



Change in Pihlajalinna Plc management team

Pihlajalinna Oyj

Stock exchange release

17 December 2020 at 4.45 p.m.

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Medical specialist Sari Riihijärvi, PhD has been appointed Medical Director at Pihlajalinna. The appointment will take effect on 2 July 2021, when Riihijärvi will take up her position and join the management team.

Sari Riihijärvi previously served as VP of clinical development and value-based healthcare at Terveystalo Plc. She has also served as a service director at Terveystalo with responsibilities including remote services development and appointment services. Her previous experience includes serving as a medical oncologist at Helsinki University Hospital Comprehensive Cancer Center.

The responsibilities of the Medical Director at Pihlajalinna include medical quality, patient safety and data protection. The Medical Director reports to the CEO Joni Aaltonen.

"I warmly welcome Sari to Pihlajalinna and the management team. Sari's extensive experience in the private and public sectors convinced us that she is an excellent choice for this role. Under Sari's leadership we shall continue to improve medical quality, seeking to remain a responsible pioneer in our sector providing swift and straightforward service when and where our customers require it," says Pihlajalinna CEO Joni Aaltonen.

"The mission of Pihlajalinna is to help people in Finland lead better lives, so it's easy to take this to heart. Private health care has an important role to play in the future of Finnish health services, and I look forward to getting to know my colleagues at Pihlajalinna. Our common goal is to improve the transparency and management of medical quality," Sari Riihijärvi explains.

Kimmo Saarinen is due to vacate the position of Medical Director at Pihlajalinna on his retirement.

For further details, please contact:

CEO Joni Aaltonen

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Pihlajalinna in brief

Pihlajalinna is one of the leading private social and healthcare services providers in Finland. The company serves private individuals, businesses, insurance companies and public sector entities, such as municipalities and joint municipal authorities. Pihlajalinna provides general practitioner services, specialised care, emergency and on-call services, a wide range of surgical services, occupational healthcare, dental care and wellbeing services. In addition, the company offers innovative social and healthcare service provision models to public sector entities.