

FOR IMMEDIATE RELEASE

## **Finland to Showcase Breakthrough Health Innovations at HLTH USA 2025**

**HELSINKI, Finland/LAS VEGAS — October 14, 2025** - Finland, known as the “happiest country in the world” and home to one of the most advanced digital health ecosystems, will spotlight a lineup of pioneering health technology companies at HLTH USA 2025, demonstrating how Finnish innovation is redefining the future of global healthcare. Business Finland’s Health 360 Finland Program will lead the delegation and host the Finland Pavilion (Level 2, Booth #3453) October 19-22, 2025, where cutting-edge solutions in AI diagnostics, digital therapeutics and precision medicine will take center stage.

Finland’s health technology sector has become the country’s largest high-tech export industry and one of Europe’s most dynamic health innovation hubs. Built on a foundation of complete electronic health records for every citizen and secure, interoperable national data platforms, Finland’s strong public–private collaboration and trusted institutions create an ideal environment to pilot, validate and scale new technologies responsibly.

“At HLTH USA 2025, we’re excited to highlight how Finnish innovation is reshaping health and well-being across the globe,” said Tarja Enala, Head of the Health 360 Finland program at Business Finland. “Our companies share a mission to make healthcare smarter, more human-centered and more sustainable. Together, they represent the collaborative and innovative spirit that defines Finland’s global health technology leadership.”

### **Finland Pavilion: Meet the Finnish Innovators Driving the Future of Health**

- Buddy Healthcare – Automated care coordination that streamlines perioperative and specialty care pathways.
- BusinessOulu / OuluHealth – Northern Finland’s innovation ecosystem accelerating collaboration between research and health tech companies.
- Clever Health Network – A health technology ecosystem designed to provide better patient care by leveraging and refining health and wellbeing data.
- CurifyLabs – Empowering pharmacies to create personalized medicines tailored in dose, taste, shape, and release profile.
- EFSim (Peili Vision) – Gamified assessment tool that assesses executive functions and attention in children, transforming how ADHD pathways are managed worldwide.
- Kiwecare (Smart PD Solutions Ltd.) – Non-invasive biosensor monitoring for peritoneal dialysis patients.

- Klinik.AI – AI-powered triage and diagnostic technology that optimizes digital health workflows.
- Koite Health – Photothermal and photodynamic therapy innovations addressing the global challenge of antimicrobial resistance by reducing the need for antibiotics.
- Moncyte Health – Cellular lipid-fingerprint diagnostics for cardiovascular disease risk provide personalized plans that remove treatment trial-and-error.
- NADMED – advanced diagnostic solutions for accurately measuring NADs, the key biomarkers of cellular health, energy metabolism and disease progression.
- Otos Health – Integrated hearing health assessment tool that enables non-clinical staff to perform three gold-standard tests with minimal paperwork.
- QuietOn – Active noise-cancelling earbuds designed to improve sleep and well-being.
- SolidIO – Tumor-immune response modeling to guide immuno-oncology treatment decisions.

### **Visit the Finland Pavilion at HLTH USA 2025**

Business Finland invites attendees, investors and healthcare leaders to visit the Finland Pavilion at the Venetian Expo Center, Level 2, Booth #3453, to discover how Finnish innovation is shaping a healthier, more connected world. For more information, visit:

[www.businessfinland.com/hlth-usa-2025](http://www.businessfinland.com/hlth-usa-2025)

### **About Finland**

Finland consistently ranks in the UN World Happiness Report as the world's happiest country, a reflection of its deep trust, equality and societal stability; qualities that extend directly to its healthcare system. Finland's strong public trust in science and institutions has nurtured a culture ready to embrace, pilot and co-create cutting-edge digital health innovations. In the "State of Happiness" digital health is more than a growth sector—it is a foundation for the future. By combining world-class ICT, life sciences expertise and a fully data-driven healthcare system, Finland provides a reliable launchpad for global health breakthroughs. Finnish companies turn complex challenges into simple, human-centered solutions designed for global implementation from day one.

### **About Business Finland**

Business Finland is the Finnish government organization for innovation funding and trade, travel, and investment promotion. Business Finland's over 760 experts work in over 40 offices globally and in 16 regional offices around Finland. Business Finland is part of the Team Finland network.

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