

# The year 2024 in the Social Services, Health Care and Rescue Services Division

We will safeguard the services of our residents in all circumstances.

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Maintaining the well-being, health and safety of Helsinki residents is our fundamental mission. We will not compromise on this. We will safeguard the services of our residents in all circumstances.

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## Well-being, health and safety for Helsinki residents through strong expertise and cooperation

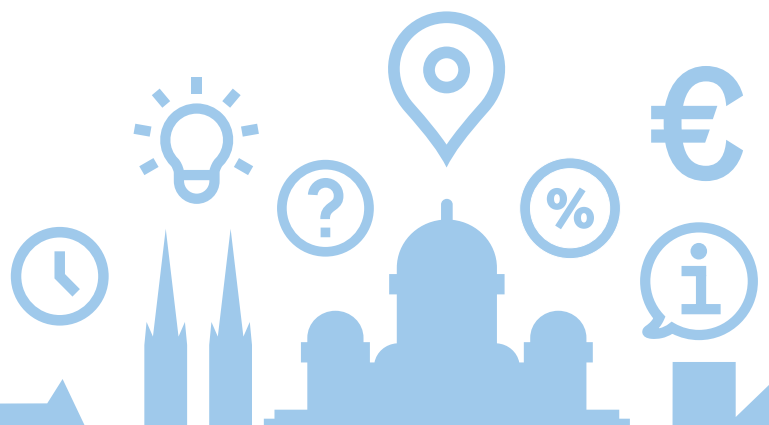
Throughout the year, we had millions of encounters with Helsinki residents in our services. We track our clients' experience of our services with the net promoter score, which was the highest on record in 2024.

Our finances were tight in 2024 in terms of funding. We are part of the City of Helsinki, but our funding comes directly from the state. The City of Helsinki can no longer provide us with additional funding. Instead, we ourselves must find ways to increase our financial leeway if necessary. To this end, we determinedly advanced our transformation programme, which has already allowed us to adjust our finances by almost €70 million.

We continued our work on staff attraction and retention. As a result, we received excellent ratings in our employee survey, with 79% of our staff recommending us as an employer.

We also strengthened our cooperation and partnership with HUS and the wellbeing services counties of Uusimaa to further adapt our services to the needs of our residents.

**Juha Jolkkonen**  
Head of Division



## How we arrange services

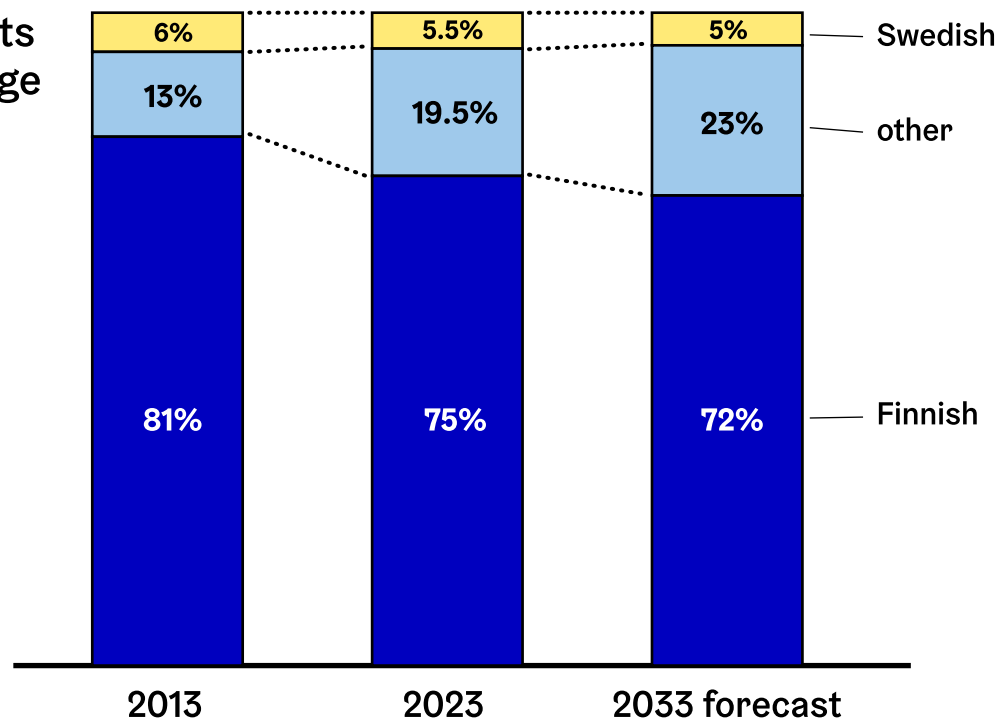
We provide services for **675,000** Helsinki residents.

Our activities are guided by **the City Strategy, the Service Strategy and the decision on the level and standard of rescue services**. The starting point of the Service Strategy is to make

the services of the Helsinki Social Services, Health Care and Rescue Services Division more in line with the needs of our residents.

The Service Strategy describes how we will ensure equal, efficient and high-quality services for our residents.

Helsinki residents by native language 2013–2033



**675,000**  
residents



**78%**

of the population increase in the past 10 years originated from elsewhere in Finland and the world



**144**

registered native languages in 2024

We offer Helsinki residents the health care, social welfare and rescue services required by law.



We will implement our services more systematically in order to ensure that they reach everyone who needs them.

We provide some of these services ourselves, while others are purchased from private or third-sector service providers.



The state finances the health care, social welfare and rescue services required by law.

In the future, we will manage, monitor and coordinate our services in an increasingly holistic manner.



We spend money economically, responsibly and effectively. We provide the best possible services within the available budget.

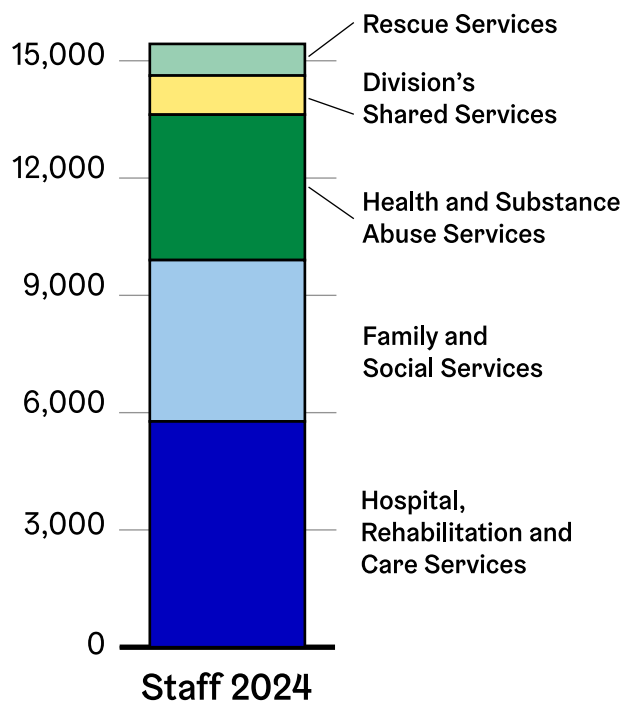
## Our goals for 2023–2025

- Services are provided by **thriving, skilled and sufficient staff**.
- Services are available **quickly and smoothly**.
- All of our services are **high-quality, safe and consistent**, regardless of who provides them.
- We organise our services in a **planned, cost-effective and transparent** way.
- We offer **equal services** in Finnish and Swedish.
- We identify the **service needs** of residents.
- We **listen** to our clients and **guide** them to the right service.
- Our **digital contact channels** are available 24/7. We will respond to contacts made through them within two working days. We also ensure seamless services for clients who do not use digital services.

## People making lives better

**15,000** professionals dedicated to genuine actions and encounters were working for us at the end of 2024.

**79%** of our staff would recommend us as an employer. According to our employee survey, our strengths include meaningful work and functional work communities.



Our employees perceive their immediate supervisors as fair, and our coaching leadership skills are good.

**78,000** training sessions: our employees spent an average of 2.9 days in training during the year.

Every recruit from abroad received a **language training plan** and a **qualification plan**. We introduced new ethical guidelines for recruitment from abroad.

**13,500** more people applied for our job vacancies compared to 2023: we became a more attractive place of employment, and application numbers rose especially for jobs with labour shortages.

Our retention rate also improved, with fewer permanent employees leaving their jobs (**turnover rate 10%**).

Department	Number of staff	Percent (%)
Hospital, Rehabilitation and Care Services	5,846	38%
Family and Social Services	4,095	27%
Health and Substance Abuse Services	3,714	24%
Division's Shared Services	981	6%
Rescue Services	798	5%
<b>Total</b>	<b>15,434</b>	<b>100%</b>

Table 1. Number of staff on 31 December 2024

## Sustainable finances in a challenging operating environment

The overall funding for the services we organised consisted of government funding, revenue from client fees and other operating revenue, such as project grants.

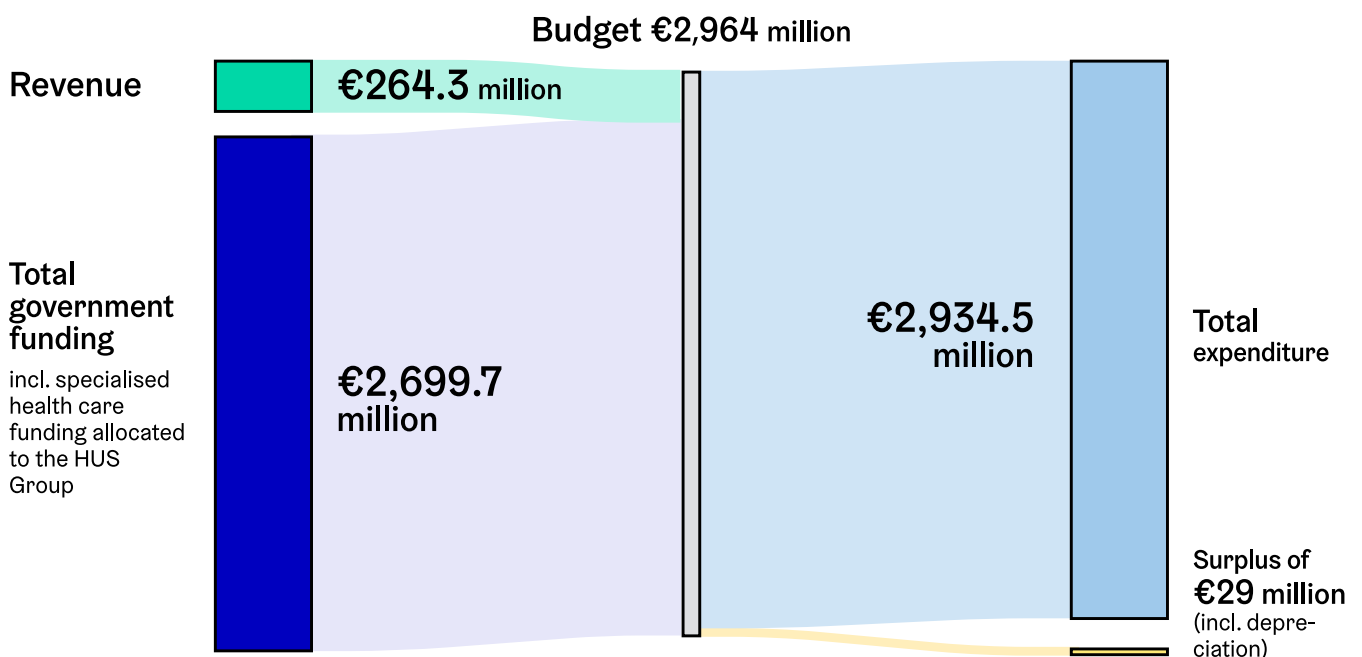
The good result for the financial year was partly due to lower than expected invoicing by the HUS Group and our own transformation programme.

### Transformation programme balancing our finances

We are implementing a transformation programme to balance our finances, which will run until the end of 2026. With the transformation programme, we are aiming for an adjustment of

**€100 million.** We achieved **€68 million** of this target in 2023 and 2024.

- **We optimised our use of space:** we gave up office space that people were not using due to remote work.
- **We reduced the use of temporary agency workers:** our spending on temporary agency workers was €10 million lower than in 2023.
- **We increased our revenue** by raising client fees and developing more functional and cost-effective production methods, such as digital and remote services.
- We launched a **financial training programme** for all employees.



## Service provision based on a strong multi-provider model

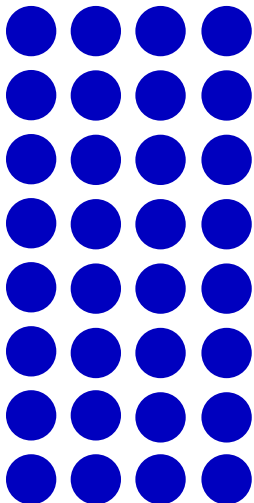
Our main partner is the HUS Group, which produces the majority of specialised health care services for us.

Our service structure is based on a strong multi-provider model with our extensive partner network.

This sets us and the wellbeing services counties of Uusimaa apart from the other wellbeing services counties. The other wellbeing services counties produce specialised health care services themselves, and the costs are shown as the wellbeing services counties' own expenditure. In Helsinki and Uusimaa, these costs are shown as outsourced services.

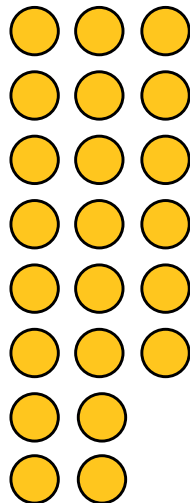
### Purchases in 2024 Includes health care and social welfare services, supplies, other services and IT systems

45%



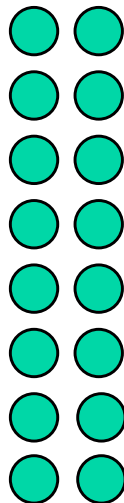
**HUS group**  
€799 million

30%



**External supplier**  
€547 million

23%



**City's internal/  
affiliate unit  
procurements**  
€407 million

1%



**Other municipalities  
and joint  
municipal authorities**  
€19.9 million

Total  
**€1.79**  
billion

## Solid procurement skills

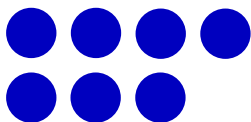
The multi-provider model requires solid procurement skills from us, as well as steering and monitoring of both our own and outsourced service provision. A significant proportion of our procurement involves the purchase of various health and social services. In 2024, we outsourced services such as home care, client transport, substance abuse services and child welfare.

### Procurements completed 2024 incl. openings for dynamic procedures

**40%**

**Health care and social welfare services**

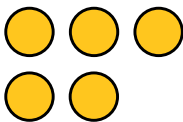
€165 million



**29%**

**Other services**

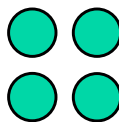
€119 million



**23%**

**Supplies**

€95 million



**8%**

**Systems**

€33 million



**88** proc.  
valued at  
**€412 M**

(anticipated)



**1,300**  
contracts



**830**  
contract  
partners



**€1,2 billion**  
contractual  
value



**28**  
service  
vouchers

### The largest agreement packages in force



Housing services for  
people with disabilities

**€420 million**



24-hour service  
housing for older people

**€280 million**



24-hour child  
welfare services

**€228 million**



Home care  
client services

**€120 M**



Client transport services

**€110 M**





# Millions of client encounters

## Health stations, dental clinics

visits and other contacts

Health station nurse	1,375,195
Health station doctor	874,994
Dental care	480,650

## Maternity / child health clinics, school and student health care

### Maternity and child health clinics

visits	192,278
remote contacts	104,206

### School and student health care

school health care	80,736
student health care	37,832
total (not incl. social workers)	118,568

## Mental health and substance abuse services

Psychiatric outpatient care, visits and other contacts	272,965
Psychiatric inpatient care, days	57,707
Outpatient social services and support for substance abusers, visits	45,216
Inpatient care by social services and support for substance abusers, treatment days	22,648
Housing services for mental health clients, days	794,474
Housing services for unhoused people, days	743,400

## Rescue Department

Fire and rescue assignments	7,943
Emergency medical services	52,961
Monitoring tasks in accident prevention	7,995

## Senior services and Helsinki City Hospital

Service needs assessments	11,200
Home care, visits and other contacts	3,659,000
Long-term 24-hour care, days (service and institutional housing)	1,582,500
Somatic medical care, completed treatment periods	11,200

## Child welfare, adult social work and disability services

Children / young people aged 0–18 placed in care outside home	1,853
Adult social work clients	18,410
24-hour service housing for people with disabilities, days	306,177
Number of disability services clients	14,868

## We developed services systematically

### TOP 10 successes in client services

1. We cleared up the **queues for oral health care**.
2. We improved **school and student health care services**.
3. Young people's mental well-being: **access to treatment became faster**, information package for young people published at [hel.fi/youngmentalhealth](https://hel.fi/youngmentalhealth).
4. Geriatric consultations and the use of the LiiHo mobile nurse service **reduced EMS alerts and emergency service visits**.
5. **Quicker transfer from HUS to Helsinki City Hospital for further treatment**.
6. We launched **rehabilitation and peer support groups in mental health and substance abuse services** for older people.
7. We introduced a **service path for families after childbirth** in cooperation with HUS. At the same time, we reformed family coaching.
8. **Child welfare and special services for families** introduced a **feedback-informed working method**. This involves asking clients for feedback after each meeting and adjusting subsequent meetings so that the clients feel that they benefit as much as possible.
9. **The Rescue School** became state-funded at the beginning of 2024, with the **number of students set to double**.
10. We developed the City's **civil defence preparedness**.

## We launched new services

- Helsinki Diabetes Centre
- Mieppi City Centre
- Siltamäki unit for demanding multidisciplinary support (disability services)
- Family care for the elderly
- Kontula Rescue Station

## Technology to support services

- Kalasatama Health and Well-being Centre introduced a Medicube X self-measurement point
- **Use of e-services increased**
  - **24.7 million** client contacts via Maisa client portal
  - **7,103** Maisa video appointments
  - **156,700** symptom assessments on Omaolo
  - **72,200** chat contacts and chatbot discussions
  - **70%** of Helsinki residents use the Maisa service
  - **18%** of home care clients receive remote care alongside home visits



# Operating models

For several years, we have been developing Helsinki's health and social services based on three operating models: the health and well-being centre, the family centre and senior services.

## Family centre

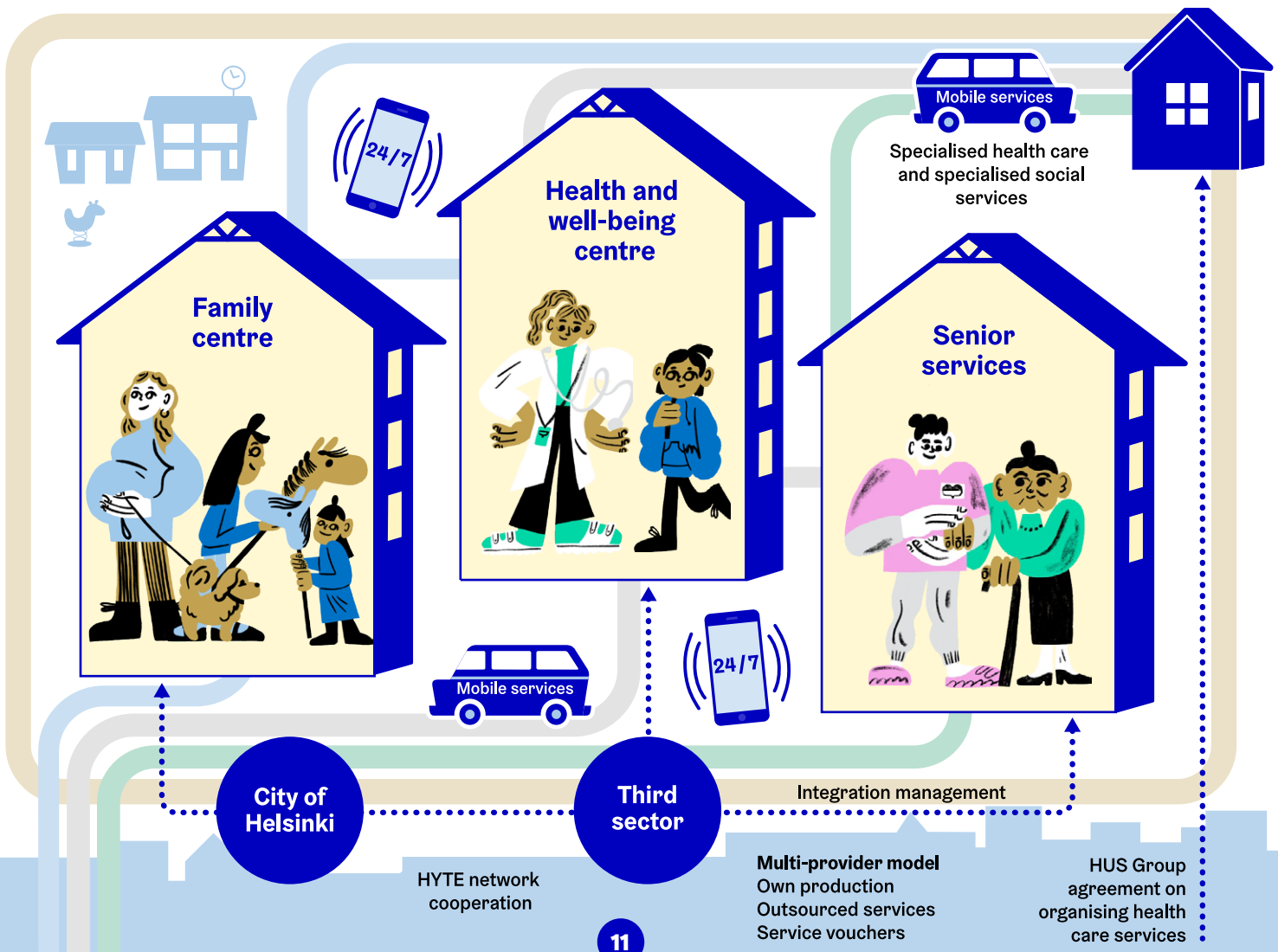
- maternity / child health clinic
- family counselling clinic
- maternity / child health clinic psychologist
- home services, social guidance for families with children
- speech, physical and occupational therapy for children
- therapeutic work for families with infants
- child welfare family work
- dental care

## Health and well-being centre

- health station
- dental clinic
- mental health and substance abuse services
- physiotherapy and occupational therapy
- social services
- Senior Info
- services for people with disabilities
- laboratory

## Senior services

- Senior Info, advice and guidance
- service centres, open meeting places and day activities
- home care
- support for informal carers
- 24-hour housing and care at senior centres and service homes



## Sustainable growth

With funding from the Sustainable Growth Programme (€7 million), we supported the renewal of services in cooperation with HUS, Municipal Helsinki and HyTe ry.

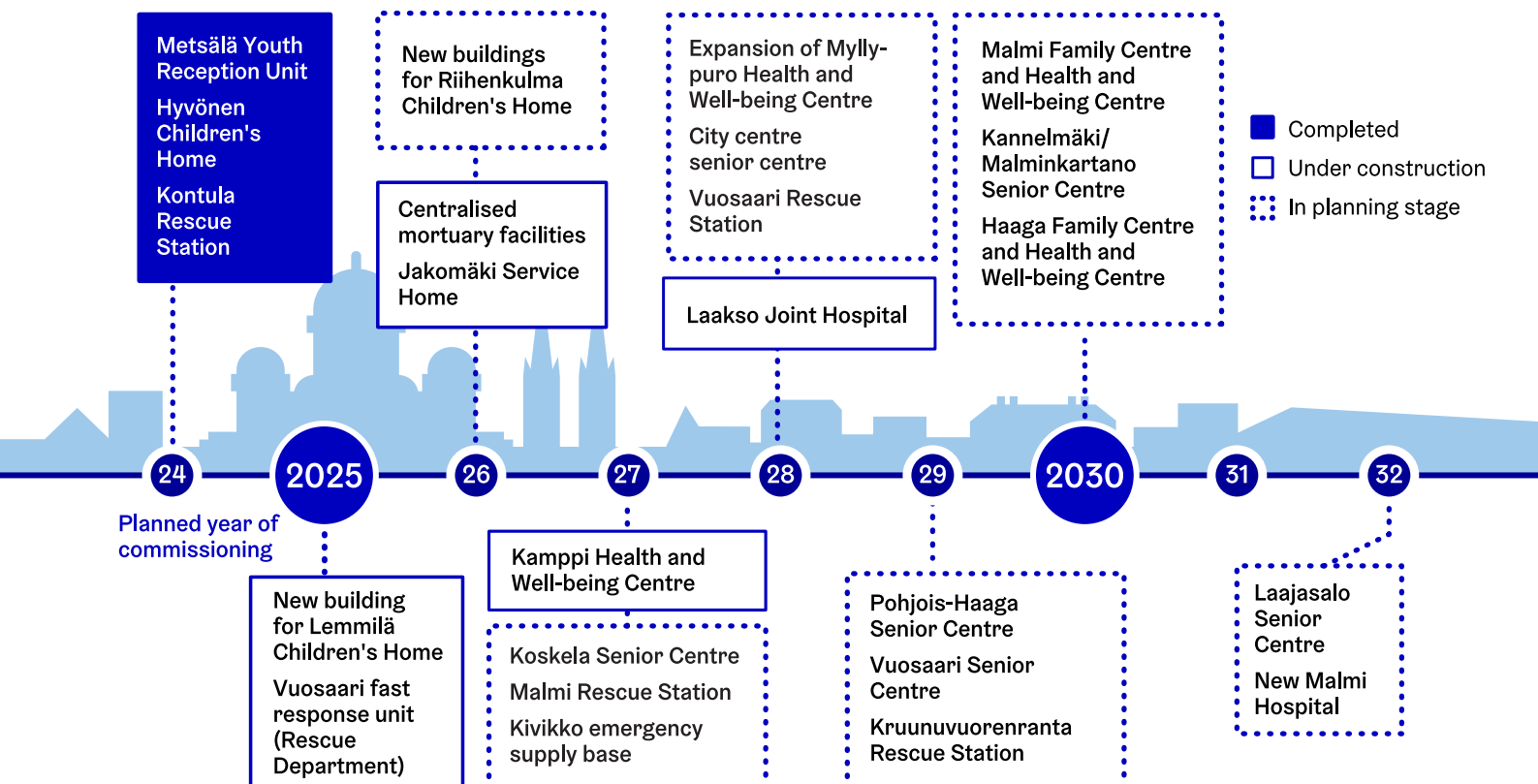
For example:

**We piloted 21 operating models,** service chains and service packages, such as family care for older people and a digital model for the follow-up monitoring of gestational diabetes.

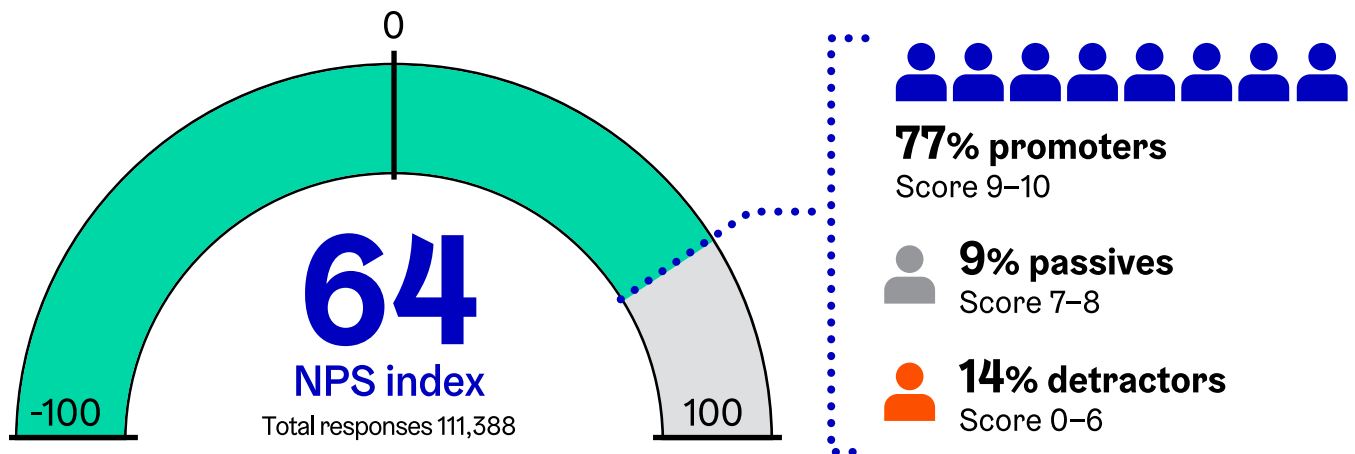
We built a **multidisciplinary service concept for health and well-being.**

We examined the current state of records in the patient and client information system **made recommendations to improve their quality.**

## Service points under construction and planning



## We listened to our residents and clients



### Our services' net promoter score was 64.

The score was significantly higher than the previous year (in 2023 the score was 58, so it increased by +6).

The net promoter score (NPS) is measured by asking clients to rate their willingness to recommend the service on a scale of 0–10. The NPS falls between -100 and +100. An NPS of 50 is considered an excellent result.



**111,388**

scores given after a visit at 349 different service points



**3,865**

client feedback submissions in the feedback service on hel.fi



**4,982**

feedback submissions in the Maisa app



**146** experts by experience

- **80** in health and substance abuse services
- **46** in family and social services
- **20** in hospital, rehabilitation and care services



**13** resident evenings



**72** client forum and council meetings in service centres.

Numerous client jury meetings and co-creation workshops.

In October 2024, we conducted a resident survey on health and social services, which drew responses from 2,604 Helsinki residents.

### Top issues for respondents:

- The service is of high quality, affordable or free of charge, and available quickly.
- The professionals are familiar with the client's situation in advance when the client uses the services frequently.
- The service is located near the client's place of residence or otherwise within easy reach. Clients can take care of many matters at once in the same place.
- Appointments are also available in the evenings for working-age people.

### Respondents' thoughts on service channels:

- The respondents considered Maisa and phone calls to the service point to be the most useful channels for getting information and contacting the services.
- Half of the respondents prefer to use the services in person.
- Half of the respondents prefer to use digital channels when it is not necessary to meet in person.

## Sustainably developing services

- Of our 332 cars, **79** were electric, which accounts for **24%**. In 2023, the proportion was 19%.
- As many as **four rescue stations have already had solar panels installed**. The total amount of energy produced by all of these stations was **163.3 MWh**.
- We responded to **298** chemical and oil spills.
- **26%** of our procurements included social responsibility criteria and **46%** included environmental responsibility criteria.
- The volume of plastics sorted for material recovery increased by **20% to 118 tonnes**.
- Adult social work's work activity clients
  - restored **111 desktop computers** and **352 laptops** to working order
  - sold **180 recycled bicycles**
  - prepared **5,016 lunches** from food waste
  - weaved **165 rag rugs**.



# Our organisation

The Social Services, Health Care and Rescue Services Committee is responsible for making the most important decisions in our division.

The Committee has 13 members. Each member has a personal substitute member. The Committee is chaired by Daniel Sazonov, the Deputy Mayor for Social Services, Health Care and Rescue Services.

The Committee has two sub-committees: Sub-committee for Individual Cases and Rescue Services Sub-committee.

