

”BUILDING REVENUE AND LOYALTY WITH DIGITAL HEALTH”

AGENDA

- INTRODUCTION
- DIGITAL CUSTOMER JOURNEY @MEHILÄINEN
- FUTURE STEPS

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MEHILÄINEN: THE LEADING PRIVATE HEALTHCARE AND SOCIAL CARE PROVIDER IN FINLAND

6.11.1909

MEHILÄINEN
FOUNDED

”Mehiläinen is the leading integrated social and healthcare services provider in Finland with a focus on superior customer experience and quality”



KEY FIGURES

- Revenue 590 Meur (FY16)
- EBITDA 64 mEUR (FY16)
- YoY growth 17 % (FY16)
- 11 500 professionals

CUSTOMERS

- Over 1 million individual customers
- Over 9 000 corporate customers
- Over 85 % all finnish municipalities
- Over 250 clinics and care homes

DIGITAL HEALTH AND SMART PHONE HEALTH APPLICATIONS ARE A STEAMING HOT MARKET TODAY

Ping An Insurance

中国平安 PING

Medical services app Ping An Good Doctor raises US\$500m

 LiveHealth

 Min Doktor

 HealthTap

 TELADOC.

 PUSH DOCTOR

 MEHILÄINEN

 babylon

”Digitising the healthcare-industry is a huge business opportunity”, The Economist, March 4, 2017

KEY QUESTION FOR US

“How to improve the delivery of...

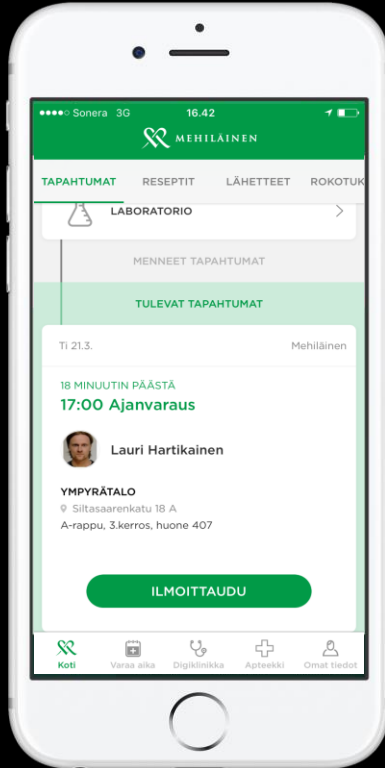
- **...high quality, integrated and patient-centric healthcare...**
- **... using smart phones and cloud services available today...**
- **... enabling better health and value for our clients...**
- **... resulting in higher customer loyalty and revenue growth?**

DIGITAL CUSTOMER JOURNEY @MEHILÄINEN

MEHILÄINEN APPLICATION IS AT THE CENTRE OF OUR INTEGRATED CARE MODEL

Available on the
App Store

Get it on
Google play



- **Book appointment**
- **Personal & family health records**
- **Ability to view x-rays**
- **Digital Clinic 24/7**
- **E-prescriptions / push-button renewal**
- **Digital pharmacy with home delivery**

EXAMPLE OF AN MOBILE CARE PROCESS

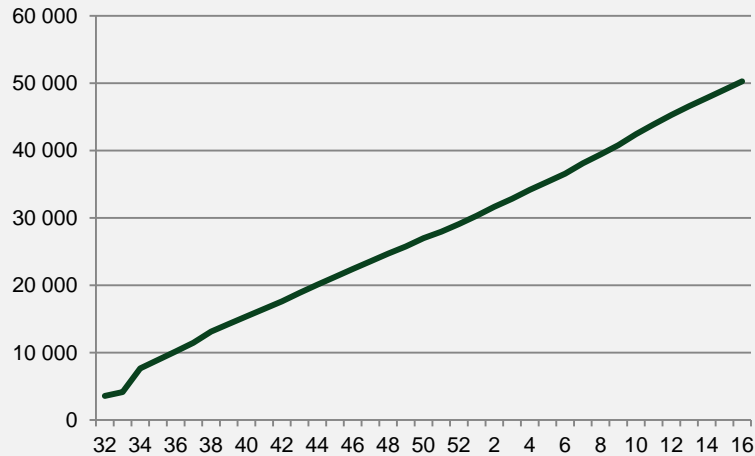
Wednesday, 15th of March, 2017

- 8.00 AM • Customer has a red eye and one thinks it is probable inflammation of the eye. Customer uses OmaMehiläinen App and sends message with picture to Digital clinic.
- 8.12 AM • Doctor answers to the message and diagnose eye infection within 10 minutes.
- 8.26 AM • After the conversation Doctor writes a prescription and gives instructions for a control in a week or if symptoms get worse. All the information can be seen in the App.
- 8.36 AM • Now, customer can make an order for the prescription medicine in the App and get a home delivery. Customer just need to choose any of the partner pharmacies and the whole order process can be done in OmaMehiläinen App.
- 11.20 AM • After few hours from a medicine counseling call from the pharmacy delivery guy appears to the front door.

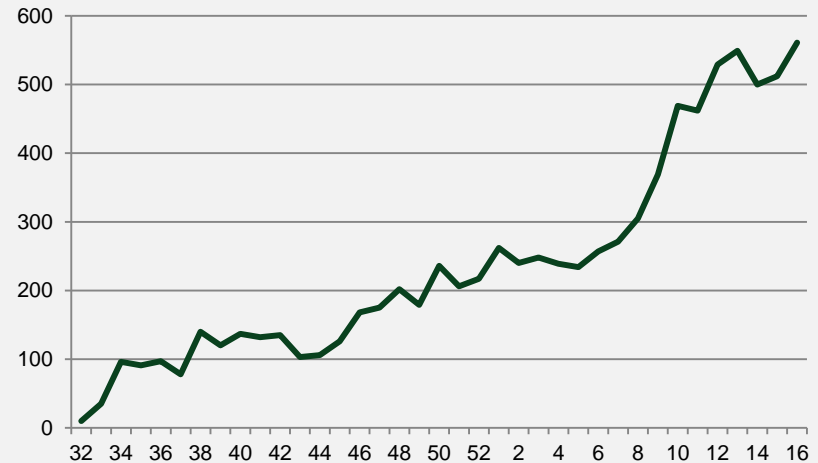
MEHILÄINEN APP USER BASE GROWS LINEARLY AND USAGE EXPONENTIALLY

Weekly user base and services usage of Mehiläinen App (since 7/2016)

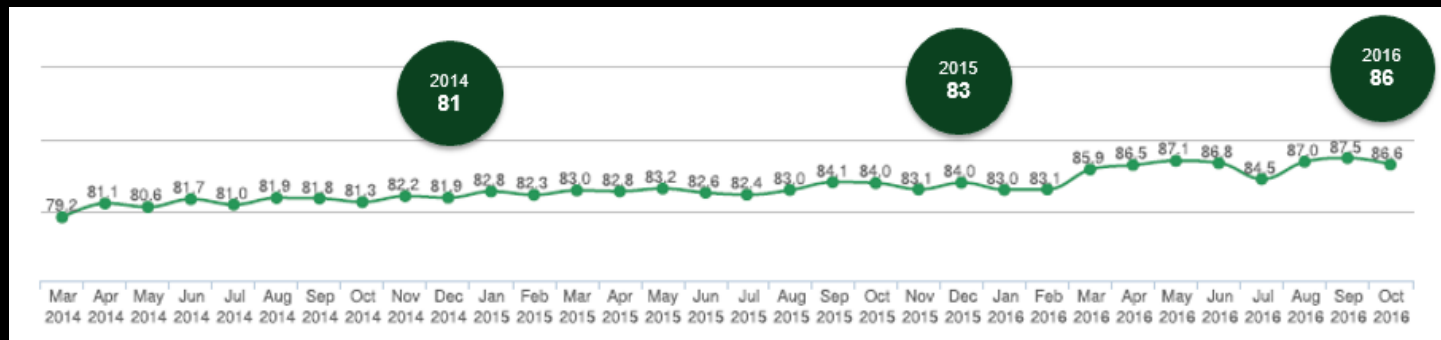
Cumulative registered users



Weekly visits to digital clinic



CUSTOMER SATISFACTION IS BREAKING PREVIOUS RECORDS, RAVING POSTS IN SOCIAL MEDIA



Source: Mehiläinen continuous NPS measurement system (2016: n > 90 000)

*"Here is an example of excellent service. I placed a request to review my prescription with **Mehiläinen** app. 7 minutes later confirmation. Sunday, after 3pm. Amazing"*

#customer experience #customer service

Source:



POTENTIAL NEXT STEPS IN OUR DIGITAL HEALTH BUSINESS DEVELOPMENT



- **Artificial intelligence / Machine learning**
- **Big data analytics**
- **Integration of wellness data and services**
- **Remote diagnostics and service portfolio**
- **International roll-out**

WHAT DO YOU THINK IS THE NEXT BIG THING IN PRACTICE?

THANK YOU! QUESTIONS?