



Potential business figures in 5 years: Since 1997, hospitals have accounted for the most significant share of health spending (36.9% in 2018), followed by drugs (16.4%) and physician services (15.4%). There is a need for healthcare transformation due to an increasingly aging population and increased cost of health care. Focus on efficiencies with new interest in innovation, digital solutions, and workflow optimization.

Typical buyer of health services: Publicly-funded, universal healthcare system (Medicare) is decentralized and managed by 13 separate provincial and territorial health care insurance plans. Independent contractors are billing the provincial insurance under 'fee for service' model, with a recent slow shift towards alternative payment plans financed by the governments. Canada's health spending can be broken down as 70% public and 30% private. Additional private insurance (held by about 2/3 Canadians) covers e.g. vision and dental care, prescription drugs, rehabilitation, home care.

Governmental or legislative climate to support new services/innovations on health: In 2017, Ontario promoted a new way of doing business in its healthcare system through the "Value-Based Innovation Program", aiming to break down the silos of health care delivery through health system funding reform. For example, "bundled payment" pilots on some procedures and "procurement by co-design" (whereby a hospital issues a problem statement rather than a traditional RFP) has led to more novel solutions being adopted.

Typical buying and/or acceptance process in the country for new solutions: Purchasing and procurement decisions largely take place at the level of regional health authorities or individual hospitals that are private not-for-profit institutions. Hospitals often have their own Value Analysis Committee to determine the economic benefit of a new technology. If the solution is over CAD \$100,000, it must go through a transparent tender process, lasting around 6 m.-2 yrs.

Opportunities for Finland: Elderly care, preventive care, rehab, diagnostics, remote monitoring

Regulation & Reimbursement environment: New technologies must go through a process of registration, Health Canada approval, possibly a Health Technology Assessment (disruptive technology), a procurement process or clinical trial with a health services provider and should ultimately be assigned a reimbursement code.

Trends & Strategy: The Canadian healthcare system is moving towards a patient-centric care model with a focus on optimizing all aspects of the system. With hospital budgets decreasing, treatments are being pushed into ambulatory care and community visits. Also, overcapacity in hospitals and long term care facilities is resulting in a focus on increasing home care services.

Quick Facts about Canada

Population: 35.9 million

Life Expectancy: 78.85 years

GDP (PPP): \$1.774 trillion, per capita \$48,400

Official Languages: English, French

Physician density: 2.6 / 1000 pop.

Digitalization Maturity: 12th

DEI Index: 3.55/ Stall out

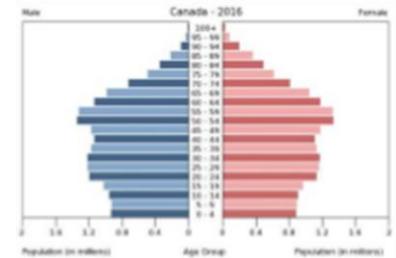
Urbanization rate: 81.4%

Hospital Bed density: 2.7

Median age: 40.1

Health expenditure: 10.4% of GDP

Population Growth rate: 0,72%



Source: World Fact Book

National challenges:

Ischemic heart diseases, Alzheimer's disease, Lung cancer

Link to opportunities:

<https://bit.ly/2z0yutE>

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