Customer-oriented, Intelligent Health and Welfare Services in the Future

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Parallel Session 3: Welfare and Futures

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Content

- Aging population vs. 21st century customers
- The future customer using intelligent health and welfare services
- Examples from Finland using digitalized service innovations
- Impact on future experts working in the health and welfare sector
The Future Customer

1. Expects multiprofessional services
2. Tries to find meaning, values and purpose in life and career
3. Chooses the service provider
4. Builds knowledge and way of life collaboratively in networks
5. Expects tailored, fast and efficient services
6. Acts fluently in the digital world
7. Wishes to have services independent of time and place
8. Wishes to have an active part in making significant decisions of own health and welfare

The Future Customer

www.hamk.fi
Examples from Finland using digitalized service innovations

• Intelligent services to determine symptoms
• Digital welfare survey/examination where both customer and experts build knowledge collaboratively
• Welfare coaching/mentoring service using apps
Future experts working in health and welfare services

• Education providers must be prepared for the significant change working together with regional stakeholders, international partners and representatives of the world of work

• Flexible curricula is a tool to react to the changes at short notice

• Digitalization and intelligent services develop very fast -> education providers must be ready to use them as students need to have the competence when they graduate

• Flexible and individualized learning paths

• New professions and competence
Thank you!

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References


Omahoito ja digitaaliset arvopalvelut

https://www.innokyla.fi/documents/1025578/725f5d4a-ac9a-4244-96f6-b1cc66a3d480

Oma Häme – työryhmien väliraportti