

**BUSINESS
FINLAND**



HEALTH AND WELLBEING

**HEALTH TUESDAY:
OPPORTUNITIES IN DENMARK**

HEALTHCARE SYSTEM

Organisation of the public sector in Denmark

National Level



Ministry of Health

Regional Level



5 Regions

Local Level



98 Municipalities

Public procurement:
<https://udbud.dk/>

Source: "Healthcare in Denmark" Ministry of Health

The State, The Ministry of Health

- National health policies
- Legislation on health care
- Guidelines for general planning
- Operation of the health care service

5 regions

All hospital (incl. emergency care) and psychiatric treatment

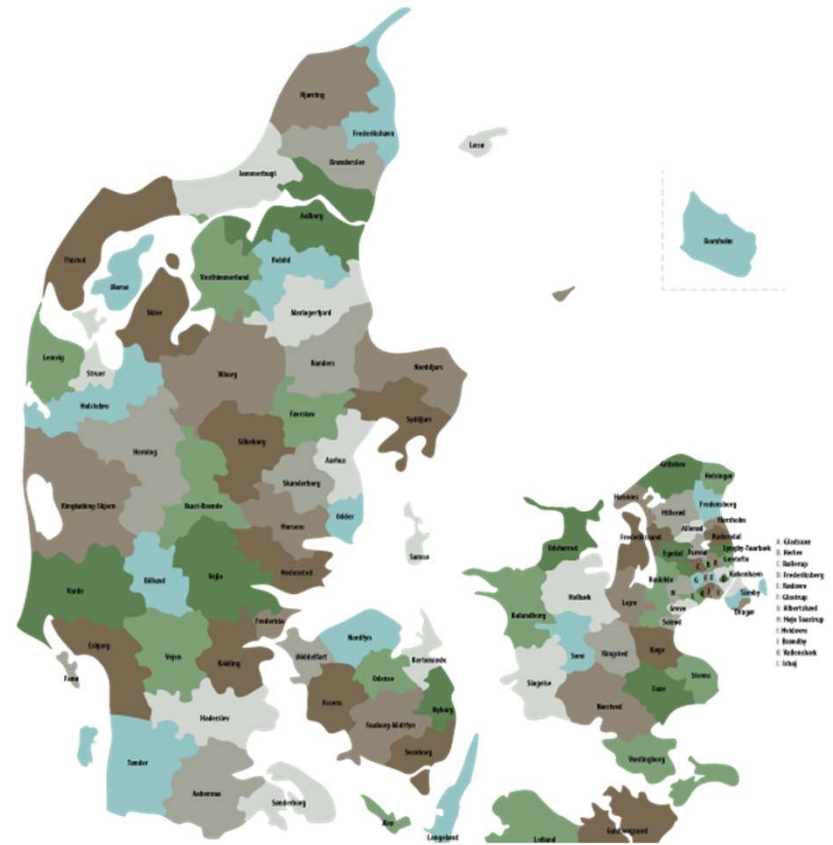
- Parts of the primary healthcare system:
 - General practitioners (family doctors), Private practicing specialists, Dental services for adults, Physiotherapy

98 municipalities

- Home nursing and homes for elderly people
- Public and school health care
- Child dental treatment
- General disease prevention
- Rehabilitation

THE MUNICIPAL SECTOR

- As of 2007, 270 municipalities were merged into 98
- The municipalities often invest in telehealth solutions and care improvement initiatives
- A larger number of small projects, but often locally based with Danish language prerequisites
- 1036 care facilities (10% trusts or self-owned)
- Almost 130 000 people receiving care at home
- Costs 94,5 billion DKK (12,8 billion Euros) per year
- Allocation of new responsibilities



HEALTHCARE REGIONS IN DENMARK

Region Hovedstaden, Region Sjælland, Region Nordjylland, Region Midtjylland, Region Syddanmark

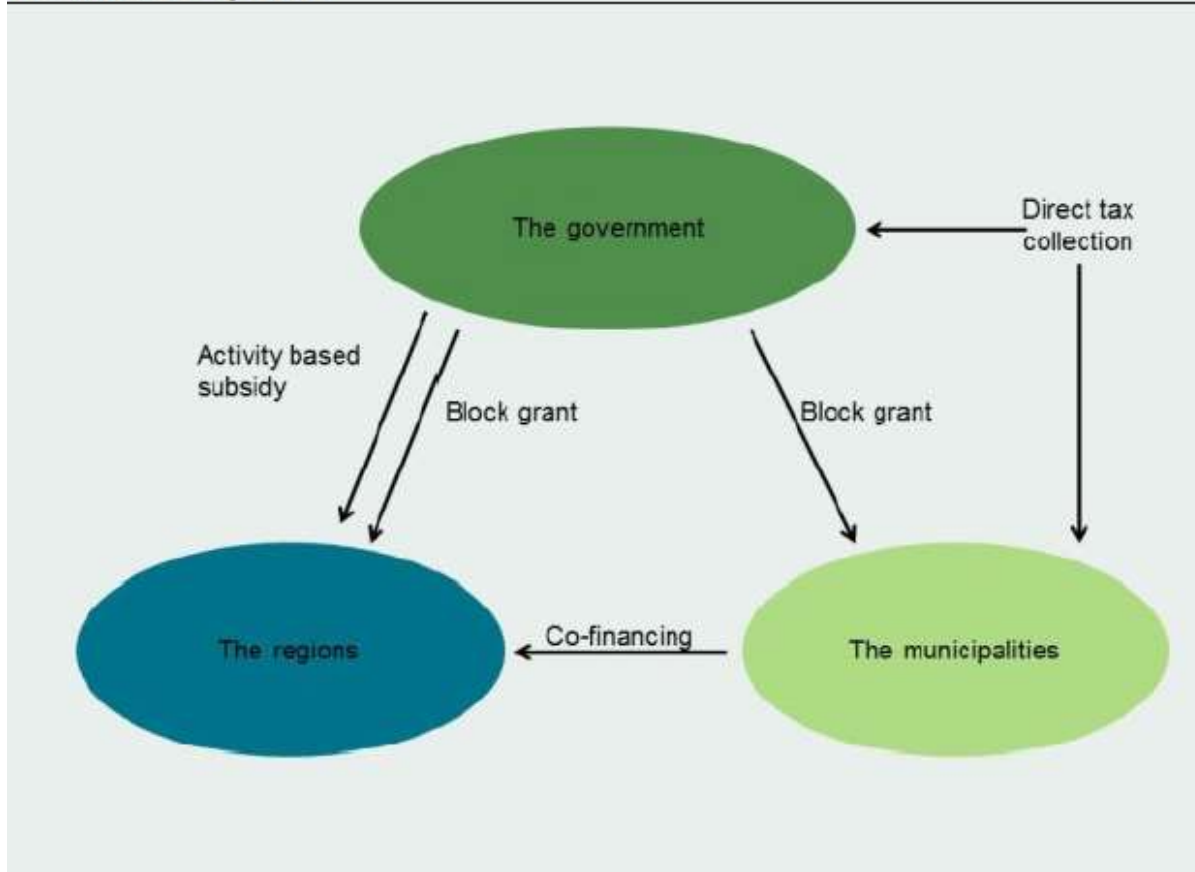
Strategic agendas and needs

- Plans and projects – new hospitals and technology investments
- IT, telehealth and the efficiency imperative
- Coordination in purchasing
- The changing political and organizational landscape
- Total healthcare budget (2017): 110,1 billion DKK (13,6 billion EUR)
- Patient safety and quality initiatives - national and regional



FINANCING OF THE HEALTHCARE SYSTEM

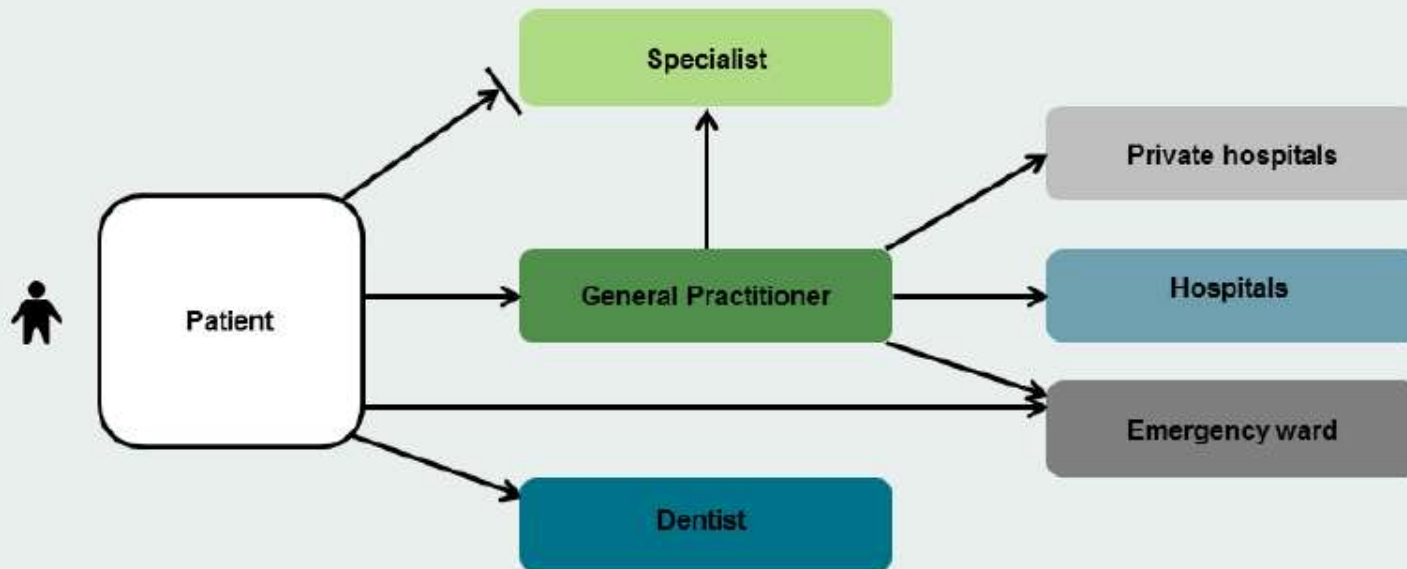
Organisational chart of the financial structure of the Danish healthcare system



Source: "Healthcare in Denmark" Ministry of Health

GENERAL PRACTITIONERS (GPs)

Access structure of the Danish healthcare system



Note: Not all specialist care, such as dental treatment, requires the referral from a general practitioner.

POTENTIAL IN HEALTHCARE **SECTOR**

5 | HEALTHCARE REGIONS

898 | PRIVATE SPECIALISTS

53 | HOSPITALS

3494 | GENERAL PRACTITIONERS (each have ca. 1600 patients)

16 | MAJOR HOSPITAL BUILDING PROJECTS

80 | PRIVATE HOSPITALS WITH INPATIENT FACILITIES

5000 | WARDS, UNIT INSTITUTIONS ETC.

181 | PRIVATE HOSPITALS WITH DAY TREATMENT FACILITIES

3000 | DEPARTMENTS & CLINICS

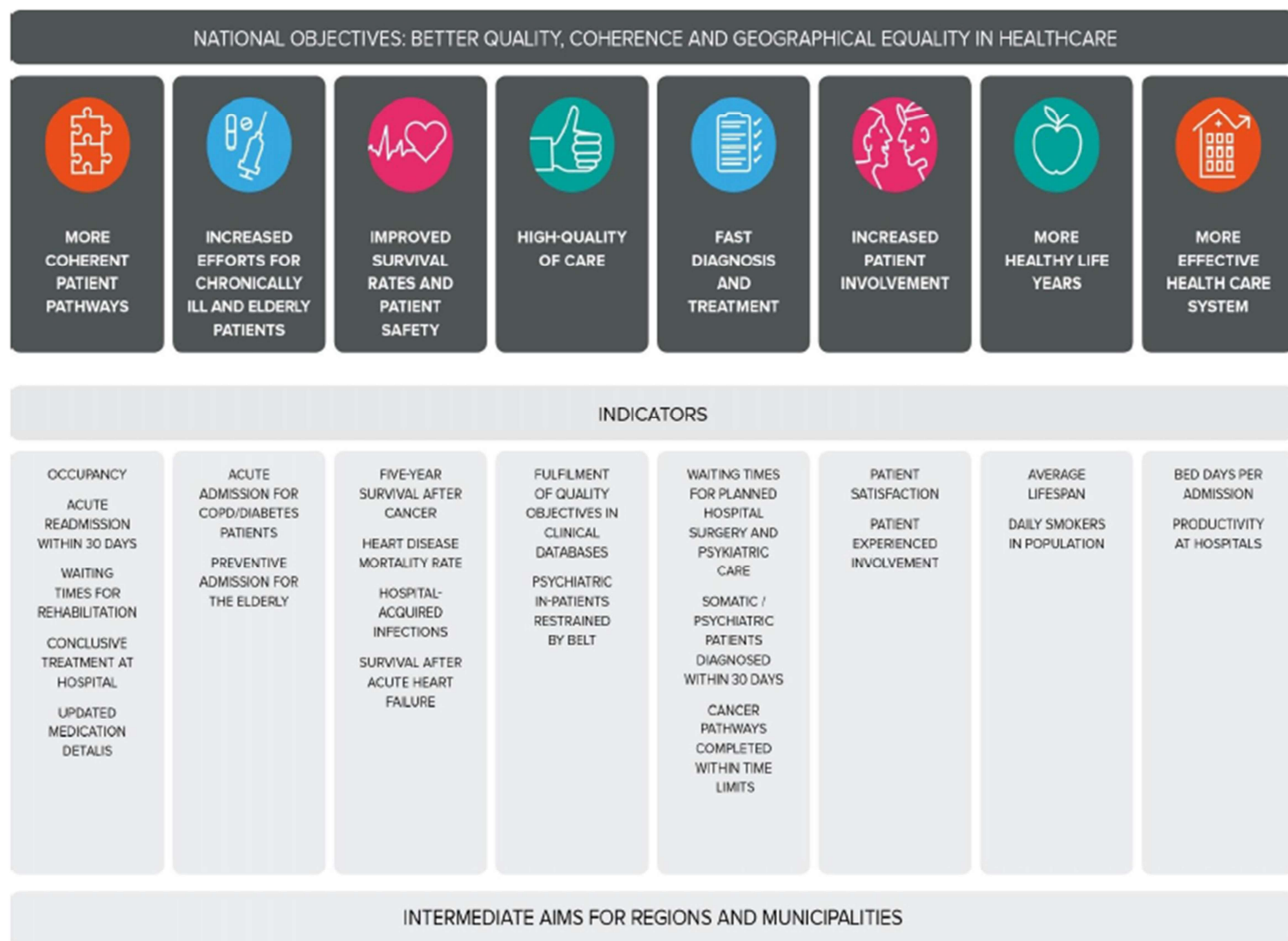
106 b DKK
14,2 b EUR

TOTAL COST OF SPECIALIZED HEALTHCARE SECTOR PER YEAR

DANISH HEALTHCARE QUALITY PROGRAM

- Systematic consideration of the needs of the individual patient
- Good management at all levels in the healthcare system
- Learning teams that disseminate knowledge and best practice
- Systematic use of data that creates visibility of results
- Governance and incentives to support high treatment standards for the patient

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http://www.sum.dk/English/~media/Filer%20-%20Publikationer_i_pdf/2016/Healthcare-in-dk-16-dec/Healthcare-english-V16-dec.ashx

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BIO AND PHARMA SECTOR AND HEALTH DATA



THE BEACONS OF MEDICON VALLEY



Novo Nordisk



Lundbeck



Ferring



LEO Pharma

PHOTO: NEWS ØRESUND

<http://mva.org/>

medicon valley **alliance**
PART OF
GREATER
COPENHAGEN



MEDICON VALLEY is the bi-national life science cluster spanning the island of Zealand in Eastern Denmark and the Skåne region of Southern Sweden. Today, the Danish-Swedish region is marketed inter-

nationally with the name 'Greater Copenhagen', and its increasing population has reached four million residents. In Sweden, the same geographical area is often called the 'Øresund Region'.



PHARMACEUTICAL SECTOR

The Danish export of medicinal products is

DKK 92,7bn (EUR 12,4bn) and constitute **13,8%** of the total Danish export

Pharmaceutical sector makes **3%** of Denmark's GDP

DKK 11,5m (EUR 1,6m) invested annually in research

Biggest pharmaceutical companies in Denmark are **Novo Nordisk, Leo Pharma** and **Lundbeck**

Employs over **26 000** people

42% of all medicine that is in development consists of personalized medicine

For example, Leo Pharma's revenue was DKK 10,5m (EUR 1,4m) in 2017

NATIONAL STRATEGY FOR PERSONALIZED MEDICINE 2017-2020

Seven strategic action areas:

- 1) TRANSPARENT GOVERNANCE STRUCTURE
WITH NATIONWIDE INVOLVEMENT
- 2) CLEAR LEGAL FRAMEWORK ADDRESSING
ETHICAL PRINCIPLES AND DATA PRIVACY AND
SECURITY
- 3) PATIENTS AND CITIZENS MUST BE INVOLVED
- 4) A TECHNOLOGICAL INFRASTRUCTURE WITH
SECURE, EFFICIENT AND EQUAL ACCESS
- 5) GENOMICS RESEARCH MUST BE
INTERNATIONAL AND DEEPLY INTEGRATED IN
THE HEALTHCARE SYSTEM
- 6) TOOLS AND COMPETENCIES TO USE GENETIC
DATA
- 7) DENMARK MUST HAVE AN ATTRACTIVE
DEVELOPMENT ENVIRONMENT IN RELATION TO
PERSONALISED MEDICINE

Summary of the National Strategy for Personalized medicine 2017-2020:

https://www.sum.dk/~media/Filer%20-%20Publikationer_i_pdf/2017/Personalised-Medicine-Summary/SUM_klar_diagnose_summary_UK_web.ashx

NATIONAL GENOMIC CENTER

The Novo Nordisk Foundation has reserved DKK 990 million (EUR 132,6m) for the construction of a National Genomic Center

- On Tuesday, May 29, 2018, the law on the establishment of a National Genomic Center was adopted
- National Genomic Center is an organization, which gets the responsibility of creating a national database of health information from patients who have had their genes analyzed
- The center must create a common and safe way to share, store and combine the patients' health information
- In collaboration with the regions and the research world, the center will establish a new structure in the health service that will pave the way for personal medicine in Denmark

HEALTH DATA AND **REGISTRIES**

Find Health Data

Search for health data



... OR CHOOSE A CATEGORY



Accidents and cause
of death



Administration



Autoimmune diseases



Biological material



Cancer



Cardiovascular disease



Children and adolescents



Chronic diseases



Dermatology



Show all



COPENHAGEN
HEALTHTECH
CLUSTER

Medical devices industry in Denmark

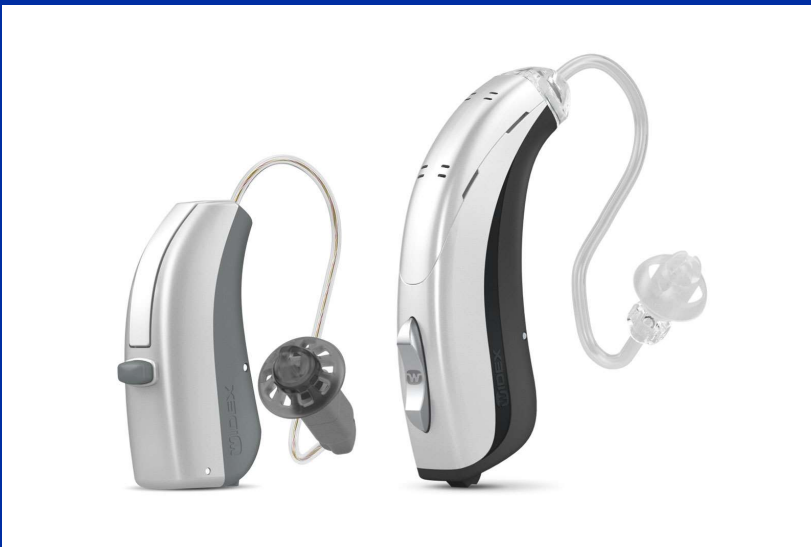


Photo: Widex.com

MEDICAL DEVICES **INDUSTRY**

- Accounts for DKK 56bn (EUR 7,5bn) a year. If you include the revenue generated by the medical industry at subcontractors, the total turnover is DKK 78bn (EUR 10,5bn)
- Employs 15,200 full-time workers, which amounts to approx. 40% of the employment in the life science sector in Denmark.
- Contributes DKK 7.2bn (EUR 1bn) in tax annually. 4% of the total expenditure on the Danish health service.
- Contributes 1.4% of Denmark's total GDP
- 7.4% of Danish business and industry's total investments in research go to medical industry
- Exports worth DKK 18.2bn (EUR 2,4bn) annually, export growth almost twice as high as the business sector in general

MEDICAL DEVICES INDUSTRY

- The medical industry in Denmark delivers mainly to the public health service.
- Productivity in the sector is almost twice as high as the industry in general
- Examples of medical products
Blood tests, ultrasounds, defibrillators, single-use products, knee implants, anesthesia products etc.
- Large companies eg. Ambu, Coloplast, Widex



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OPPORTUNITIES

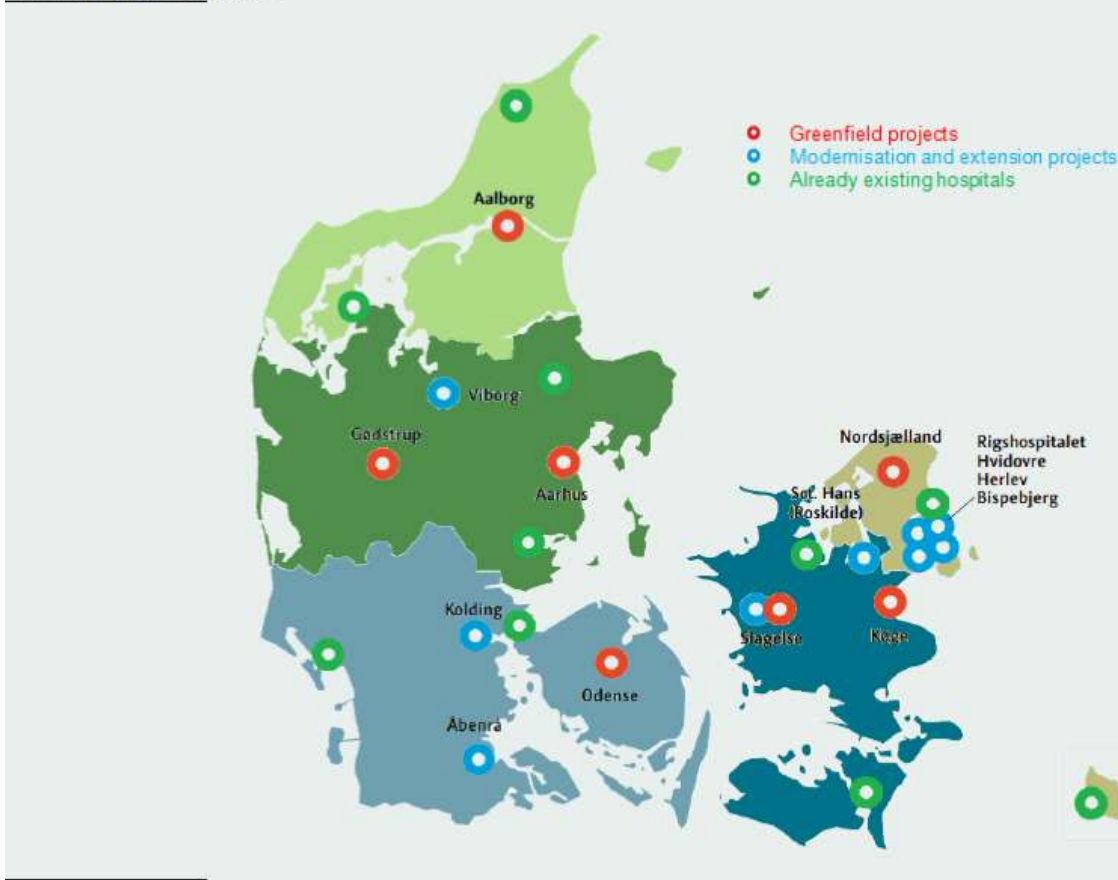


The Digital Health Strategy 2018-2020

- The Digital Health Strategy 2018-2020** can be found here: <https://sundhedsdatastyrelsen.dk/da/diverse/download>

NEW HOSPITALS & FUTURE OF CARE

The new hospital landscape



BØRNERIGET



- A new pediatric hospital
- Designed to have "healing architecture", maximized use of daylight
- Emphasis on good logistics, family-friendliness, technology and research
- Scheduled to be ready in 2024
- <https://www.rigshospitalet.dk/boerneriget/Sider/default.aspx>



ELDERLY MEDICAL **PATIENT**



CHRONIC **DISEASES**



ASSISTED LIVING AND TECHNOLOGY

Danish municipalities are actively searching and implementing new assisted living technologies to support their citizens.

Solutions are needed in:

- Stimulating senses and virtual home care
- Sensor technology
- Better use of health data
- Digitally supported rehabilitation,

Offerings relevant to this opportunity:

- Help citizens to manage their lives independently at home for a longer time
- Help citizens to manage their sicknesses from home
- Offer rehabilitation solutions
- Offer solutions, which are easily scalable and mature enough

Keep in mind:

- GDPR & ethics in monitoring



Market opportunity:

<https://www.marketopportunities.fi/lot-of-opportunities-for-health-tech-solutions-and-assisted-living-technologies-in-denmark>

TO TAKE ACTION



Find your way to succeed in the Danish market

Do you have a company in either Norway, Sweden or Finland? Do you want to increase growth on the Danish market? Grab the opportunity and participate in this two-day seminar, which gives advice about successful entrance strategies.

Information

Place:	SOHO Flæsketorvet 68 Copenhagen
Date, Start:	05.02.2019 at 11:00 AM
Date, End:	06.02.2019 at 1:30 PM
Organiser:	Welfare Tech within the framework of NorCare
Price:	Free, but registration is mandatory. If no-show, a fee of 500DKK will be charged.
More info:	Deadline for registration: Wednesday, January 30th 2019 at 12:00 noon.

Registration



AAL Forum **2019** | 23.09 | 25.09 | Aarhus, Denmark

Please save the date - we look forward to see you in Aarhus!

<https://www.aalforum.eu/>



Fremtidens sundhedsbyggeri 2019

KØBENHAVN

7. - 9. maj 2019

TILMELD ARRANGEMENT

Hvis du har spørgsmål, så se **FAQ**

Kategorier: Sundhedsbyggeri

2020



RI World Congress 2020

The 24th World Congress 2020, Rehabilitation International, will take place in Aarhus, Denmark's second city and European Capital of Culture in 2017.

The World Congress will run from September 8th to September 10th 2020. It will focus on "Moving Societies".

People in rehabilitation, their network, professionals involved in rehabilitation services and not least politicians on all levels separately as well as in corporation may be "Moving Societies".

[See the RI World Congress 2020 website here](#)

[Brochure for exhibitors](#)

[Go follow RI World Congress on linkedin](#)

[Go follow RI World Congress on facebook](#)

TO SUMMARIZE

- Reform comming during the spring
- Assisted living and solutions for agining care – municipalities eager to try new solutions
 - New hospitals with medical devices needs
 - Digital health strategy
 - Personalized Medicine strategy
 - Focus: dementia, mental health, COPD, etc.
 - Challenges: lack of personell & finance

OTHER SOURCES OF INSPIRATION

-One-pagers describing 10 selected export markets:

<https://www.businessfinland.fi/en/for-finnish-customers/services/build-your-network/health-and-wellbeing/in-brief/>

- www.marketopportunities.fi portal listing leads, opportunities, country outlooks and future watch items from different markets
- Health & Wellbeing newsletter: www.businessfinland.fi/uutiskirje

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CONTACT

Terhi Rasmussen

+4520549894

Terhi.rasmussen@businessfinland.fi



@TerhiRasmusen

