

**Oulu** Capital  
of Northern  
Scandinavia



# Oulu Self Care

**OULU** | Healthcare and  
Social Welfare

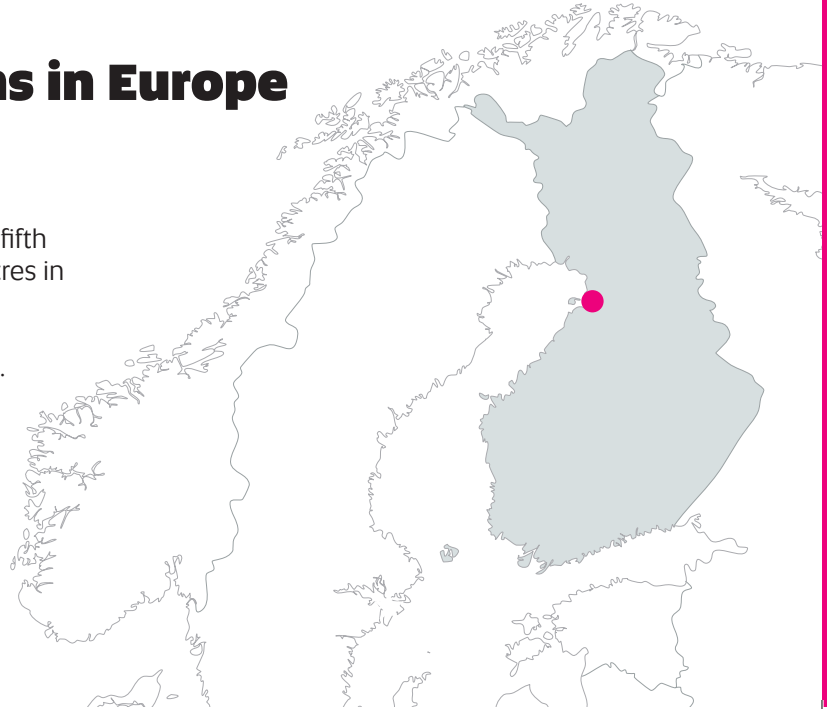
# Oulu has one of **the youngest populations in Europe** – the youngest in Finland

Oulu has a population of 200 000 residents. It is the fifth biggest city and one of the fastest growing urban centres in Finland.

Oulu is the largest center of the Northern Scandinavia.

The average age of the resident's is 37,6.

Under 18 years	23 %
18–64 years	63 %
Over 65 years	14 %



# More **Citizen-Centered Care** by eServices



90 % of users  
have occasional  
need of services



An aging  
population



Always  
accessible  
24/7



Interest in  
well-being



Self Care improves  
treatment outcomes



*In 2005 the City of Oulu and Coronaria Oy, Mawell Oy, ProWellness Oy started a development project.*

*Municipal residents and professionals were participating in the development from the beginning.*

*In 2008 population level pilot kicked off at Kaakkuri Technology Health Centre.*

*In 2011 electronic social services and expansion to all health centres in Oulu.*

*Current partner is Csam Health Finland.*

# Oulu Self Care services

Oulu Self Care services are integrated to the patient health and social care data.

**Making appointments**

**Reliable wellness data**

**Messages to professionals**

**Health check-ups**

**Lab results**

**Coaching programs**

**Diaries**

**Health card and measurements**

**e-forms of family welfare**

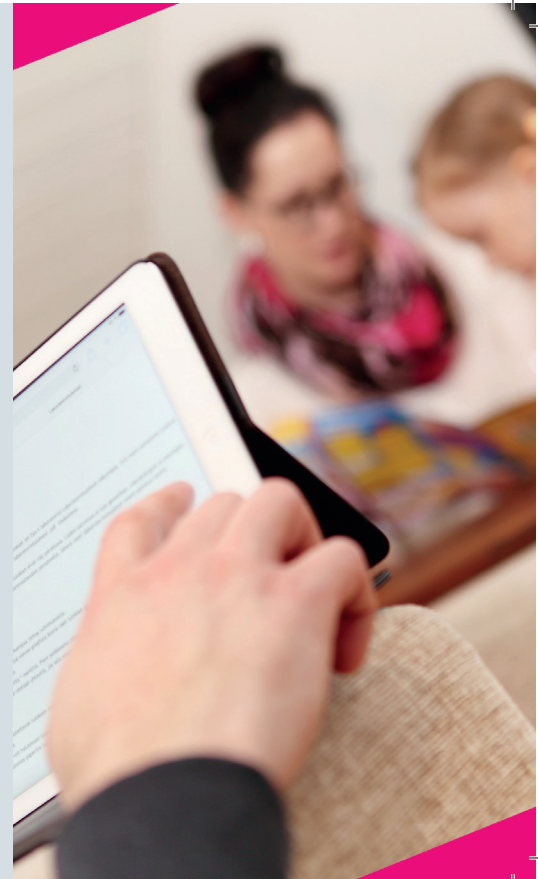
[www.ouka.fi/omahoito](http://www.ouka.fi/omahoito)

 **YouTube - Omahaito in English video**



### *Online social services available in Oulu:*

- *A local resident may evaluate his or her right to transport services provided for disabled and personal assistance as well as informal carer support and transport services as stated in the Social Welfare Act.*
- *A local resident may communicate with a social worker and receive assistance online. Also chat option is available.*
- *A local resident may apply online for assistance for disabled, transport services and services for families with children.*



About  
**104 000** registered users  
in the end of year 2017

**2/3**  
are women

Most active users  
are older than  
**65** years

about  
**14 200**  
monthly users

In 2017 the number  
of appointments  
has risen by  
**67 %**

The number of  
appointment  
services has been  
increased

**Most popular  
services:**  
Appointments  
Laboratory results  
Messaging

Estimated savings over **€ 2.7 M** years 2012–2017



*Objectives: to produce services at a lower cost, increase the share of light services and provide clients with tools for things they can do by themselves.*

# Services for the future - connecting data

1

Current situation

Pain – other problems?

2

Existing data

Diagnoses | Medication  
Lab results

3

Outcome

Reasoning & additional  
info

4

Guidance

- A. Home care instructions
- B. Appointment with physiotherapist
- C. Virtual group appointment



*What is going to happen in future?*

*Smarter services, not just online copies of traditional services. In future, among other things, smart symptom assessments: previous health data shall be collected from the database to support procedure recommendations.*

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