

The HYVÄ programme and its implementation

HYVÄ is a strategic programme of the Ministry of Employment and the Economy (MEE). It aims to develop labour and industrial policies in social and health care services. The programme's objectives are to enhance the requirements of social and health care service provision, and to develop the sector into an internationalising growth industry. HYVÄ programme will be implemented in extensive cooperation with various industry stakeholders, through labour and industrial measures under MEE's administration.

The HYVÄ programme focuses on following priorities:

- improving performance of the social and healthcare service markets
- ensuring the availability of competent labour force
- cooperation between companies and business growth
- internationalisation of companies and promoting the export of services



The HYVÄ programme executes the objectives of Prime Minister Jyrki *Katainen's* Government's Programme. Led by Minister of Economic Affairs Jan *Vapaavuori*, the programme will be implemented until the end of March 2015. It continues and builds on the work of MEE's welfare project launched in 2009 under the same name, with updated goals and measures.



HYVÄ – entrepreneurship and cooperation 2013-2015



Business growth in social and healthcare services

Services of around 22 billion euros are produced within the social and health care sector. Businesses and organisations account for about 30 per cent of the total. In 2011 in Finland 3,300 companies provided social services and almost 15,000 companies health care services.

One challenge in the development of social and healthcare service markets is the low number of growth-seeking SMEs.

The HYVÄ programme aims to develop the preconditions for business and growth within the social and health care sector. The HYVÄ programme's objectives include

- separating the organisation of services from service provision;
- providing effective competition and equal opportunities for market entry by various social and health care service providers;

- guaranteeing a level playing field for public and private sector service providers in terms of regulations and control;
- improving dialogue and encouraging stronger cooperation between the public and private sector;
- making sure that those in need of services can access information on the services of the various providers, compare quality and prices, and influence the development of the services.



So far, the HYVÄ programme has

- provided 90 business advisers with specialised training in specific issues concerning social and health care sector business activities;
- produced a guidebook for social and health care service entrepreneurs on public enterprise services;
- brought together a national network of developers that promotes the industry within ELY centre areas;
- organised dozens of regional events with local operators in order to increase awareness about entrepreneurship in the social and health care service sector, while enhancing cooperation between the public and private sector;
- initiated the development of a national electronic search service for services for the elderly
- produced sector reports on social and health care services, as well as several reports on sheltered housing markets, on business activities, and on development trends related to labour force needs and supply within the social and health care sector.

HYVÄ Measures 2013-2015

The HYVÄ programme's enterprise service and business developer network helps to identify growth-seeking companies. To these companies a series of themed, regional events focusing on growth entrepreneurship will be organised. At these events, companies are offered an opportunity to be coached on growth and to meet with funders.

As an outcome possible obstacles and challenges to business growth are mapped out. The conclusions are compiled into the Growth Entrepreneurship Theses and a growth model for companies is created. These measures also enable companies to benefit from a growth channel approach aimed at internationalisation.

Several other theme seminars related to cooperation with companies, networking and development will be organised in collaboration with the national network of developers established under the HYVÄ programme.

Skilled labour to an attractive industry

The social and health care service sector accounts for 16 per cent of the national labour force. Approximately half of the labour force will retire over the next ten years.

Finland is preparing for this ageing of the population and for smaller age groups entering the labour market. Social and health care education cannot be increased in response to the industry's growing need for labour force. For this reason the number of entry places offered at various levels of social and health care education take into account a 0.5 per cent annual productivity gain, a shift in service needs to the later stages of life, and a reform in services. The objective of the reform is to reduce the amount of intensive institutional care, and to help people continue living and functioning independently at home.

The key to securing skilled labour in the industry is the staff willingness to stay. The social and health care service sector cannot afford to lose large numbers of labour force to other industries. A special emphasis must be placed on the quality of working life.

So far, the HYVÄ programme has

- examined the social and health care service industry's demand and supply of labour force up to 2025 and created a model for predicting changes in labour demand and supply, which can also be applied to other industries
- instituted, in cooperation with the Ministry of Social Affairs and Health, an education aiming for assisting duties in the industry, which is based on certain modules for the practical nurse diploma
- launched an extensive collaborative mapping of development needs in practices of international recruitment of nurses and for creating an ethically sustainable business model for recruitment.



HYVÄ measures 2013-2015

The Ministry of Employment and the Economy, the Ministry of Social Affairs and Health and the Ministry of Education and Culture have jointly drafted proposals for short-term and long-term measures, which aim at ensuring the availability of competent labour force for the social and health care services. These measures will also include proposals for improving integration, language learning and skill development of social and health care service personnel recruited the EU/EEA area and beyond.

Education for social and health care assistant positions, based on certain modules of the practical nurse diploma, will continue throughout the country. Further development of the education will assess experiences gained during the initial stages of educational programme. This education is particularly targeted at immigrants and language training will be further developed through various measures.

FinlandCare – expertise from Finland

Year after year Finland has been ranked among the most competitive countries in the world. We have a safe society, a functioning administrative system and high levels of education and wellbeing.

Finland's economic structure is changing with conventional export industries diminishing in importance. Both nationally and internationally services are becoming more significant. The export of welfare services offers a great opportunity.

The global market for health care services is growing vigorously. One growth trend is an increase in health tourism. This term refers to patients travelling in search of the best possible medical treatment. Within the EU, a cross-border approach to seeking treatment will be possible from the beginning of 2014.

So far, the HYVÄ programme has

- examined the preconditions for internationalisation and export of social and health care services and launched FinlandCare, a programme, which brings together social and health care service providers to form a national cooperation network for promotion of internationalisation and export of services and products
- launched a health tourism project focusing on Russia as the first measure of the FinlandCare programme; Finpro coordinates the practical measures of the project together with more than 20 health care sector companies,
- initiated a survey of opportunities for Finnish companies in markets in eastern Central Europe and the Persian Gulf.



photo: Docrates Syöpäsairaala

HYVÄ measures 2013-2015

The health tourism project will be enhanced and its target area expanded.

Internationalisation opportunities of companies providing social services and suppliers of health devices and aid equipment will be investigated and a company network for internationalization will be formed.

In cooperation with the stakeholders the preconditions for establishing a permanent organisation to maintain and develop activities during the post-programme phase of FinlandCare will be investigated. On basis of the findings the necessary decisions will be made.

www.finlandcare.com

www.finlandcare.ru

Contact

Postal address:

Ministry of Employment and the Economy
The HYVÄ programme
P.O. Box 32, FI-00023 Government, Finland

Telephone switchboard: +358 29 506 0000

Official e-mail address: kirjaamo@tem.fi

www.tem.fi/hyva