

AINO HEALTH, SALUBRIUM AND PATIENT ADVOCATE PARTNER TO STRENGTHEN WORKFORCE WELLBEING AND SUSTAINABLE WORK ABILITY IN THE UK

Aino Health has entered into a strategic partnership with UK-based Salubrium and Patient Advocate to deliver a comprehensive, preventive and systematic workforce wellbeing solution for organisations across the industrial, service and healthcare sectors.

The collaboration responds directly to the challenges highlighted in the *Keep Britain Working* report, which underlines the growing impact of ill health, long-term absence and reduced work ability on UK productivity and economic resilience. Together, the partners aim to help employers move from reactive absence management to proactive, people-centred and data-driven workforce wellbeing management.

A holistic and integrated service model

Through this partnership, organisations gain access to a fully integrated end-to-end solution that combines:

- **Aino Health's Work Ability Management system**, enabling systematic, preventive support for employee wellbeing and work ability. The SaaS platform integrates seamlessly with existing HR and payroll systems, supporting early intervention, absence management and managerial decision-making.
- **Patient Advocate's comprehensive case management service**, including its dedicated system, to support individuals in accessing the relevant treatment and support to enable them returning to work after long-term absence, ensuring structured, compassionate and effective rehabilitation pathways.
- **Strategic wellbeing and work ability consulting**, delivered in collaboration with Salubrium, aligning people management and wellbeing leadership with overall business strategy, objectives and performance.

Shared principles and objectives

The partnership is built on a shared ambition to transform how workforce wellbeing is managed in the UK. Key objectives include:

- **Whole-of-workforce coverage** – robust and equitable provision for all employees, not only the top 20%.
- **People-centric approach** – focusing on the individual as a human being, while building an environment of trust, empathy and compassion.

- **Joined-up and holistic framework** – addressing the interconnected aspects of physical health, mental wellbeing, work life and private life.
- **Data-driven decision-making** – providing clarity on current practices, true cost to the business, and what “good” looks like through a best-in-class model.
- **Connected outcomes** – establishing a clear business case for investment, with measurable returns within 12 months.
- **Systematic processes** – integrated organisational design covering absence management, early intervention triggers and case escalation.
- **Predictive capability** – enabling organisations to anticipate risks and intervene proactively.
- **Simple, meaningful data** – delivering actionable analytics to guide future decisions and target interventions where they have the greatest impact on people’s lives.

Partner perspectives

“The UK workforce is facing a structural challenge when it comes to work ability and long-term absence. By combining Aino Health’s proven work ability management technology with expert case management and strategic consulting, we enable organisations to support their people earlier, more systematically and with measurable business impact,” said Jyrki Eklund, CEO, Aino Health.

“The Keep Britain Working report clearly shows that traditional approaches are no longer sufficient to support the modern health, welfare and social issues people are facing, which in turn is causing significant issues and risks to employers. This partnership allows us to offer organisations a truly joined-up, whole-workforce solution that, very simply, connects wellbeing leadership directly to organisational goals and performance,” said Mark Giles], Founder and Director, Salubrium.

“Supporting people back to work after long-term absence requires empathy, structure and consistency. Through this collaboration, we can ensure individuals receive personalised, high-quality case management, while employers gain confidence that returns to work are sustainable and effective,” said Michael Tate, Founder and Chief Executive, Patient Advocate.

Supporting sustainable work ability in the UK

By combining advanced technology, expert-led case management and strategic consulting, Aino Health, Salubrium and Patient Advocate enable organisations to improve employee wellbeing, reduce long-term absence, and strengthen sustainable work ability, while delivering measurable business value.

The partnership represents a practical response to the UK’s workforce health challenge – supporting employers in keeping people well, at work and working sustainably.

For more information

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Aino Health AB (publ) is listed on Nasdaq Stockholm First North Growth Market (Ticker: AINO).

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About Aino Health (publ)

Aino Health is the leading provider of Software as a Service (SaaS) solutions for Corporate Health Management. Our platform helps organizations reduce sickness absences, identify root causes of health challenges, and systematize proactive support for employees. For more information, please visit ainohealth.com.