

# eHealth Opportunities in Scandinavia

## The medical industry in Scandinavia

**Sweden** is currently in the middle of a generational change of all hospitals previously built in the 1960s and 1970s. During the years 2018–2020, the investments will be around 1–1.5 billion Euros per year, excluding the New Karolinska Hospital which is currently being built for more than 20 billion Euros. Further investments are planned in premises to provide better patient environments and manage new technical equipment. The Government and the Swedish Association of Local Authorities and Regions want to support efforts to make use of the opportunities of digitisation in social services and healthcare, and have now decided to endorse a common vision: *“In 2025, Sweden will be the best in the world at using the opportunities offered by digitisation and eHealth.”*

**Norway** is one of the wealthiest countries in the world with a high expenditure on healthcare to give their population of 5 million the highest quality of medical care. Together with heavy investments on infrastructure, a gradual transition to bring the Norwegian healthcare into the future is a priority for the next coming years. This transition will involve the upgrading of old hospital buildings and the construction of new ones. Procurement of medical equipment and ICT will soon follow.

**Denmark** is investing 6.4 billion Euros in 16 new hospital projects, including 8 super hospitals for the next 10 years. The construction of the new hospitals requires new technologies and solutions to ensure cost-effective care and shorter average admission times. At the same time, ICT infrastructure will be a major factor in the development of communication.

*“The modernised hospital infrastructure is expected to contribute significantly towards the vision of placing Denmark among the most attractive countries in the world for developing, testing and manufacturing healthcare solutions based on strong research, fast implementation of innovative new technology, good conditions for public-private collaboration and a well-functioning, development-oriented home market.”* [Denmark’s Ministry of Health](#)

## Opportunities

**Sweden’s** healthcare system is an innovation-friendly context for eHealth, with advanced healthcare, conscious consumers and strong ICT capabilities.

The high proportion of public customers in the Swedish market implies openness which makes it relatively easy for healthcare providers to access healthcare environments to test new applications in pilot and development projects.

The decentralized character of the healthcare system, with county councils and municipalities, also means that, despite public funding, there is a relatively large number of small and medium-sized customers (healthcare institutions). This means that even smaller suppliers can qualify for public procurement.

**Denmark** - The many new hospitals being constructed give foreign companies a great opportunity to enter the healthcare industry with equipment and solutions. Out of the total budget for new hospitals, close to 1 billion Euros have been earmarked for the procurement of medical equipment and information technology for the hospitals.

The strong ICT infrastructure and continuous government investments have been essential in making Denmark one of the leading countries in the world when it comes to eHealth. The current upgrade of old hospitals and construction of new ones will open up for many opportunities for foreign producers of eHealth solutions.

## Market Entry

All procurements for public hospitals are done through public tenders in Scandinavia so we suggest finding a local partner as the best way to enter the markets. All three countries have a wide range of ehealth developers and system integrators to approach and form a partnership with. Many Swedish eHealth companies emphasize the importance of partnership with foreign companies in order to grow internationally. Therefore, the presence of foreign companies is not just seen as competition, but also as an opportunity for growth.

## What we do

ScandiConnect is experienced in assisting foreign companies to enter the Scandinavian markets. We have a database with in-depth information on the domestic medical industry including; potential collaboration partners, the competitive landscape and industry standards and regulations. Our research will show your company's potential in the markets and how to best approach a market entry. We can also open doors for your company through a range of marketing and sales activities especially tailored for a Scandinavian target group.

## For more information about us

Visit our website at: [www.scandiconnect.se](http://www.scandiconnect.se)

