

Denmark

Potential business figures in 5 years: More than 67 M€ have been invested in research infrastructure of relevance to Personalized Medicine. Over 80,000 people have a dementia-related diagnosis and the number is expected to almost double by 2040. Danes have had the highest cancer rates in the world, so the governmental funding in cancer efforts is planned to be 300 M€. 5 regions have invested more than 5.56 b€ in preparing the hospitals for future demands & needs.

Typical buyer of health services: For elderly care, rehabilitation, and social care solutions the customer are 98 municipalities. For hospital care solutions, the potential clients are the 5 health regions, and 53 hospitals. There are also 3500 private practitioners and close to 900 private specialists. Recently, private security and insurance companies have been becoming increasingly active in the homecare field.

Governmental or legislative climate to support new services/innovations on health: Several national level strategies have been established for digitalization, e-health, tele-health and applying technology in care. The strategies have driven a culture of early adaptors and acceptance of new technologies. Especially municipalities are front runners in technology implementation and Denmark is world leading in applying assistive technologies in the municipal care sector. There are many accelerators and soft-landing services available for registered start-ups.

Typical buying and/or acceptance process in the country for new solutions: Commonly there is first a trial pilot followed by a scale-up of the new solution. Public procurement will be published on udbud.dk site. Danish language and localization of the service/ product should be expected, thus either local staff or local partner is needed. Several municipalities, hospitals and health regions have innovation departments, which act as a catalyst for new ideas and technologies as well as a key access point to the market.

Opportunities for Finland: Integrated care, Telehealth, Diabetes, Dementia, Mental health, Technology for elderly care sector.

Regulation & Reimbursement environment: The health care system is primarily public and the care is financed by tax money. The 5 regions have their own budgets from the state and operate the region hospitals with that. The municipalities collect taxes and operate care homes and home- and social care services. The 3500 general practitioners are technically private companies, but financed by the health regions through agreements negotiated every three years. Individuals can of course take a complementary voluntary insurance that covers statutory copayments.

Trends & Strategy: A political debate about patient centric services and integrated care gives pressure to adjust the existing care structure to support the new need better. Health data and how to capitalize on it through analytics and other related services and new technologies such as AI is trending in Denmark.

Quick Facts about Denmark

Population: 5.8 million

Life Expectancy: 79.8 years

GDP (PPP): \$287.8 billion, per capita \$50,100

Official Languages: Danish

Physician density: 4.5 / 1000 pop.

Digitalization Maturity: 4th

DEI Index: 3.72/ Stall out

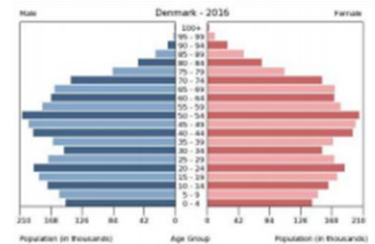
Urbanization rate: 87.9%

Hospital Bed density: 2.5

Median age: 42.2

Health expenditure: 10.8% of GDP

Population Growth rate: 0.59%



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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