

Helsinki-based Dextra becomes part of Pihlajalinna Group

Pihlajalinna Oy and Leena Niemistö have reached an agreement on Dextra Oy becoming part of Pihlajalinna Group. The CEO and principal shareholder Doctor Leena Niemistö has agreed to sell her entire stake in Dextra, which is 60.6% of the company shares, to Pihlajalinna.

Dextra, which operates in Munkkivuori and Kamppi in the Helsinki metropolitan area, employs approximately 200 general practitioners, specialists and dentists as well as some 100 other healthcare professionals. Dextra's total sales were 28 million euros in 2011.

Under CEO Leena Niemistö's management, Dextra's Emergency and On-call Services as well as the Sports and Injury Clinic have developed into pioneers in Finland. According to a survey conducted by an insurance company in 2010, patients with knee injuries operated in Dextra, recovered and returned to work significantly more quickly than other patients participating in the survey, operated by other private healthcare providers. Dextra has a good reputation and is a well-known healthcare service provider in the Helsinki metropolitan area. This is proved by excellent customer satisfaction and a survey carried out by Taloustutkimus in 2011, which named Dextra as the best known and most visited private medical center.

The acquisition supports Pihlajalinna's aggressive growth strategy. Along the acquisition, Pihlajalinna gains a strong position in the Helsinki metropolitan area, the largest private healthcare market in Finland. Furthermore, Pihlajalinna Group's specialists, imaging, hospital and occupational healthcare services strengthen significantly. Pihlajalinna's strong knowledge and pioneering position in offering healthcare services to the municipal sector combined with Dextra's strengths in private healthcare services will form a leading Finnish healthcare service provider with domestic ownership.

"We welcome warmly Dextra's skilled staff and practitioners to the Pihlajalinna Group. Together we have an opportunity to offer even more efficient and high class healthcare services to private customers, corporates, insurance companies and the municipal sector", explains Pihlajalinna CEO **Mikko Wirén**.

"Pihlajalinna is an ideal buyer from the viewpoint of Dextra's customers, staff and practitioners. Pihlajalinna is a rapidly growing company focusing on high quality and has resources to further develop Dextra's services as well as offer its staff and practitioners versatile opportunities. Pihlajalinna enables also the development of Dextra's Sports and Injury Clinic, Imaging as well as Emergency and On-call Services nationally. For instance we have already agreed that Dextra's Sports and Injury Clinic will be launched in Levi during the coming winter season", comments Dextra CEO Leena Niemistö.

After closing of the transaction, Dextra will continue to operate in its current premises as a standalone company. The transaction has no effect on Dextra's staff and practitioners. CEO Leena Niemistö will continue as the CEO of Dextra.

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Pihlajalinna

Pihlajalinna, founded in 2001, is one of Finland's largest private healthcare service providers. Pihlajalinna is owned by its personnel and a fund managed by Sentica Partners Oy. In the beginning, Pihlajalinna focused on locum doctor services offered for municipalities and from 2005 onwards the company has offered comprehensive general practitioner and specialist services in its seven clinics in Pirkanmaa and in its private hospital in the Tampere city center. Pihlajalinna employs over 700 healthcare professionals and estimated sales for 2012 total approximately 49 million euros.
www.pihlajalinna.fi

Dextra

Dextra, founded in 1964, is a leading private healthcare service provider in the Helsinki metropolitan area. Dextra has medical centers in Munkkivuori and Kamppi in Helsinki. Dextra's service offering includes general practitioner, specialist, dental, 7-24/7 on-call, imaging, laboratory, day surgery hospital, physiotherapy & rehabilitation as well as occupational healthcare services. In addition to private customers, Dextra's services are used by insurance companies and corporate customers. Dextra is a fully domestic, quality certified healthcare service provider, which is entitled to use the Avainlippu symbol as a sign of Finnish labour and craftsmanship. www.dextra.fi