



Inside Information: The Wellbeing Services County of Pirkanmaa proposes Pihlajalinna as the complete outsourcing partner of Northern Pirkanmaa

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The Wellbeing Services County of Pirkanmaa has published the agenda for the county executive meeting to be held on 27 October 2025. The agenda includes a proposal to appoint Pihlajalinna as the service provider for the complete outsourcing of Northern Pirkanmaa. The proposed contract period would be from April 2026 to July 2031 and would cover the municipalities of Parkano and Kihniö, currently served by Pihlajalinna under the Kolmostien Terveys outsourcing agreement, as well as new areas for Pihlajalinna, Ruovesi and Virrat. The estimated total value of the procurement over the contract period until 31 July 2031 would be at least EUR 222 million.

The procurement includes an option to expand the contract to cover the municipalities of Mänttä-Vilppula and Juupajoki, currently operated by Pihlajalinna under the Mäntänvuoren Terveys outsourcing agreement. According to the proposal by the Wellbeing Services County of Pirkanmaa, the estimated annual impact of such a regional expansion would be approximately EUR 30 million.

The Northern Pirkanmaa outsourcing would include, among other things, outpatient healthcare services, hospital services, home care services, housing services, and selected services for children, youth, and families. Compared to the current Kolmostien Terveys agreement, the proposed contract would exclude certain services such as disability services and purchased housing services.

The county executive is scheduled to make a decision on the matter on 27 October 2025.

Pihlajalinna Plc

Further information:

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Pihlajalinna in brief

Pihlajalinna is a healthcare reformer, building effective care pathways and the most attractive corporate culture in the industry. Pihlajalinna offers customer-driven and effective service models to its partners: insurance companies, corporations and wellbeing services counties. The Group provides comprehensive, high-quality services through private clinics, hospitals, remote channels, occupational healthcare, and tailored social and healthcare solutions for the public sector. Approximately 6,500 employees and 2,200 practitioners work at Pihlajalinna. In 2024, Pihlajalinna's revenue was 704 million euros. Pihlajalinna's shares are listed on Nasdaq Helsinki Oy. Read more www.pihlajalinna.fi.