

Potential business figures in 5 years: Norway spends the third most of its GDP on healthcare, just behind USA and Switzerland. The very state-dominated medical system covers 85% of total healthcare costs and the system consists of four regional health authorities, which are managing hospitals in their respective regions. The government wishes to strengthen the dialog between private businesses and the governmentally controlled health sector. Health ICT and Medtech will have the highest expected revenues in 2019 and their future expectations are positive.

Typical buyer of health services: The numbers of public hospitals in Norway is 64 and private hospitals are 11. There are 27 519 physicians and 4500 dentists in the country.

Governmental or legislative climate to support new services/innovations on health: New government guidelines on education in healthcare are planned for 2020. The R&D expenditures in health sector were 9.8 billion NOK in 2015, and since then the economic support for research and development from the Skattefunn program has more than doubled. A national strategy for health information technology (HIT) was initiated in 2016 where the goal is to allot a unique personal identification number to every resident to be used in medical records.

Typical buying and/or acceptance process in the country for new solutions: All large public tenders can be found at the databases: Doffin and The Tenders Electronic Daily (TED). The mandatory national threshold is 1 100,000 NOK for public procurements to be published on the databases. Equipment that is imported to Norway must be registered and must have EU approval.

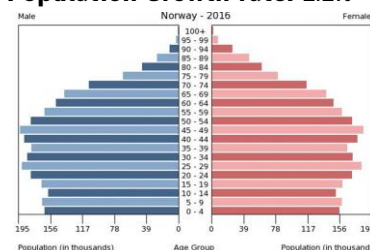
Opportunities for Finland: The government has stated that telemedicine, e-health and welfare technologies are national priorities due to aging population. Norway relies on imports of medical equipment due to the limited domestic production.

Regulation & Reimbursement environment: Sources of revenue include budgets from government, the National Insurance Scheme (NIS), the Regional Health Authorities (RHA) and private expenditure. All Norwegian citizens or people working in Norway are insured under the NIS. Recently private insurance has become more important. All pharmaceutical companies must apply for a marketing authorization in order to sell their products on the Norwegian market.

Trends & Strategy: The new guidelines promote the usage of sustainability in the medical fields and the usage of e-health services so that the patients can get better and faster service.

Quick Facts about Norway

Population: 5.1 million
Life Expectancy: 79.5 years
GDP (PPP): \$348 billion, per capita \$65,515
Official Languages: Norwegian (Bokmål, Nynorsk) & Sámi.
Physician density: 4.6 / 1000 pop.
Digitalization Maturity: 1st
DEI Index: 3.79/ Stall out
Urbanization rate: 53.5%
Hospital Bed density: 3.9
Median age: 39
Health expenditure: 9.7% of GDP
Population Growth rate: 1.1%



Source: World Fact Book

National challenges: Ischemic heart disease, Alzheimer's disease, stroke

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

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