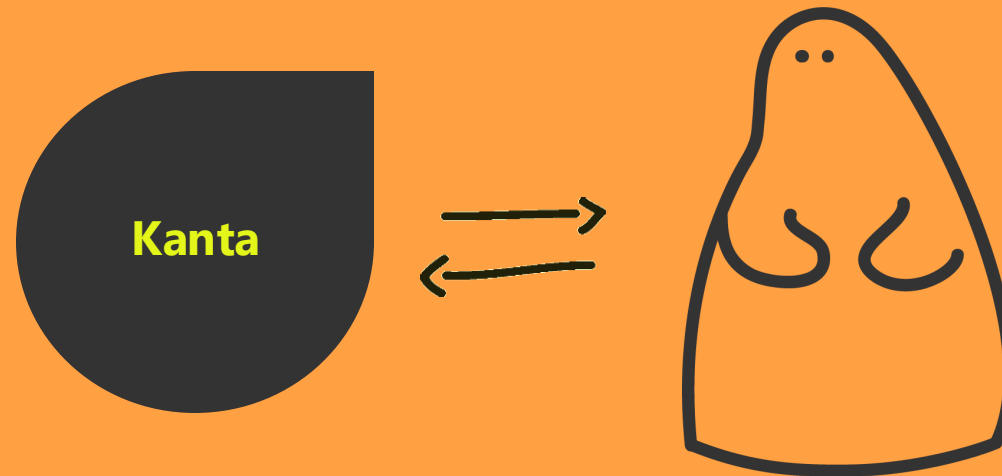
Kanta's unique position

Kanta stores data nationwide and could become a trusted health information source and guiding citizens. With the rethinking of preventative care, Kanta could shift from a reactive system to a proactive care tool.



Kanta is trusted by patients².

Trust is the key, but listening opens the door to access people's experiences, concerns, and hopes.



2. Kujala S, Hörhammer I, Väyrynen A, Holmroos M, Nättiäho-Rönnholm Web-Based M, Hägglund M, Johansen MA. Patients' Experiences of Access to Electronic Health Records in Finland: Cross-sectional Survey. J Med Internet Res. 2022 Jun 6;24(6):e37438. doi: 10.2196/37438. PMID: 35666563; PMCID: PMC9210208.

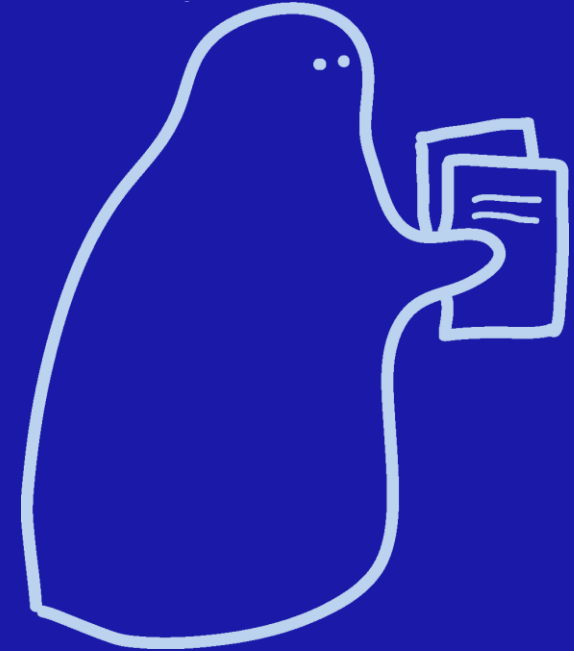
In dialogue with older adults

To enable preventative care for the older adults, improving communication channels both to citizens, from citizens, and in dialogue with citizens is needed.

Can we widen the channel of information delivery, making it accessible for older adults in non-medical scenarios?



Balancing information channels: digital vs analogue



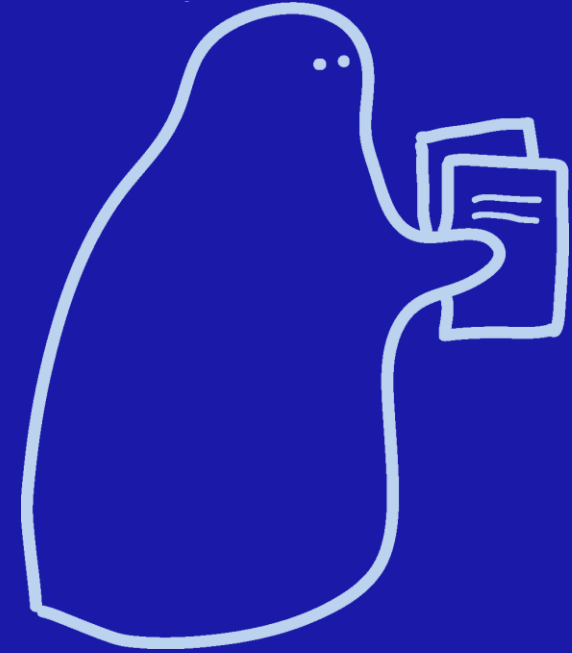
“ We are given information packages in the mail or handed by the nurse that visits. It leaves me **feeling trusting and taken care of.** I keep all the papers in one place, so I can study them later. (Older adult 2 & 3) ”

Balancing information channels: digital vs analogue

Connecting to older adults with **tangible and intuitive information channels**, based on their preference, not overlooking non-digital channels.

2023 HUS Study of over 1000 seniors 75+, 15% did not use digital services.

- Could there be more easily approachable mediums to inform patients?
- Could there be more touchpoints with human interaction?



“ We are given information packages in the mail or handed by the nurse that visits. It leaves me **feeling trusting and taken care of.** I keep all the papers in one place, so I can study them later. (Older adult 2 & 3) **”**

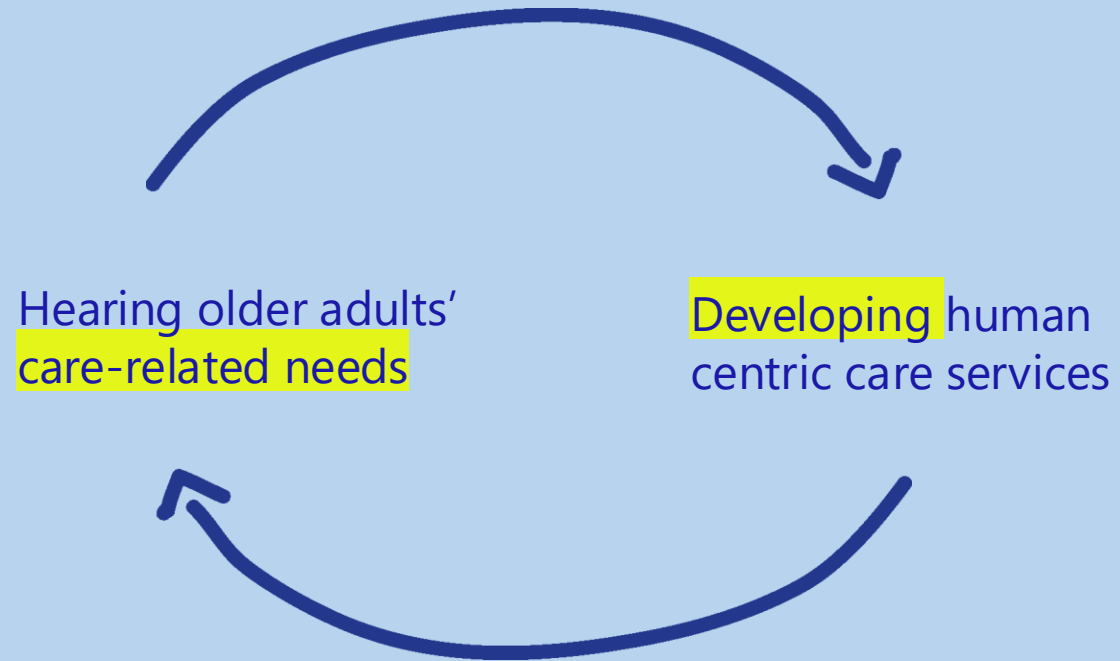
Data Source: Suomi 24.fi

Anonymous
2023-05-14 13:58:00

Well, isn't it a substitute for a doctor, yes, it is a person's right to get help for their ailments when needed. It's true that things are getting worse all the time, when you can't even talk to a real person on your phone, but have to press a button at any time for any ailment. Old people don't keep up with that, when digital things are often difficult for them. Call 112 for an acute admission directly without any calls, then things start to happen. People shouldn't be treated with words that the doctor is supposedly sick, because a month without a doctor makes long queues, of course they have to have someone as a substitute

*Older adults feel that their experience in the healthcare system is not taken seriously by the professionals.
(Netnography)*

Taking older adults' experiences and knowledge into consideration



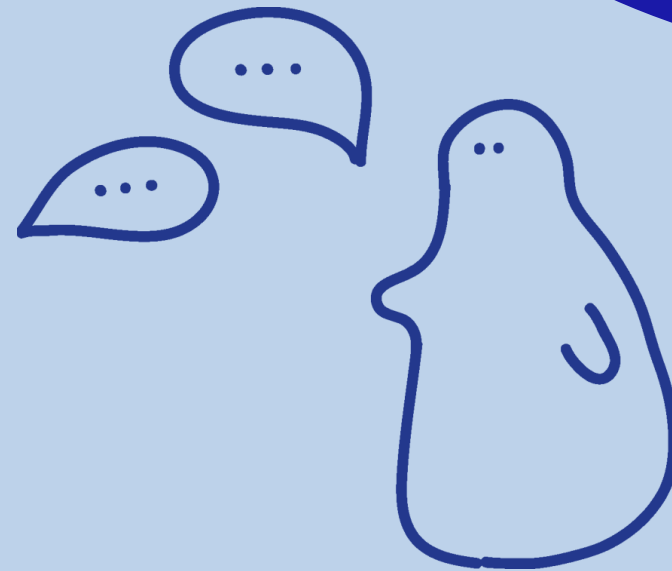
Learning through dialogue in daily life

Room for conversations helps uncover hidden vulnerabilities.

Conversations can raise concerns not **urgent enough** for healthcare, but **relevant** for preventative health, e.g., struggles with loneliness, financial insecurity, and functional needs. The current threshold for approaching nurses and social workers is high.

The data from conversations can signal preventative care needs.

“ We have a few (patients) who don't have relatives at all. They only have neighbors. That's a big challenge. (Nurse 1) **”**

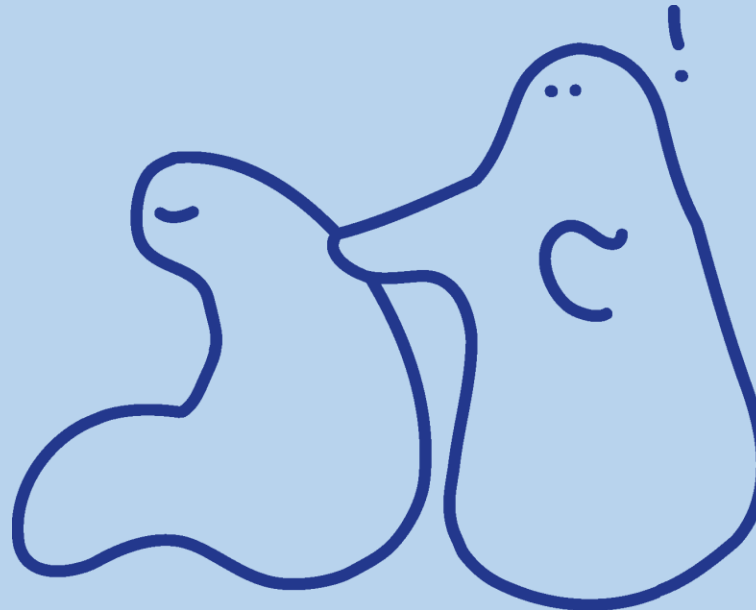


Empowering members of the community to check-in

In 2019, 47% of older adults 75+ and 60% of women 80+ lived alone.

How might we notice earlier older adults who might be at risk?

- What if trusted members of the community can notify healthcare services of individuals at risk?
- In France: *Postal workers check in on the older adults.*



“ We have a few (patients) who don't have relatives at all. They only have neighbors. That's a big challenge. (Nurse 1) ”

3. Whiting, K. (2018). Postal workers in France are helping elderly people fight loneliness. World Economic Forum. Retrieved from <https://www.weforum.org/stories/2018/11/postal-workers-in-france-are-helping-look-after-elderly-people/>



**What could
the future look like?**

A future healthcare system would focus on *preventing people from needing medical care and decreasing the severity of needs of people who do*, through early awareness of issues, integration of data, and proactive outreach to citizens.



By 2060, 1 in 3 Finns will be over the age of 65¹, actively benefitting from preventative care.

Let's start caring today.

1. Finnish Institute for Health and Welfare. (2023). Aging Policy. Retrieved May 26th, 2025, from <https://thl.fi/en/topics/ageing/ageing-policy>

Thank you!