Oulu Self Care
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 residents is 37.6.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18 years</td>
<td>23 %</td>
</tr>
<tr>
<td>18–64 years</td>
<td>63 %</td>
</tr>
<tr>
<td>Over 65 years</td>
<td>14 %</td>
</tr>
</tbody>
</table>

Oulu has one of the youngest populations in Europe – the youngest in Finland.
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

YouTube - Omahoito 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 €2.7M 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

Current situation
Pain – other problems?

Existing data
Diagnoses | Medication
Lab results

Outcome
Reasoning & additional info

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.