



Germany

Potential business figures in 5 years: Germany is the largest healthcare market in Europe and with 4.7 % of annual growth, the health sector has grown in the past 12 years even stronger than the gross domestic product and the trend remains the same. In 2017 the turnover of the health care industry was 75.3 million euros and it is forecasted to be 83.3 million by 2022.

Typical buyer of health services: Public sector provides 29 % of the hospital services and charity based organizations 34 %. The 36 % of the hospitals are in private ownership. Primary and secondary care services are provided by self-employed practitioners. There are also approx. 112 statutory health insurance companies and 44 private health insurance companies.

Governmental or legislative climate to support new services/innovations on health: Germany is lagging behind in terms of digitalization. The government is putting on efforts to speak up for more investments in new technologies and digitalization of hospitals and care sector. The legislation is still causing some barriers for new developments, e.g. terms of using health data. However, the current Health Minister is actively pushing Germany towards digitalization with new modern legislations. The challenges caused by the federal system need to be taken into account when entering the market.

Typical buying and/or acceptance process in the country for new solutions: New solutions are often tested and evaluated in pilot projects by local actors before taken into use. The Government plans to extend the so called 'Innovation Fund' to strengthen the implementation of new healthcare service concepts. The annual investment volume is now fixed to 200 mill. €. Medical devices are often bought from German distributors.

Opportunities for Finland: Clinical decision support tools, paperless data solutions, tools for online interaction (telemedicine, remote controlling), solutions for work flow/automation, solutions for patient self-care (chronic disease management tools, disease prevention tools, digital diagnostic tools, pain management), AI supported tools for health care

Regulation & Reimbursement environment: It is compulsory to have a health insurance that covers the main cost of the used health care services. The monthly health insurance fee is subtracted directly from the monthly salary and paid by both the employee and the employer.

Trends & Strategy:

Germany has started to digitize the health care system and is now showing lots of interest towards innovative digital solutions. With the new legislation in Germany, this offers big opportunities for Finnish health care companies.

Quick Facts about Germany

Population: 80.6 million

Life Expectancy: 78.55 years

GDP (PPP): \$4.15trillion, per capita \$50,200

Official Languages: German

Physician density: 3.36 / 1000 pop.

Digitalization Maturity: 17th

DEI Index: 3.55/ Stall out

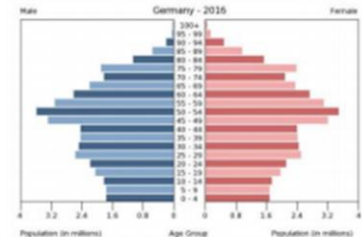
Urbanization rate: 77.3%

Hospital Bed density: 8.3

Median age: 45.5

Health expenditure: 11.3% of GDP

Population Growth rate: -0.16%



Source: World Fact Book

National challenges:

Ischemic heart diseases, Alzheimer's disease, Stroke

Link to opportunities: <https://bit.ly/2z0yutE>

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