

| MAIN HALL                        |   |   |
|----------------------------------|---|---|
| 8.30-9.00                        | Registration and breakfast  |   |
| 9.00-9.05                        | Opening session   |   |
| 9.05-9.45                        | <p><b>KEYNOTE: Anna Stavdal, Norway.</b><br/>Strong primary healthcare.<br/>How to create sustainable health services and a healthier population.</p>   |   |
| MAIN HALL                        | SILTASAARI HALL   |   |
| THE FUTURE OF PRIMARY HEALTHCARE | STRATEGY AND LEADERSHIP   |   |
| 9.50-10.35                       | <p><b>Primary healthcare on a sustainable and financially stable basis - a utopia?</b> How do we find a sustainable basis and financial stability for primary healthcare without giving up the Nordic healthcare standards?<br/><b>Anders Anell, Mauro Laudicella, Marina Erhola, Petra Orre, Riikka-Leena Leskelä.</b></p> | <p><b>The impact of global trends on the healthcare ecosystem.</b> What kind of companies are emerging? What do patients expect? What strategy will be successful?<br/><b>Mats Brommels, Jenni Tamminen-Sirkiä, Juha Paakkola, Mikko Kauppinen.</b></p> |
| 10.40-11.25                      | <p><b>Towards more personal healthcare.</b><br/><b>Marko Rauhala, Anne Räsänen</b><br/><b>Unloading the burden of primary care.</b><br/>How to avoid queues?<br/><b>Hannu Välimäki, Marko Rauhala, Anne Räsänen.</b></p>  | <p><b>Effective healthcare and the role of leadership.</b><br/><br/><b>Case Jönköping, Göran Henriks.</b><br/><b>Discussion Göran Henriks, Mika Perttu.</b></p>   |
| MAIN HALL                        |   |   |
| 11.30-12.30                      | Lunch and time for networking   |   |
| 12.30-12.45                      | Virtual coffee room: Marko Rauhala & Hannu Välimäki   |   |
| 12.45-13.15                      | <p><b>KEYNOTE: Michael van den Berg</b><br/><b>Using data to create a health system that benefits citizens.</b><br/>New generation of indicators that will enhance international learning on value of healthcare as reported by patients themselves.</p>  |   |
| MAIN HALL                        | SILTASAARI HALL   |   |
| 13.20-14.00                      | <p><b>Effective healthcare and private service providers.</b><br/><b>Sabina Joyau, Antti-Jussi Ämmälä</b></p>   | <p><b>Leadership in public healthcare – Critical thinking or Business as usual?</b><br/><b>Stella Cizinsky</b></p>  |
| MAIN HALL                        |   |   |
| 14.00-14.45                      | Coffee break and time for networking  |   |
| 14.45-15.25                      | <p><b>The future of health services in the Nordic capitals.</b><br/><b>Sisse Marie Welling, Eero Rämö</b></p>   |   |
| 15.25-15.30                      | Concluding session  |   |
| 15.30-16.15                      | <b>Hoiva&amp;Terveys Arena networking coffee</b>  |   |