

# The wellbeing Services County of Southwest Finland

General presentation 1-2024



**We secure, we cure, we save –  
ensuring well-being together,  
every day**



**Friendliest**

**Most effective**

**Valued by professionals**

**University-affiliated**

**Bilingual**

**Responsibly and effectively**

**Kindly and professionally**

**Respectfully and equitably**

# We reform our services while putting people first.

The reason for the wellbeing services county reform is that Finns are ageing and the need for care increases. Our society is changing.

There are fewer people of working age and the birth rate is falling. Tax revenues decrease year after year.

The reform is in many ways massive: it covers numerous buildings, hundreds of information networks, thousands of contracts, and an extensive network of partners.

## The duties of a wellbeing services county:

- Organising healthcare and social welfare services
- Organising and providing rescue services
- Provision, guidance, and supervision of healthcare and social welfare services
- Development of healthcare and social welfare services
- Other tasks supporting its statutory functions (limited optional functions)
- Optional tasks of municipalities as agreed with municipalities (option)
- A wellbeing services county may conduct low-risk business in its area that supports the performance of its statutory tasks

Municipalities retain responsibility for, among other things, day care, education, sports, and culture.

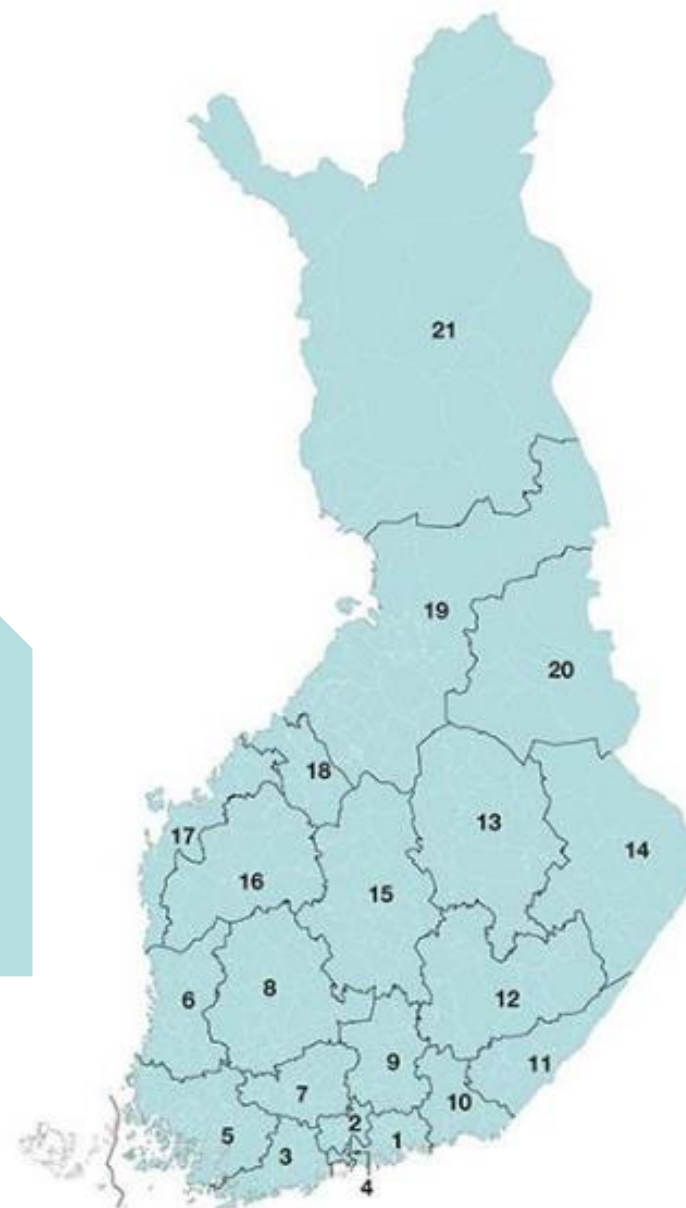


# Structure of wellbeing services counties as of 1.1.2023.

195 social services  
and health care  
organizations

22 rescue  
departments

22 (+ 1) organisers of  
social services, health  
care and rescue  
services (+ HUS)

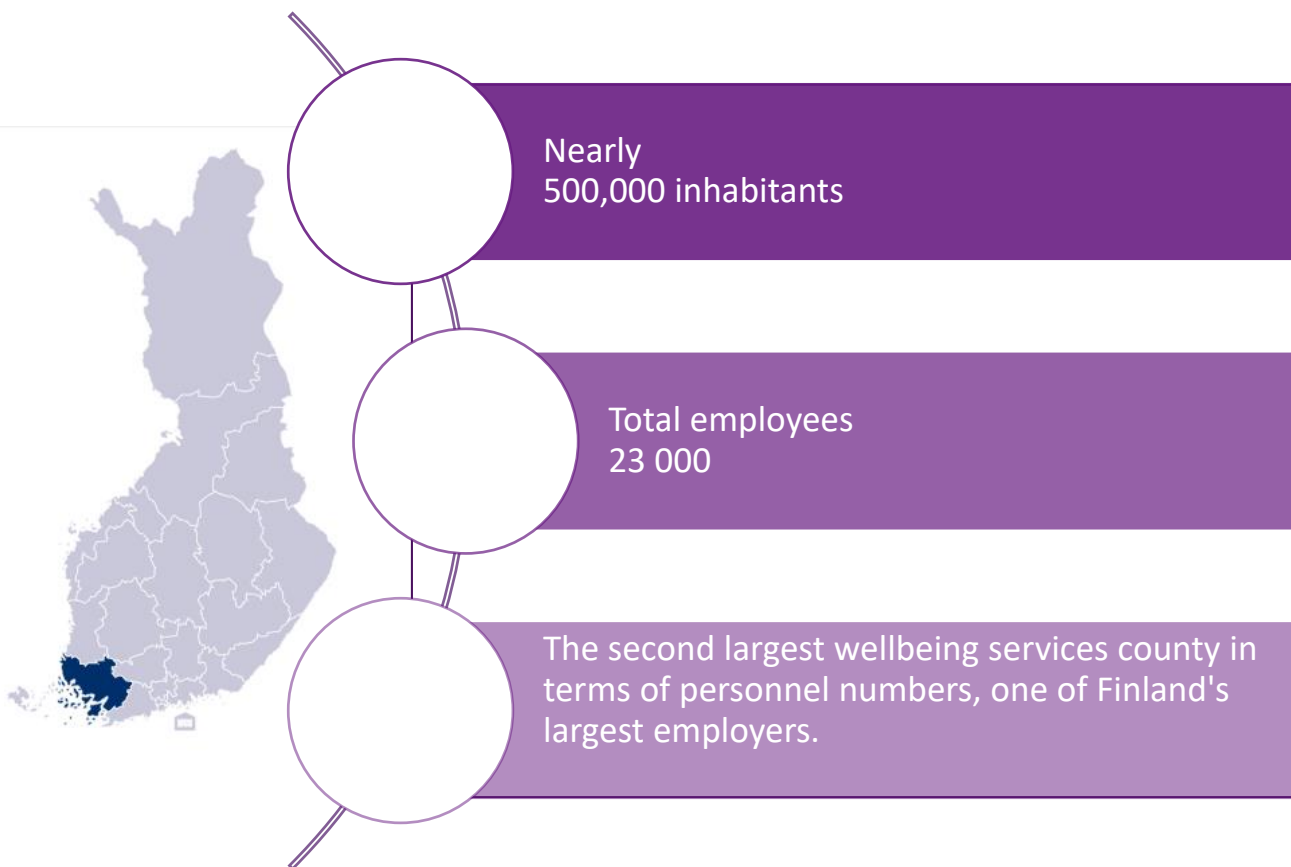


Source: STM, Soteuudistus.fi

**We secure, we cure,  
we save – ensuring  
well-being together,  
every day**



# The wellbeing Services County of Southwest Finland



## Our wellbeing services county as of 1 January 2023

- social and health care services in 27 municipalities
- The Hospital District of Southwest Finland
- Southwest Finland Rescue Department
- Special care services i.e. KTO and Kårkulla

# We are a bilingual wellbeing services county

- Language equality is also important: all services must be equally available in Finnish or Swedish.
- The Wellbeing Services County of Southwest Finland is responsible for the coordination of bilingual wellbeing services on a national level.
- Relevant considerations include e.g. the structure of the organisation, the language programme, the tasks delegated by the national language board, finances and budgeting, management and competence, the reverse qualification requirement, and the provision of services.

**Tvåspråkighet är en möjlighet!**  
**Kaksikielisyys on mahdollisuus!**  
**Bilingualism is an opportunity!**

**5,7% of the inhabitants of Southwest Finland are Swedish speakers.**

**Bilingual wellbeing services counties**  
in addition to Southwest Finland

- East Uusimaa
- West Uusimaa
- Central Ostrobothnia
- Kymenlaakso
- Ostrobothnia
- Vantaa-Kerava + Helsinki

# University wellbeing services county



- There are 21 wellbeing services counties in total.
- Our wellbeing services county is one of the five university wellbeing services counties in the country.
- In association with the Ostrobothnia and Satakunta Wellbeing Services Counties, we make up the **Western Finland Collaborative Area**.
- There are five collaborative areas in Finland to promote regional coordination and development of healthcare and social welfare.
- Each collaborative area has one wellbeing services county that operates a university hospital.



A **university hospital supplement** is being allocated to the wellbeing services counties operating the university hospital on the basis of their population.

The supplement is the same for each county, EUR 34 per inhabitant.

This is intended to cover higher costs incurred by university hospitals as compared to other regions.

The sum is to be added to the calculated base funding of the wellbeing services counties from 2024 onwards.

University hospitals also receive additional funding through invoicing for services provided to other counties. These have accounted for on average 11% of the services provided.

Separate state funding will continue to be granted for education as well as research and development.



# Close to half a million inhabitants in Southwest Finland



# Practically everyone uses the services provided by the wellbeing services county at some point of their life.

- Changes in the services will be implemented after the service strategy and the service network have been decided on.
- The service strategy defines the services to be provided, to whom, how, and by whom.
- The service strategy has a particular focus on five to eight key service packages with the highest number of customers, or the highest costs. The service strategy is statutory.
- A proposal for a service network is to be prepared during 2023.
- The change will be phased in to minimise risk to the continuity of service.

Everyone can choose from which public healthcare provider they want to attend for non-urgent care.

Residents may make use of the services throughout Southwest Finland.

The county must provide inhabitants with the option to change their care provider location at least once a year.



# The care guarantee has changed as of 1 September 2023

- A client must be assessed for the need for care on the same working day as they contact the health care services. The assessment of the need for care conducts an individual assessment of the need for care and its urgency.
- In non-urgent health matters, the client must be seen by a health care professional within 14 days, if such a need is stated in the assessment of the need for care.
- In dental and oral health care, a client must have an appointment within four months.



# The care guarantee has changed as of 1 September 2023

- The Varha health care centres respond to about 10,000 phone calls a week.
- Omaolo services are being introduced throughout the Varha region.
- The provision of digital self-care and home care services will be expanded throughout Varha.
- Varha will also introduce more remotely provided services, for instance, a digital mental health clinic will be introduced.

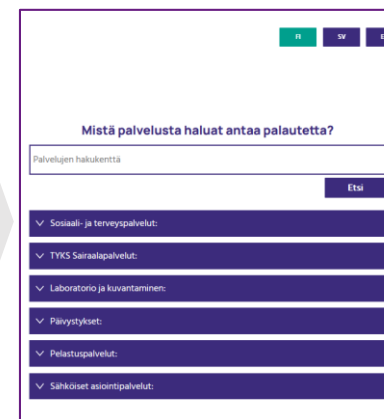
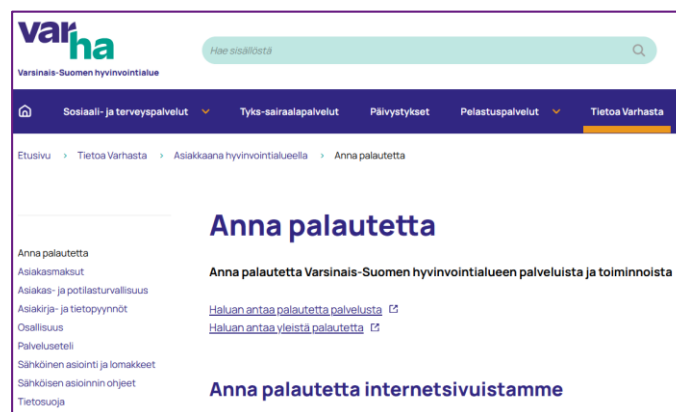




# Feedback from clients is important to us



- Provisions on the client's right to be heard and decide and to participate in the planning and development of services are laid down in the Act on the Wellbeing Services Counties.
- Feedback can be provided at our service points as well as through the varha.fi online service.
- The processing of personal data is guided by data protection regulations.



# ICT and online services at the heart of development

- Design work on information management and digital development is carried out as part of the development of the wellbeing services county and its network of services.
- In Southwest Finland, the starting point has been a high degree of fragmentation of client and patient information systems.
- When the wellbeing services county started, a smooth customer experience and reliable payment of salaries were set as key goals and these were largely successful.
- Issues of data security and protecting the data of clients and patients are very important to us. Our personnel receive regular training on these themes.

## Our goal is to:

- Promote the integration of client and patient information systems so that there remain no more than ten combinations of systems.
- In the initial situation before the wellbeing services county reform there were over 40 systems.
- Introduce new digital tools as well as a client guidance and feedback model.



# Client Fees

- In order to ensure equality between clients, client fees in the Wellbeing Services County of Southwest Finland were harmonised as of 1 January 2023.
- Client fees for social and health care services remained for the most part close to the previous level. The changes were small.
- The starting point has been a complex situation where different fees had been charged for the same services in different municipalities.

**Social services provided free of charge** include e.g. social work, social counselling, outpatient substance abuse care, family work, upbringing and family counselling, as well as employment support, work activities, and daytime activities for persons with disabilities.

**Health services provided free of charge** include e.g. health counselling, maternity and child health clinic services, most outpatient and specialised care for persons under the age of 18, medical supplies intended for the treatment of long-term illness, emergency medical services (excluding the related transport of patients), as well as vaccinations provided either under the national vaccination programme, on a voluntary basis to the public, or under the Communicable Diseases Act.

# Sustainable growth in Southwest Finland 2023–2025

**The sought effects: higher employment rate; cancellation of the current health care, rehabilitation and services debt**

- We promote the implementation of timely social and health care services within the wellbeing services county of Southwest Finland.
- We strengthen the service structures as part of post-pandemic management.
- Our goal is to produce equal and cost-effective services for people's wellbeing and functionality.

**The project is part of  
Sustainable Growth  
Programme for Finland**



**Funded by  
the European Union**  
NextGenerationEU

## Specific sectors

- Promoting wellbeing and health
- Support for ability to work and functional capacity
- Strengthening psychosocial services
- Promoting access to care and the continuity of care
- Support for introduction of digital innovations to enhance the treatment time guarantee
- Increasing the amount of impact information and strengthening knowledge-based management



A young girl with blonde hair, wearing a striped long-sleeved shirt and a patterned skirt, is dancing with her arms raised. An elderly man with glasses, wearing a striped short-sleeved shirt and blue jeans, is dancing with her, holding her hand. They are on a balcony with a railing, and the background shows a building and some greenery. The entire image has a blue tint.

# Employing more than 23,000 professionals

# Our workforce's well-being is our foundation.

Nearly 23,000 personnel  
about 82% on a permanent  
contract.

Measured by the number of employees, we  
are Finland's second largest wellbeing  
services county, as well as Southwest  
Finland's largest employer and one of the  
largest in all of Finland.

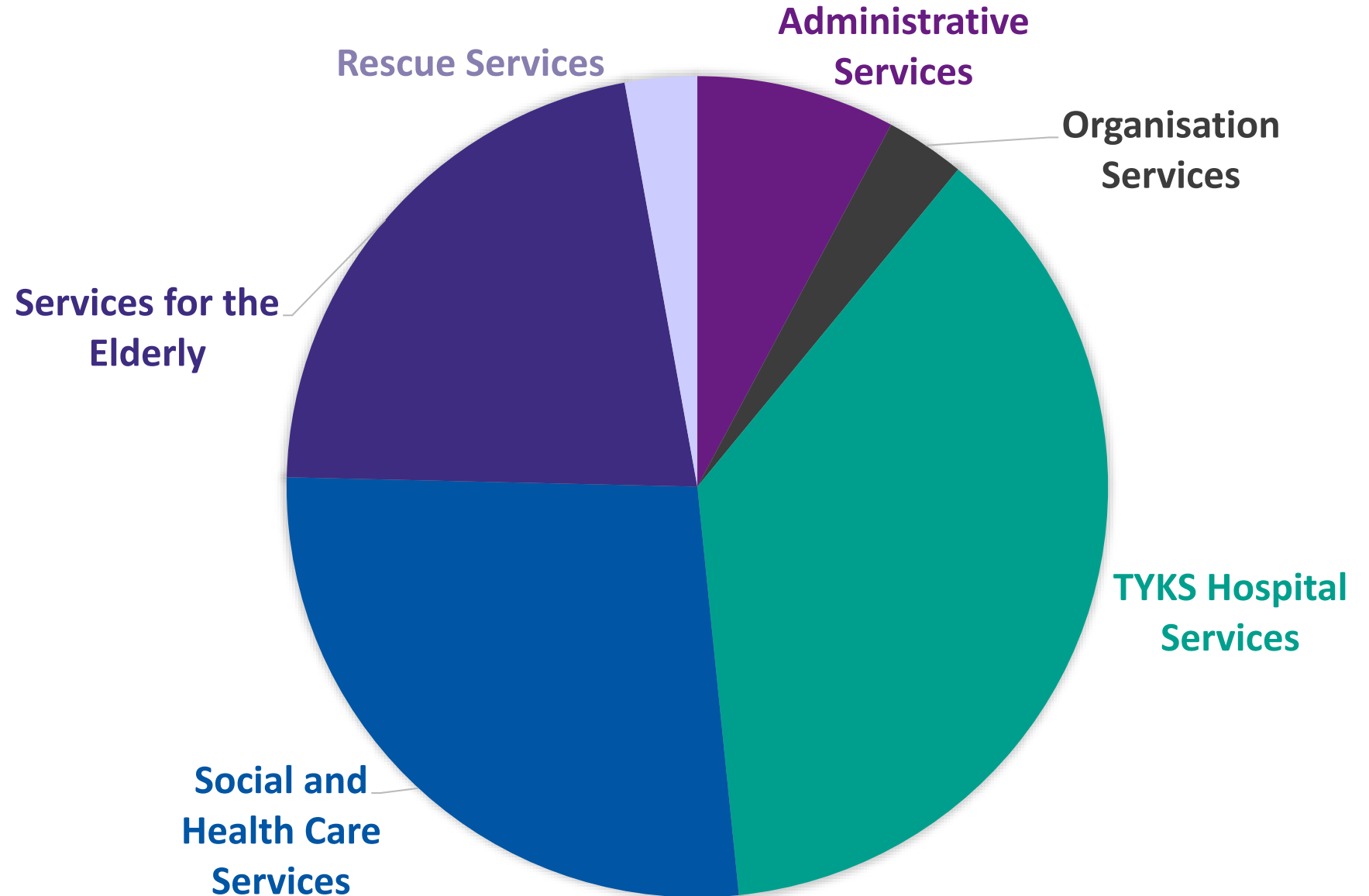
Through the Valued by Professionals  
project, we want to build a good working  
community.



# Personnel breakdown by division

## 2/2023

There are hundreds of professional titles among our personnel. The most common of these in our wellbeing services county is that of registered nurse, with nearly 4,500 employed, followed by practical nurses, about 3,300, nurses, about 1,200, custodians, 600, specialist physicians, nearly 600, and public health nurses, about 500 professionals. In addition, we employ, among others, social workers, fire inspectors, laboratory technicians, ICT professionals, instrument technicians, and ward secretaries.



# Economy and finances





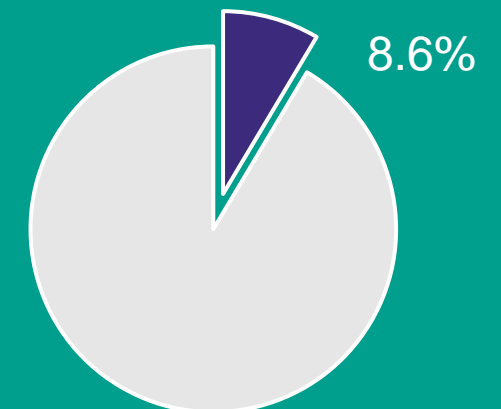
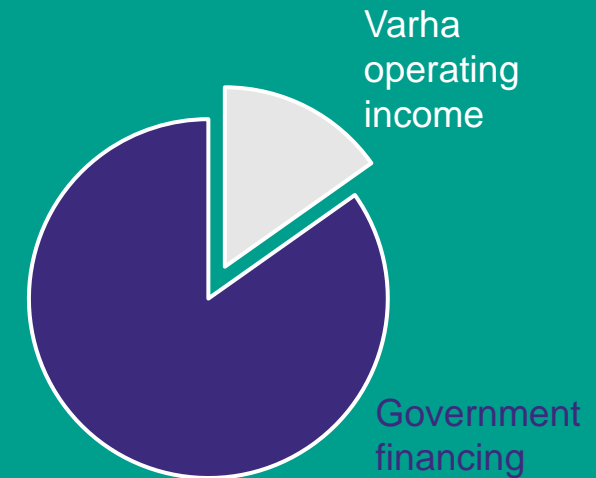
# Financing of the wellbeing services counties

- The financing of the wellbeing services county is based on central government funding and partly on income from fees.
- The Ministry of Finance monitors the county's operations and finances and is responsible for the regulation and assessment of the economy and finances of the wellbeing services counties.
- The wellbeing services counties exercise their autonomy while deciding on the use and allocation of funding.
- Government funding is allocated to counties on the basis of calculated criteria and reviewed annually.
- A budget is prepared on a calendar year basis. The budget year is the first year of the economic plan. The economic plan must either be balanced or yield a surplus over a period of three years. Any accumulated balance sheet deficit must be covered within three years. Otherwise, the Ministry of Finance may initiate an assessment procedure.
- For more information: <https://vm.fi/hyvinvointialueiden-rahoitus>

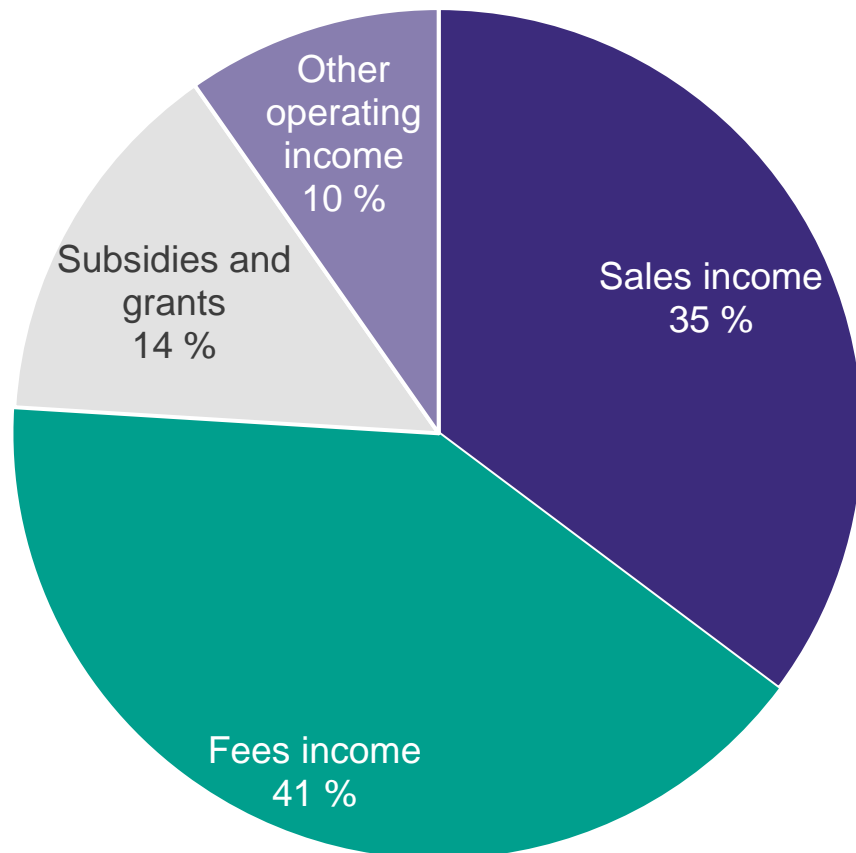
**The amount of central government funding in our economic assessment is significant, EUR 2 069 million**

**The total operating income for Varha is approximately EUR 371 million**

**Southwest Finland's share of national funding is 8.6%.**



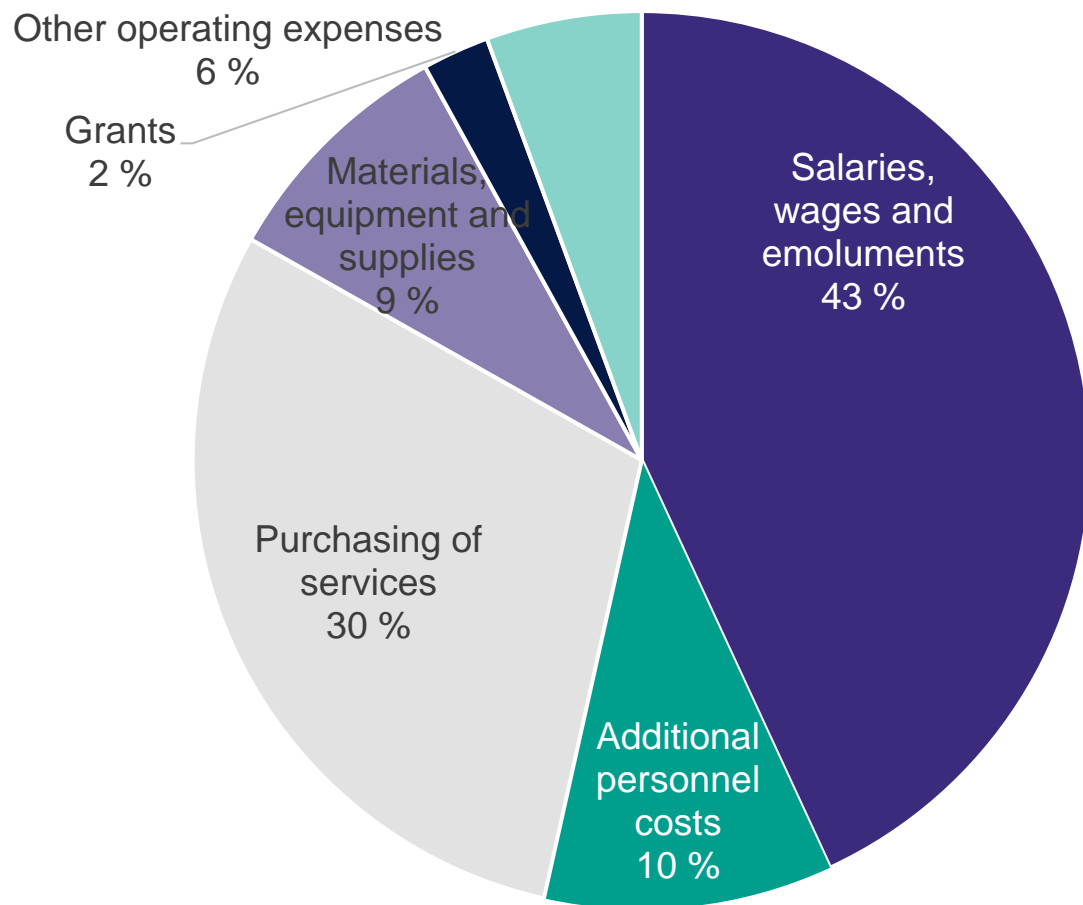
# Operating income in the 2024 budget



## Total income EUR 371 million

- Sales proceeds include mainly university hospital services for other wellbeing services counties and clients.
- The fee income includes the amendments to the Decree on Client Fees which entered into force from the beginning of 2024.
- Subsidies and grants include a discretionary government grant of EUR 17.5 million for the establishment and development of operations.
- Other operating income consists mainly of rental income and outside financing for research activities.

# Cost structure in the 2024 budget



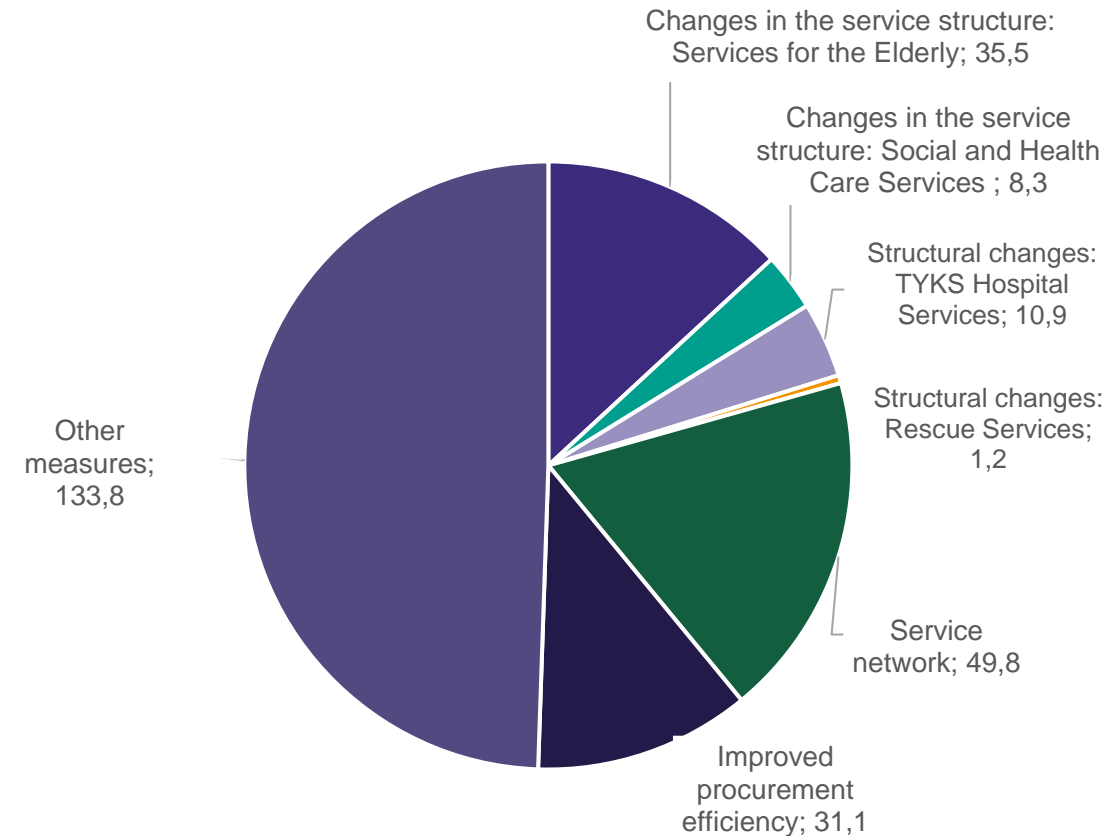
## Operating expenses total EUR 2,466 million

- Personnel costs comprise 53% of the expenses.
- 64% (EUR 469 million) of the purchases of services include customer service and social and health care services.
- The other operating expenses are mainly lease costs for premises and equipment.

# Productivity and economic efficiency programme 2024-2026

- The budget and economic plan for 2024-2026 are founded on a programme to increase productivity and economic efficiency.
- The programme proposes economic consolidation measures of EUR 270 million by the end of 2026.
- The productivity and economic efficiency programme was approved by the County Executive in December 2023.
- The programme is based on a resolution adopted by the County Council in November 2023.

## Measures to balance the economy 2024-2026, total EUR 270 million





# Investments

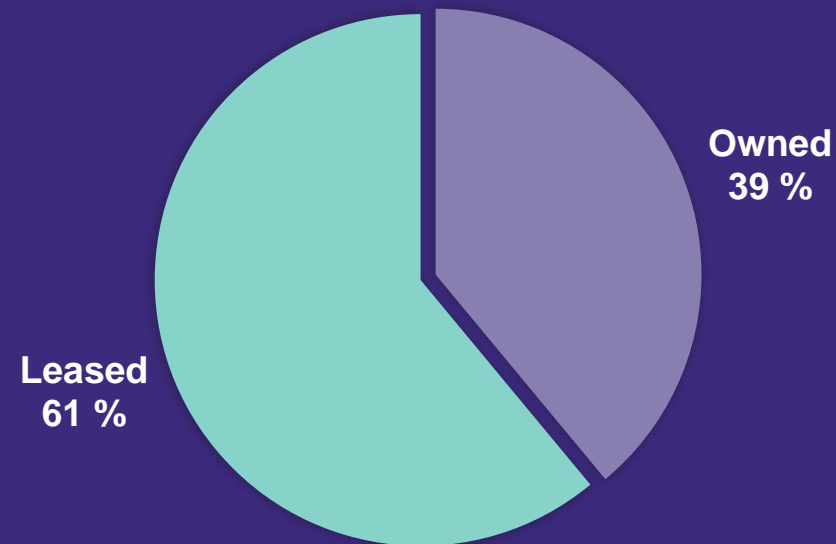
- The total investment plan for the county over 2024-2027 amounts to EUR 179.3 million, divided into the social and health care services subplan of EUR 162.5 million and the rescue services subplan of EUR 16.8 million.
- The total investment plan for the county over 2025-2028 amounts to EUR 215.4 million, divided into the social and health care services subplan of EUR 201.8 million and the rescue services subplan of EUR 13.6 million.
- The wellbeing services counties are obliged to draw up an annual investment plan covering the content and financing of investments to be initiated over the four financial years following the next financial year.
- The investment plan for 2025-2028 was approved by the County Council in December 2023.
- Each year, the government decides on each wellbeing services county's borrowing authorization for the following year, i.e. sets their ability to disburse long-term loans to finance investments.

# Real estate of the Wellbeing Services County

We can make use of • about 500 social welfare services premises • about 200 health centre and health care clinic facilities • 48 hospital buildings • 126 premises and buildings related to fire and rescue services.



**Distribution of owned and leased real estate, total about 1 145 000 m<sup>2</sup>**



# Organisation and decision-making

# Provisions on the administration of the wellbeing services county are laid down in law

- Provisions concerning the operations, administration, and finances of the wellbeing services counties are laid down in the Wellbeing Services Counties Act.
- The highest decision-making body in a wellbeing services county is an elected Council.
- The County Council, the County Executive and the county Chief Executive Officer manage the wellbeing services county as a whole and in the interests of its inhabitants.

## Wellbeing services county bodies

- County Council  
(79 representatives in Southwest Finland)
- County Executive
- Audit Committee
- Influencing bodies:
- National Language Committee
- **By decision of the County Council**  
committees, boards of public utilities, and subcommittees of the Executive and various committees and boards

# Administration of the Wellbeing Services County of Southwest Finland

- The top decision-making body is the elected **County Council**.
  - The Southwest Finland County Council has 79 members, called county councillors.
  - The County Council meets on average once a month.
- The **County Executive** directs the preparation and implementation of the decisions of the County Council as well as the operations, administration and finances of the wellbeing services county.
  - The County Executive consists of 15 members.
  - The Executive convenes every week, with a decision-making meeting every other week.
- Four **sections** that directly support the County Executive
  - Corporate Services and Premises Section, Organisation Section, Personnel Section, and Health and Welfare Promotion Section.
  - The sections not only present proposals to the Executive, but directly perform some management and supervisory tasks, as well as possessing decision-making powers in certain matters specified in the administrative regulations.
- The **Chief Executive Officer** of the Wellbeing Services County of Southwest Finland is Tarmo Martikainen.
- Decision-making also involves **committees**, whose task is to develop, direct and supervise the operations of the division under their responsibility.
- To ensure participation and empowerment, the wellbeing services county has set up a number of influencing bodies to advise the county. These include members from all municipalities in the wellbeing services county.
- The agendas and minutes of meetings of all of the above organs are public documents

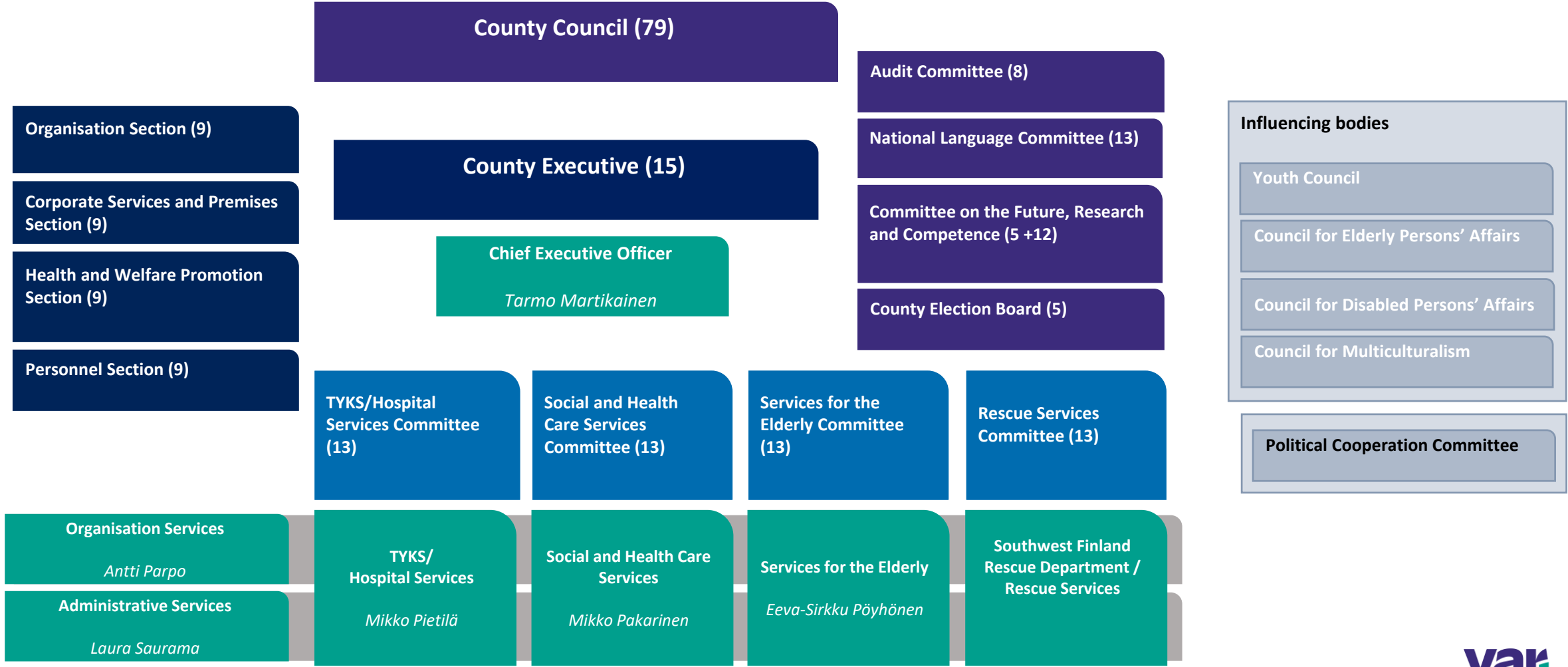
The first county elections were held in January 2023.

The next county elections will take place on Sunday, 13 April 2025.

In the county election, the electoral district consists of the entire wellbeing services county. Candidates are nominated for the whole wellbeing services county at large and voters will only vote for candidates in the wellbeing services county they reside in.



# Overall organisation



# The wellbeing Services County Strategy 2022- 2026



**We secure, we cure,  
we save –  
ensuring well-being  
together, every day**

# Mission

meaning the purpose of  
our existence

# In our wellbeing services county, we work together

- **Respectfully and equitably**

We take care of everyone. We provide high-quality and equally accessible services in accordance with the client's needs and our service strategy.

- **Responsibly and effectively**

We know what we are doing. We do productive work and conduct fruitful research. We reform our processes without prejudice. We are a responsible service provider and employer. We work in a sustainable fashion.

- **Kindly and professionally**

We encounter people in a friendly, respectful manner. We listen to and take different views into account in our activities. We include and empower our inhabitants and stakeholders.

# Values

**we base our work on  
shared values**

# Vision

a long-term goal state

**We are the friendliest and most effective university wellbeing services county, valued by professionals.**

**Together with our partners, we protect the health and well-being of Southwest Finland residents, in both national languages.**

- Friendliest
- Most effective
- Valued by professionals
- University-affiliated
- Bilingual



# Varha visual style

Our official name is  
**Varsinais-Suomen hyvinvointialue,**  
**Egentliga Finlands välfärdsområde,**  
**Wellbeing Services County of**  
**Southwest Finland**

We use the bilingual version of the logo in official contexts. The logo is a conjunction of the words **Varsinais-Suomi** and **hyvinvointialue**.

Our colours are purple and turquoise, which speak of our integrity and our maritime environs.



**var**ha

Järjestämisen  
palvelut

**var**ha

Konserni-  
palvelut

**TYKS** 

Sairaala-  
palvelut

**var**ha

Sote-  
palvelut

**var**ha

Ikäntyneiden  
palvelut



Pelastus-  
palvelut

In communications from all operational divisions, **the official name** of the Southwest Finland Wellbeing Services County is used as the signatory.

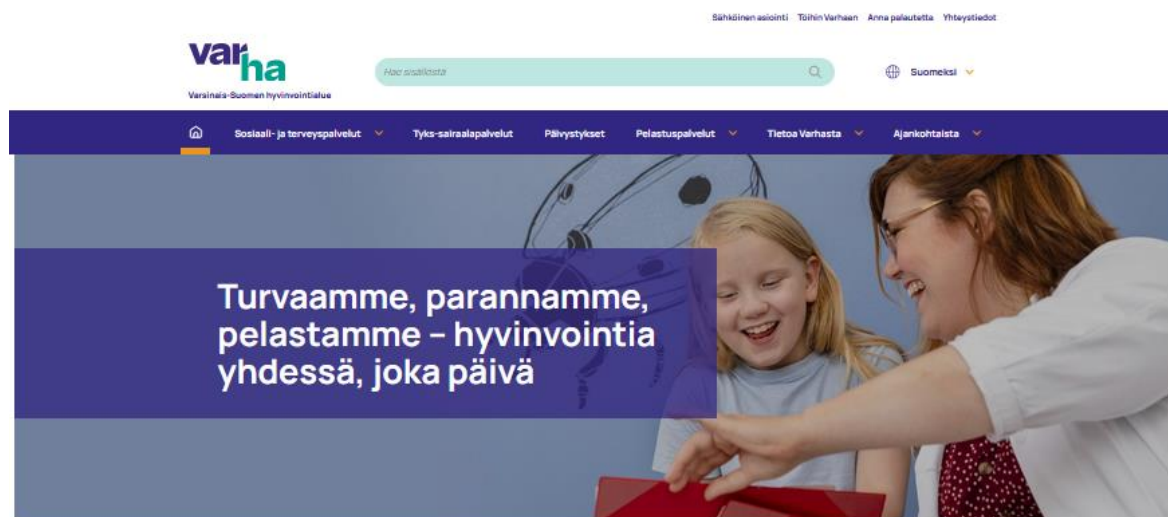
**var**ha

**Ensuring well-being  
together, every day!**



# Further information

- Varha.fi online service



## Katso oman kuntasi yhteystiedot Ajanvaraus- ja palvelunumerot

Varsinais-Suomen hyvinvointialueella sinulle tärkeät ja tutut ajanvaraus- ja palvelunumerot säilyvät samoina. Löydät oheisesta linkistä keskeisimmät sosiaali- ja terveyspalveluiden asiointinumerot kunnittain.

Sote-palveluiden asiointinumerot →

## Mitä palveluita on tarjolla?

### Hyvinvointialueen palvelut

Hyvinvointialueella asioit pääasiassa oman asuinkuntasi hyvinvointipalvelusta. Jos palvelusta ei löydy, soita 020 551 3000.



- Social media

- Facebook: @VarhaHyvinvointi
- Twitter: @VarhaHyvinvoint
- Instagram: @Varha Hyvinvointi
- LinkedIn: Wellbeing Services County of Southwest Finland

#varha #VarhaHyvinvointi  
#Hyvintekijät #ViGörEttGottJob #DoingAGoodJob  
#VarhaPäättää



## Varsinais-Suomen hyvinvointialue

@VarhaHyvinvointi · ★ 5 1 arvostelu ·  
Julkishallinnollinen organisaatio

