

medfiles

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30 YEARS OF EXPERTISE

A firm possibly unknown to the general public, Medfiles Ltd is Finland's pharmaceutical leader and an international expert. Originally from Kuopio and celebrating 30 years of expertise, the results of the company's professionalism are apparent regarding the quality of medication, medical equipment and nutritional care as well as effective and safe medicines available at pharmacies.

'Flexibility, freshness and fairness are the cornerstones of our operations. Our qualified and committed team crystallises these values in their work, especially when they are cooperating with our customers to create a healthier future' smiles Medfiles' CEO **Tuija Keinonen**, Pharm.D. Keinonen is one of the company's five shareholders. The company's founders and other shareholders are **Markku Juslin**, Pharm.D., **Petteri Paronen**, Pharm.D., **Pekka Peura**, Pharm.D., and **Jorma Pylkkänen**, M.Soc.Sc.

Within the past 30 years, Medfiles Ltd has grown from a start-up established in a sauna by five people to a highly-respected international service company employing approximately 130 people and with headquarters located on Volttikatu (a street near Kuopio's city centre). Personnel include, for example, biochemists, laboratory technicians, pharmacists, nutritionists, microbiologists, engineers, nurses and commercial industry experts.

'Our mission is to develop higher-quality, safer and most cost-effective health care products. In the health care sector, it is essential to research and test the quality of drugs, medical devices and foodstuff as well as cosmetic products. We are on a journey with our corporate clients towards a better and healthier future which touches the lives of individual people' Keinonen continues.

The company offers pharmaceutical development, clinical research,



pharmacovigilance services, laboratory analysis and health economic services to domestic and international customers. Medfiles has a large network of carefully chosen CRO partners in several European countries, Asia and the United States.

'Long-term confidential client relationships often develop into friendships when working closely together to achieve the same goal. For example, cooperation with one Chinese customer led to some Feng Shui tips when I was building my home' Keinonen remembers fondly.

MEDFILES' CLIENTS include medium-sized and large pharmaceutical and biotechnology companies, medical equipment firms, foodstuff and nutrition businesses, government agencies (e.g. hospitals, hospital districts) and various organisations in the bio industry as well as other CRO companies.

Keinonen is very passionate about her work. Medfiles wants to be deeply involved in developing the strengths and expertise of the health sector locally in Kuopio and throughout Finland. Having the health sector lead the growth of the Kuopio region, a publically announced ambitious vision, and the growth strategy roadmap of Finland's national health research and innovation are positive and achievable goals for the future.

'The expertise in Finland and in the Kuopio region should be vigorously developed and moved forward. We have valuable know-how in the health field; it is a treasure which we can proudly export and which also attracts international visitors. The appeal of health tourism is growing constantly and has excellent opportunities for the future. It benefits Finland as a whole and affects numerous other industries.' ■



LABORATORY TECHNICIANS Katja Hötti and Petteri Kempainen examine the quality of the medicine.

A tablet's road to the pharmacy

Have you ever wondered where the all the medication and products at the pharmacy come from and how their efficacy, safety, quality and cost-effectiveness has been tested?

'**E**ach of the products on the shelves at the pharmacy made to treat a disease or symptoms has been tested and studied in clinical trials. For example, a lot of new knowledge about the treatment of cancer has been obtained through studies, and the benefits can be seen concretely in everyday life and in the lives of patients' emphasises Tuija Keinonen.

Medfiles works closely on pharmaceutical research with the Kuopio University Hospital, among others. Pharmaceutical research is an important part of the medical staff's access to information about new possibilities and forms of treatment.

'Patient safety and ethics are the primary importance in research and trials. The drugs and new treatments which come onto the

market can be vital for patients and offer the possibility of a better life. That is the ultimate aim of all of the trials and studies' Keinonen states.

'We study vaccines and medication made to treat, for example, cancer, neurological diseases, psychological diseases and endocrinological diseases, such as diabetes. We are also involved in helping to obtain approval for various drugs to be reimbursed by Kela, the Social Insurance Institution of Finland. This is the responsibility of the pharmaceutical industry and the Pharmaceuticals Pricing Board working under the STM (Ministry of Social Affairs and Health).'

Medfiles is a full-service pharmaceutical company, from developing, researching

and testing products to market entrance. In addition, the company is involved in the necessary drafting and implementation of the trials and market approval for drugs originated from outside of Europe. Even after a drug enters the market, each batch must be carefully examined before that batch is released publically. Medfiles is closely involved in this important quality control process with its laboratory services.

'There are surely many products on a pharmacy's shelves in whose testing we have been involved, in one way or another, even if our company's name is not on the package. We are reliable and trust-worthy professionals with extensive experience and expertise in our field' Keinonen explains. ■

Medfiles in numbers

130
employees

1

Finland's first CRO company with an unrivalled service portfolio

20

The subsidiary in Estonia celebrated its 20th anniversary this year

10

The subsidiaries in Latvia and Lithuania will celebrate their 10th anniversaries next year

7

In addition to the headquarters in Kuopio, regional branches include offices in Vantaa, Tampere, Turku, Tartu, Riga and Vilnius

55%

More than half have a Master's degree or higher

Medfiles' timeline ▶

1987 The company was founded in Kuopio in a smoke sauna	1990 Clinical trials, market approval and related microbiological analysis services began in Finland	1993 The company began to offer services for clinical trials in Estonia	1994 The company received a pharmaceutical license and moved to larger premises in Kuopio, as well as set up an office in Helsinki	1995 The company established an office in Tampere	1996 Medikalla Group was established. Medfiles' headquarters once again moved to larger premises in Kuopio. An office in Oulu was opened. A subsidiary was established in Estonia.	1998 Medfiles was divided into two companies: Medfiles Pharma Ltd and Medfiles Ltd	2000 The company started offering services related to price and reimbursement applications	2003 The company started its pharmaceutical services	2007 Operations expanded to Latvia and Lithuania	2008 The company started offering services related to medical devices and equipment. The company started market approval services in Estonia, Latvia and Lithuania.	2011 The company started offering health economics services	2014 The company started offering foodstuff and nutrition services	2015 The company expanded its facilities significantly and started sterility and endotoxin testing services. The company acquired the production license from Fimea for clinical trial preparations
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Medicine on the plate and in the glass.

The popularity of food with health benefits is increasing constantly and more attention is being paid to nutrition. Sometimes the line between nutrition and drugs is surprisingly thin.

NOW
and the development continues! The small company has been growing over the years and has approximately 130 employees. Medfiles Ltd is one of oldest and largest CRO companies in the Nordics and Baltics - an independent, privately-owned company offering comprehensive services.

In addition to pharmaceutical research and development, Medfiles also works in the field of nutrition and foodstuff with health benefits. Pharmaceutical expertise is useful in nutrition research since only a single ingredient or claim on the packaging can cause the product to be classified as pharmaceutical, medical device or foodstuff.

'One product with which we have been

involved and has gained a higher public awareness is ValSa, one of Valio's recent innovations' says Keinonen.

Commissioned by Valio and Fazer, the results from Medfiles' research indicates a clear connection between health, cost savings and the reduction of salt in food. As many as 3,700 lives could be saved in Finland over the next ten years by reducing

the amount of salt considering the number of arterial diseases resulting from the overuse of salt. In euros, it would mean cost savings of up to EUR 65M. Excessive salt intake is a global health challenge- one which we have had the pleasure to work with our customers to find solutions.

Keinonen continues, 'Our experts also assist in verifying food-related health claims

and placing new foodstuff into the market. It is important that the information given to consumers about the health effects of food products has been tested and is based on sound science.' ■

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