

HEALTH

Interreg

Öresund-Kattegat-Skagerrak
European Regional Development Fund



EUROPEAN UNION



HEALTH
TECHNORDIC.

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Improve world care by
EMPOWERING
the
INDIVIDUAL

**HEALTH
TECH**NORDIC.

Empowering the Individual



Empowering the Individual



Hospitalization

- 50%

[Improved Quality of Life]

OptiLogg – Patients w Heart Failure

Facts

- 34% Improved Quality of Life¹
- Up to 58% fewer hospital days¹
- 34% improved self care behaviour²

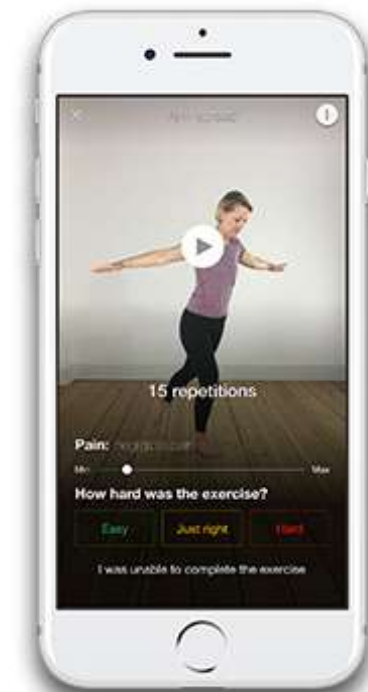
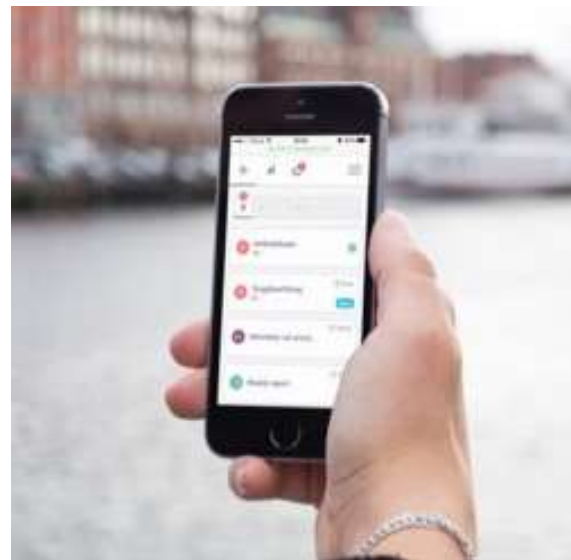


1) Melin et al., 2014, European Heart Journal (2014) 35 (Abstract Supplement), 838, “Patient Centered Management of Heart Failure - results of a randomized controlled study - the PACEMAN - HF study.” Hägglund et al., 2015, Scand Card J, “Patient - Centred Home - based management of heart failure” (ID 1035319 DOI:3109/141731.2015.1035319) 18) Peters - Klimm et al., 2010, Trials (11:56), “Case management for patients with chronic systolic heart failure in primary care” 2) Hovland et al., 2016, European Journal of Heart Failure (2016) 18 (Suppl. 1), p.55, P256, “PACEMAN –HF - pooled analysis from two randomized controlled trials”

Joint Academy – Digital treatment of Arthritis

Facts

- 1/4 of the cost for society¹
- 35% reduced pain²
 - vs 23% traditional treatment (BOA)²
- 31% reduced need for surgery²



1) <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0236342>

2) <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0229783>

SideKick Health – Life style, change in behaviour

Facts

Diabetes type 2

- Significant reduction in HbA1c from 61 ± 21.4 to 52.7 ± 15.2 mmol/mol¹



1) <https://www.endocrine-abstracts.org/ea/0065/ea0065p221.htm>

Kara Connect – mental health online

Facts

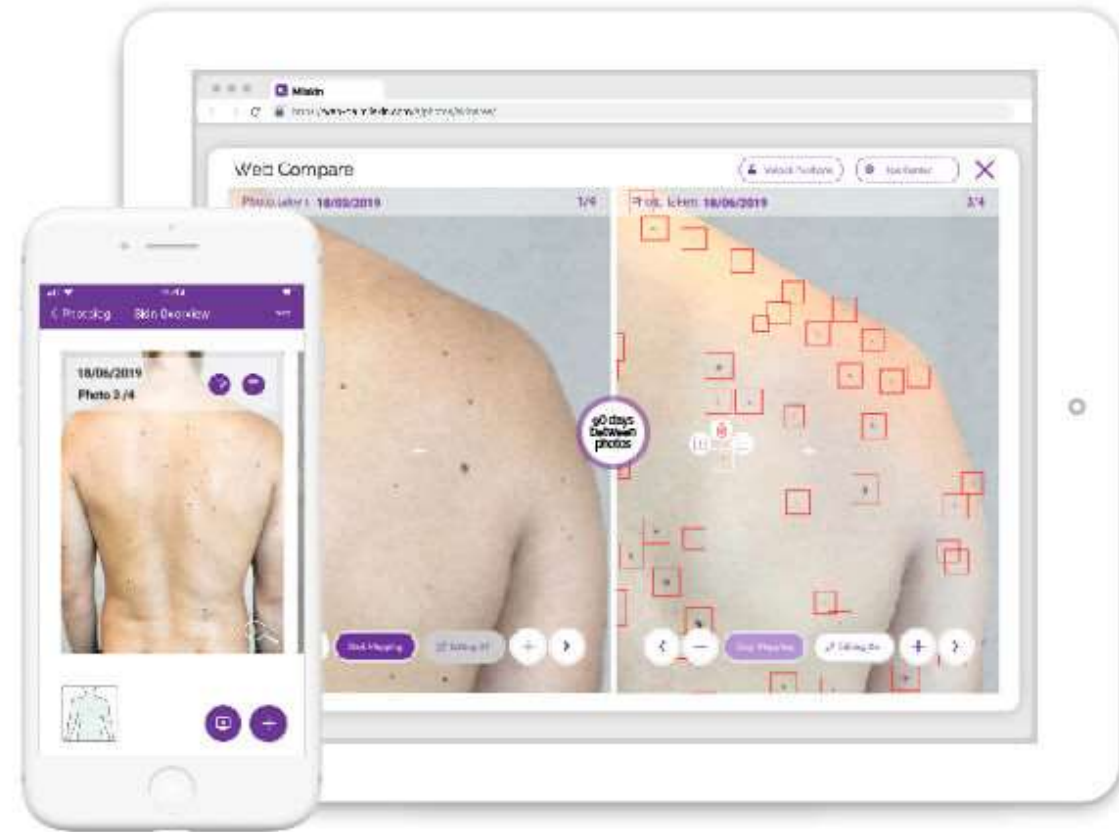
- Simple, secure online platform for professionals
- Access
- Iceland, Denmark and expanding
- Show-up increase



MiiSkin – when worrying about skin cancer

Facts

- Recommended by GPs in the UK
 - NHS App Library
 - EMIS App Library
- And by more than 150 clinics and hospitals globally



...CHEAPER

CHECKWARE: 40% Increased capacity to take care of patients¹

CUVIVA: ”...is addressing healthcare savings potential of 30 BSEK (3 bn USD) in just Sweden”

MINDOKTOR: “On average in Sweden, digital care has reduced the cost per medical consultation by 43% compared to the traditional system.”

1) Dag Norén, Implement Consulting Group: Business Case Digital Force. E-health solution that promotes team-based home care for the most ill. April 2016

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HealthTech Nordic 200+

Why the Nordics?

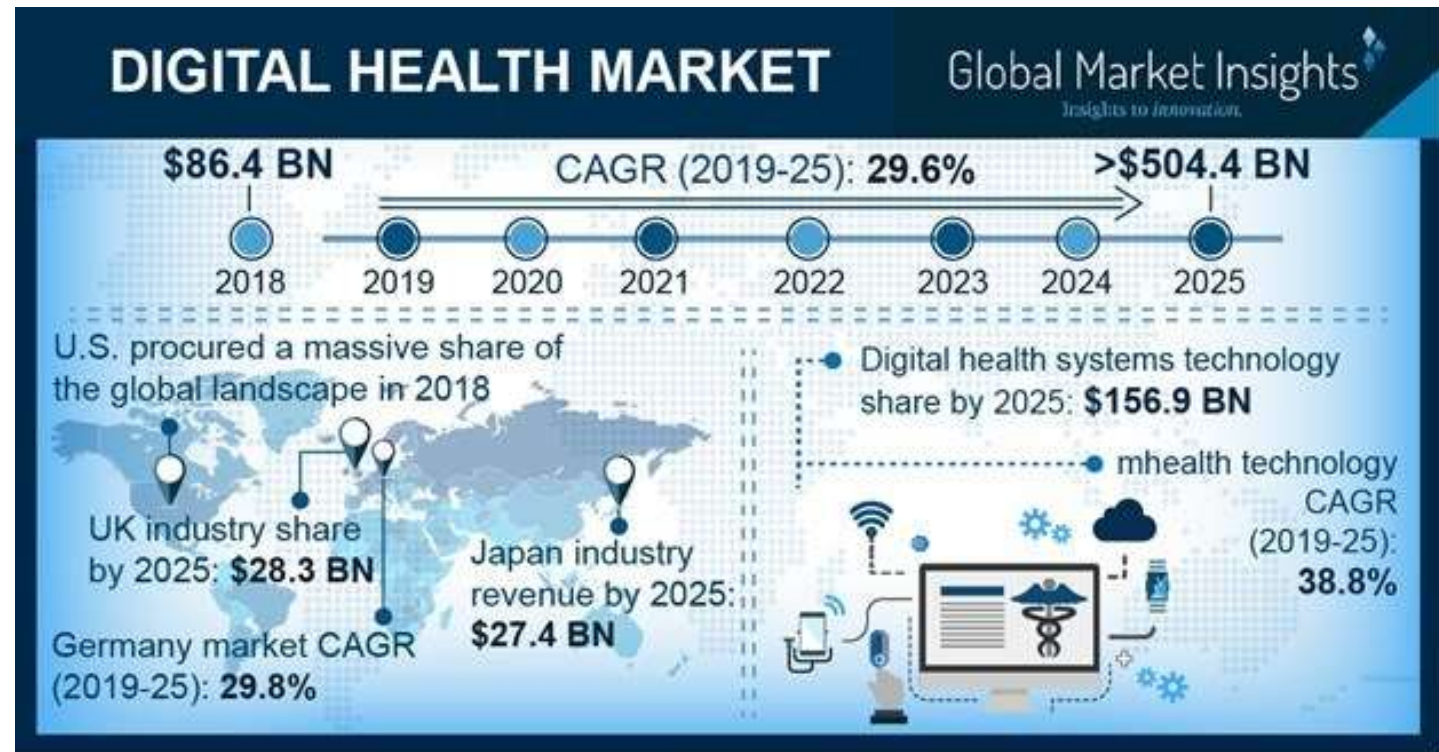
A world map with a red circle highlighting the Nordic region (Scandinavia). Surrounding the map are logos for various companies and brands originating from or associated with the Nordics.

- KAROLINSKA UNIVERSITETSSJUKHUSET** (Karolinska University Hospital)
- novo nordisk** (Novo Nordisk)
- AstraZeneca**
- IKEA**
- Angry Birds**
- MINECRAFT**
- Wendy's**
- NOKIA**
- ERICSSON**
- Skype**
- Spotify**

Opportunity prior to Covid-19

- The market for Digital Health is estimated at 200 to >500 bn \$ annually
 - Over the next couple of years
 - Annual growth around 5%
- 1% is 5 000-20 000 jobs

- **The Nordics have the skills**
- **and a strong position**



Sources:
<https://www.beckershospitalreview.com/healthcare-information-technology/9-predictions-for-digital-health-in-2020.html>
<file:///Users/MarianneLarsson/Downloads/gx-lshc-2020-global-healthcare-infographic.pdf>
<https://www.grandviewresearch.com/press-release/global-digital-health-market>
<https://www.prnewswire.com/news-releases/worldwide-digital-health-market-to-hit-504.4-billion-by-2025-global-market-insights-inc-300807027.html>

A world map in shades of blue and grey serves as the background for the entire slide. The map is centered, showing the continents of North America, South America, Europe, Africa, Asia, and Australia.

3 500 000

730 000

+881 (421/350)

HealthTech Nordic in ÖKS 2017-Dec 2019

PERFECT STORM

Covid-19 HealthTech Reliefs

1. Online visits

UK: GP visits 17% to 90%

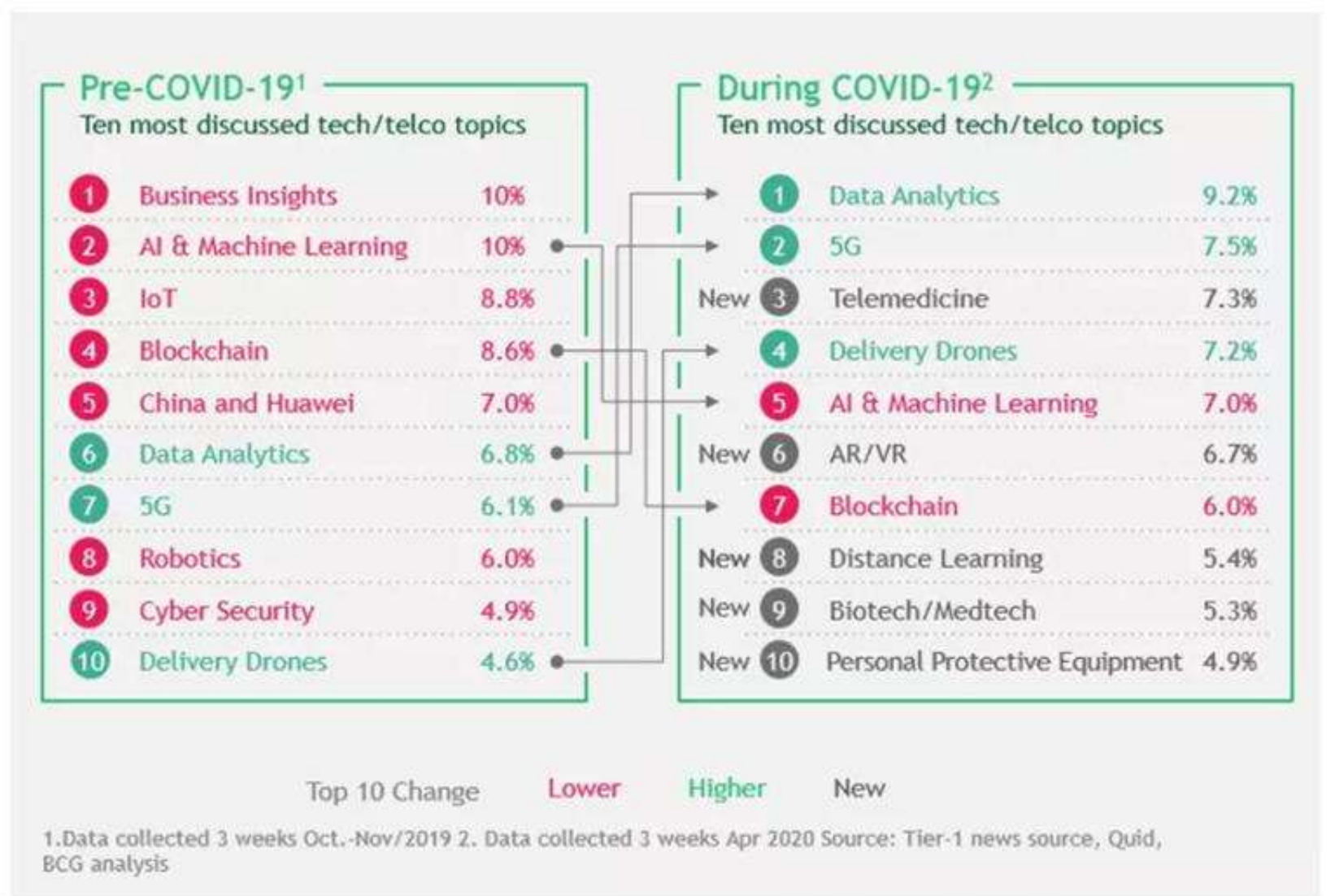
US: March 11K, April 1,3M

KIND: Brazil surge

2. Remote monitoring chronics + Intelligent decision support + Self-Care

- LifePod: From 2 to 8 diagnoses, new discoveries in Skåne
- Accumbo: Several hundred % incr.
- Mental Health: online CBT
- Arthritis: Joint Academy, US surge

AWARENESS GOES MAINSTREAM



The 10 most discussed tech topics after COVID-19

Image: World Economic Forum, Boston Consulting Group

INVESTORS REACT

Migration: Non health funds to HealthTech

“Health portfolios will prove to be very solid investments in times like this” - *Petri Laine, Innovestor Finland*

"55 new in Mental Health, 500 MUSD"

“Revenue increase in some HealthTech companies +700%” - *VC*

RELAXED REGULATIONS

PARADIGM SHIFT

“Can’t handle this situation without HealthTech”

PO Kimblad, -Deputy CEO Skåne Univ Hospital

“Point of no return has been reached”

Towa Jexmark, Head of Innovation Ramsey Santé

...and cheaper

Digitaliseringens exponentiella kraft

- Priset för att läsa mänskligt dna



2001



2008



2016



2022

Democratization of Health

***PREVENTION
EARLIER DIAGNOSIS
SELF-CARE
IMPROVED TREATMENT***



NORDICS

One perspective



Healthier



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Nordics 2025

Improved health, good and equal care,
with the same resources
- IF WE WANT TO

HEALTH
TECHNORDIC.

**INNOVATION
SKÅNE**

 SAHLGRENSKA
SCIENCE PARK

 **smile**
INCUBATOR

 **COBIS**
Copenhagen Bio Science Park

 Norway
Health Tech
Incorporating Oslo Medtech

invest in skåne
part of business region skåne

HEALTH TECH HUB 
COPENHAGEN

 **Symbion**

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CAPITAL
HELSINKI**

**HEALTH
TECH NORDIC.**