

3 megatrends that will shape the future of health

DAVOS Jan. 22, 2025

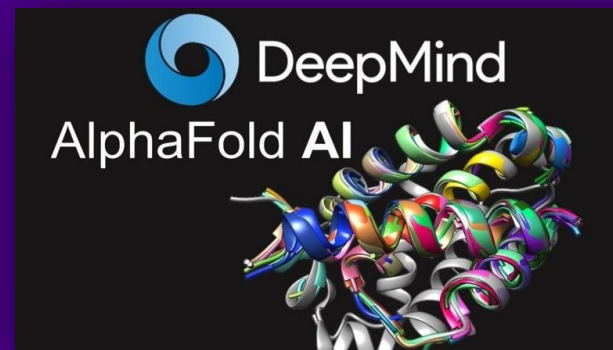
The healthcare landscape is being transformed by three major trends:

- 1) a rapidly ageing population
- 2) increasing urbanization
- 3) technological advancements



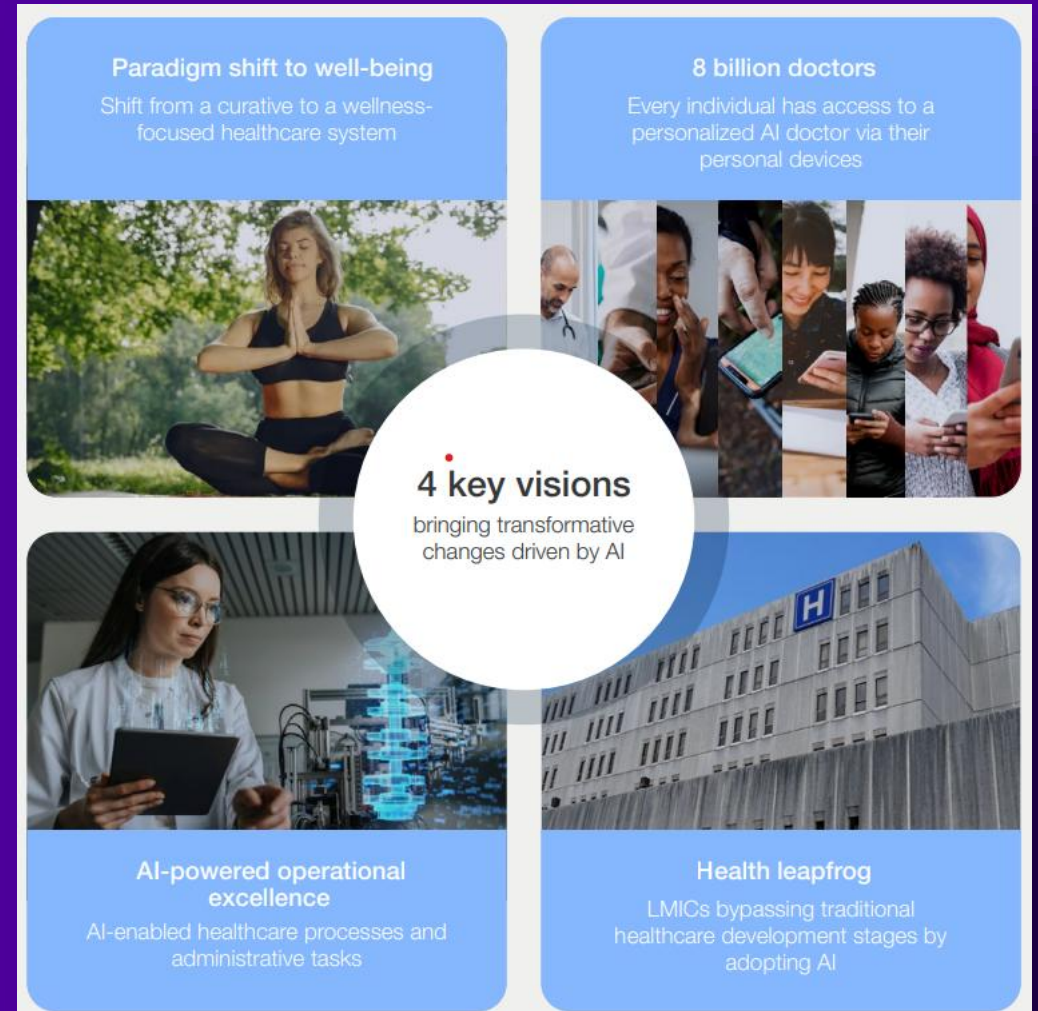
Technology, particularly artificial intelligence, is revolutionizing healthcare by accelerating drug discovery, enabling precision medicine and driving advancements in treatment.

“What took us months and years to do, AlphaFold was able to do in a weekend”



Four expert visions exploring the impact of AI in health

AI has the potential to be a revolutionary force, reshaping the future of global healthcare, boosting the effectiveness of treatments and supporting professionals to better care for patients




Rethinking Medical Education in the AI Era

“Current medical students will become doctors in an era when much analytical work can be automated. Will we be able to justify our purpose when AI can talk to patients, analyze data, and even recommend treatments as well or better than humans? I believe we can. But to do so, we will need to transform what it means to be a doctor.”

(3rd year medical student from Harvard)



Most U.S. doctors are quietly using this AI tool. Few patients know about it.  **NBC NEWS**

OpenEvidence, an AI-powered medical search tool, has become a fast friend to America's doctors and is now used by nearly two-thirds of physicians.



OpenEvidence is not available in the European Union or the U.K.

Due to mounting regulatory uncertainty regarding the treatment of AI systems in the European Union and the United Kingdom, including, among other rules, the [EU Artificial Intelligence Act](#), OpenEvidence is not available in the European Union or the United Kingdom.

Research and Innovation Council (2026)

The strategic national choices for RDI (Research, Development and Innovation) policy and activity

- Data and data-driven value creation (Utilization of data and data-driven growth / Artificial intelligence / High-performance computing and data management / Applications, including in health and environmental solutions)
- Transformative technologies (AI / Bio- and gene technologies)
- Health and well-being (Health and well-being promotion / Digital services, for example health and well-being applications and remote care / Health and well-being data and services / Clinical research and pharmaceutical research and development)
- Climate, environment, and the arctic dimension
- Security, resilience, and defense



P4 medicine provides a unifying framework that connects our research, education, and innovation to the challenges and opportunities shaping the future of health.



Current status in Tampere (examples)

- **Extensive clinical datasets**
(e.g., Biobank / DIPP / FinnGen etc.)
- **Population-based registry data**
(lifestyle / health)
- **Strong competence in computational methods** (Health Data Science / epidemiology / biostatistics)
- **Cell and tissue models**
(Body/organ-on-chip / FHAIVE),
- **Animal models** (especially zebrafish)
- **Digital twin research**
- **Our profiling areas**





**Human
Potential
Unlimited.**