

# Norway Health Tech



Norway  
Health Tech

# Sustainable healthcare in Norway and the Nordics – challenges and opportunities

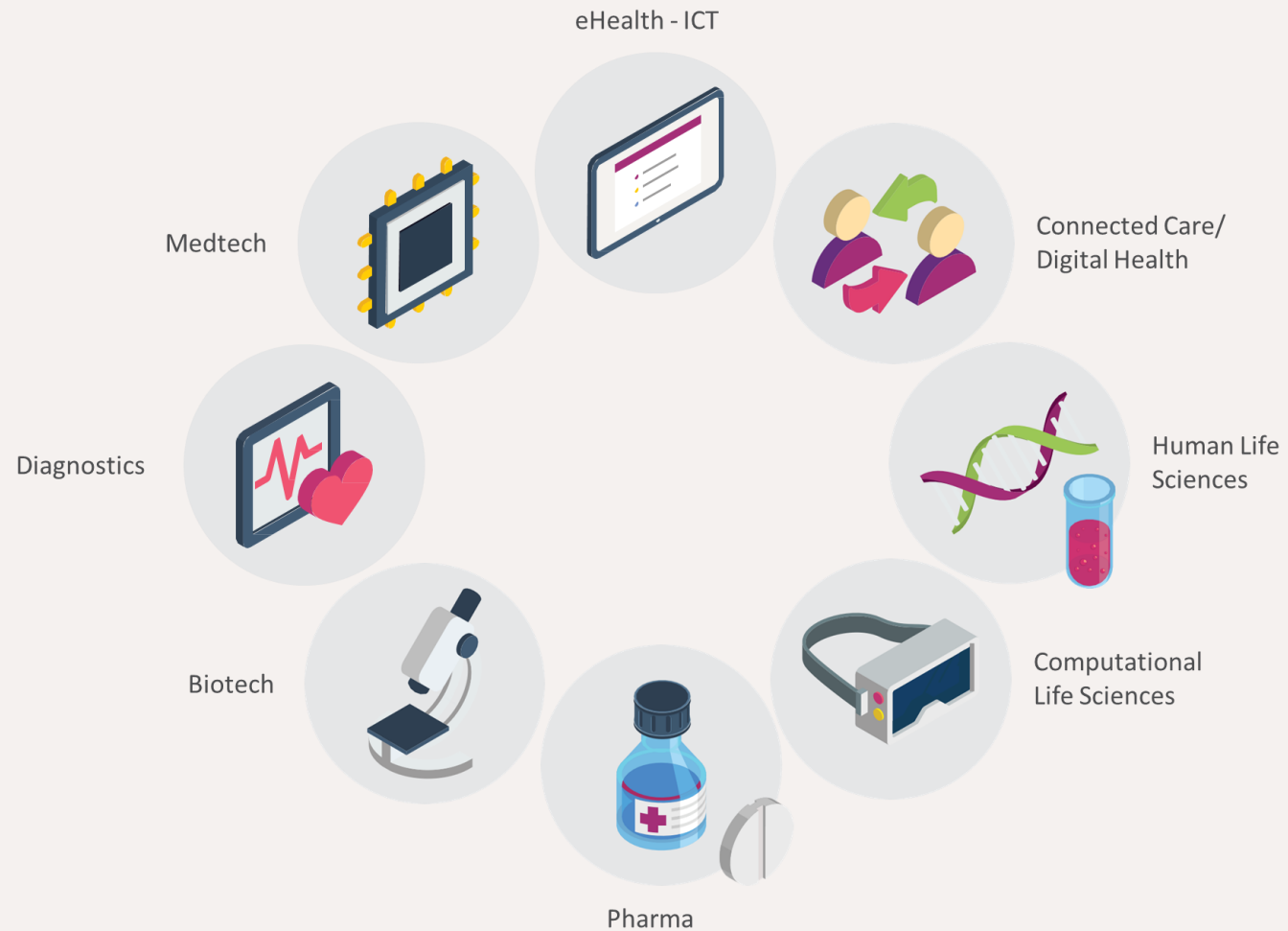
Kathrine Myhre, CEO Norway Health Tech  
Workshop, Nordic Innovation, 29<sup>th</sup> January 2019

# The story behind

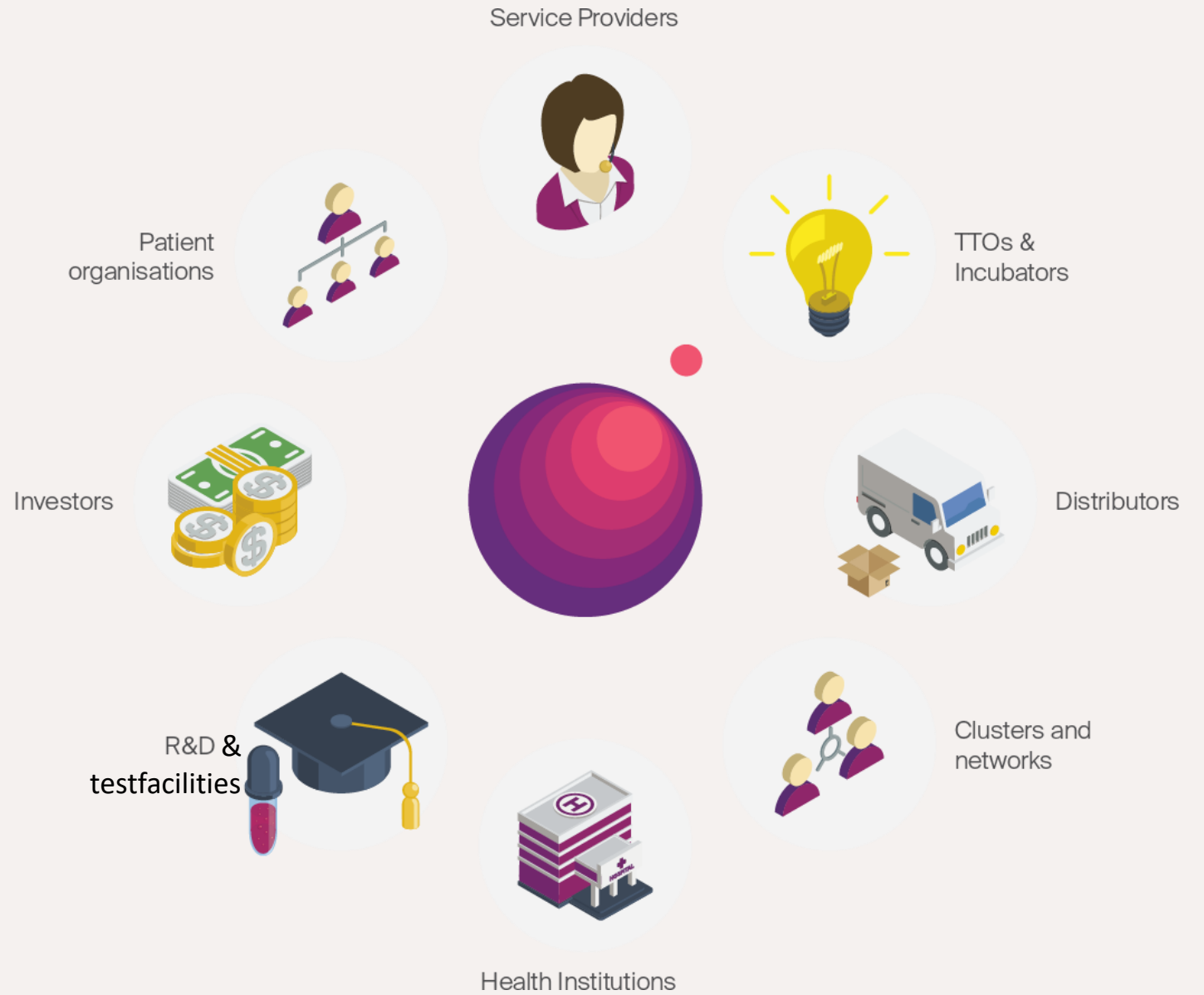
- Oslo Medtech established 2009
- Non-profit member organization
- Part of Innovation Norway's cluster program
- @ 270 members
- Representing the full value chain in members and strategy
- NCE – Norwegian Centre of Expertise – status in 2015
- Gold Label certification in 2016
- Changed name to Norway Health Tech in 2017



# We address all areas of human health



# Our members represent the full value chain



# Mission

Our mission is to **improve quality in treatment and care** by developing and industrializing **world class health solutions** through our members and eco-system. We aim to create **sustainable solutions to global health challenges**, by facilitating international collaborations and growth in the Norwegian health industry



# The health innovation collaborative ecosystem

**The Health Ministry and regional health administration**



**Health Industry**



**Health Care Providers**



**Health Service Innovation**

**Acceleration**



**University research and education collaboration**

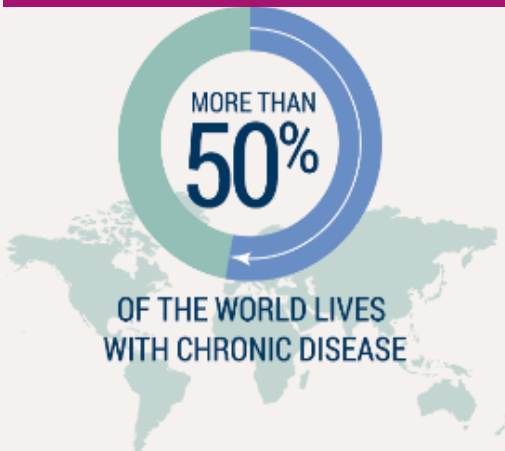


# Challenges in healthcare lead to a need for “new ways” of delivering health & health services



Less hands  
in healthcare

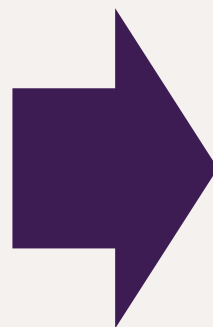
Demographical  
changes



Increased occurrence  
of chronic disease



Norway no 4 on OECD  
spend per capita/GNP



Need for new products  
and solutions



# Sustainable Healthcare services



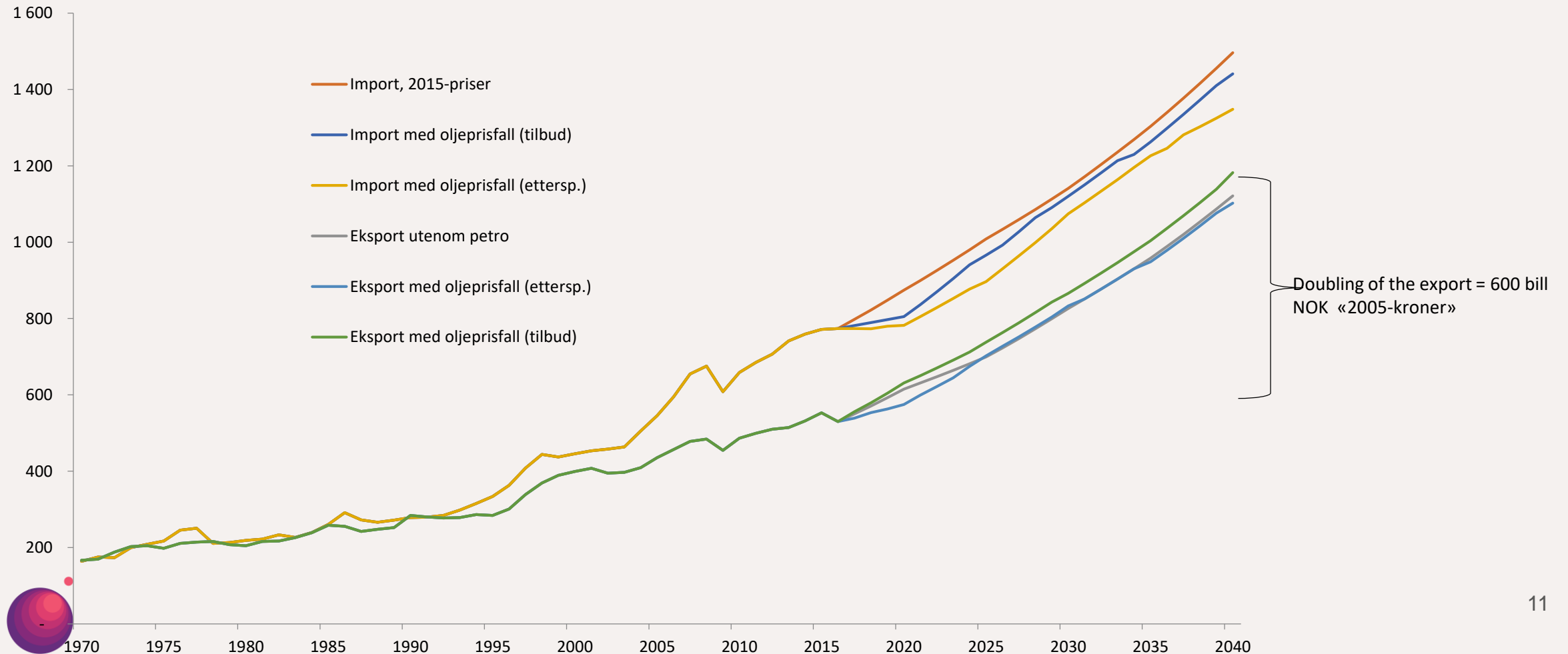
# Norway need to create 300.000 new jobs by 2030

The Governments White paper on Long-term Perspectives on the Norwegian Economy (2017)



# Norwegian export need to be doubled (750 bill NOK) by 2040 to keep the level of welfare

SSBs fremskriving med oljeprisfall (faste priser. mrd. Kroner)

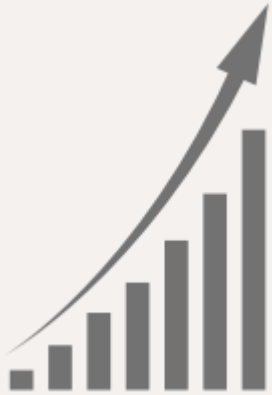


# HEALTH ...

.. is the only industry in Norway that both can enable income, AND reduce the costs at the same time



# Key statistics – Norwegian Health Industry



10-12 %  
growth in the  
health  
industry  
yearly



57 bill NOK in  
value creation in 2016

23.6 bill NOK export

15 % growth in export p.y



1 of 3 startups are  
“born globals”



91 % value creation  
growth in 10 years

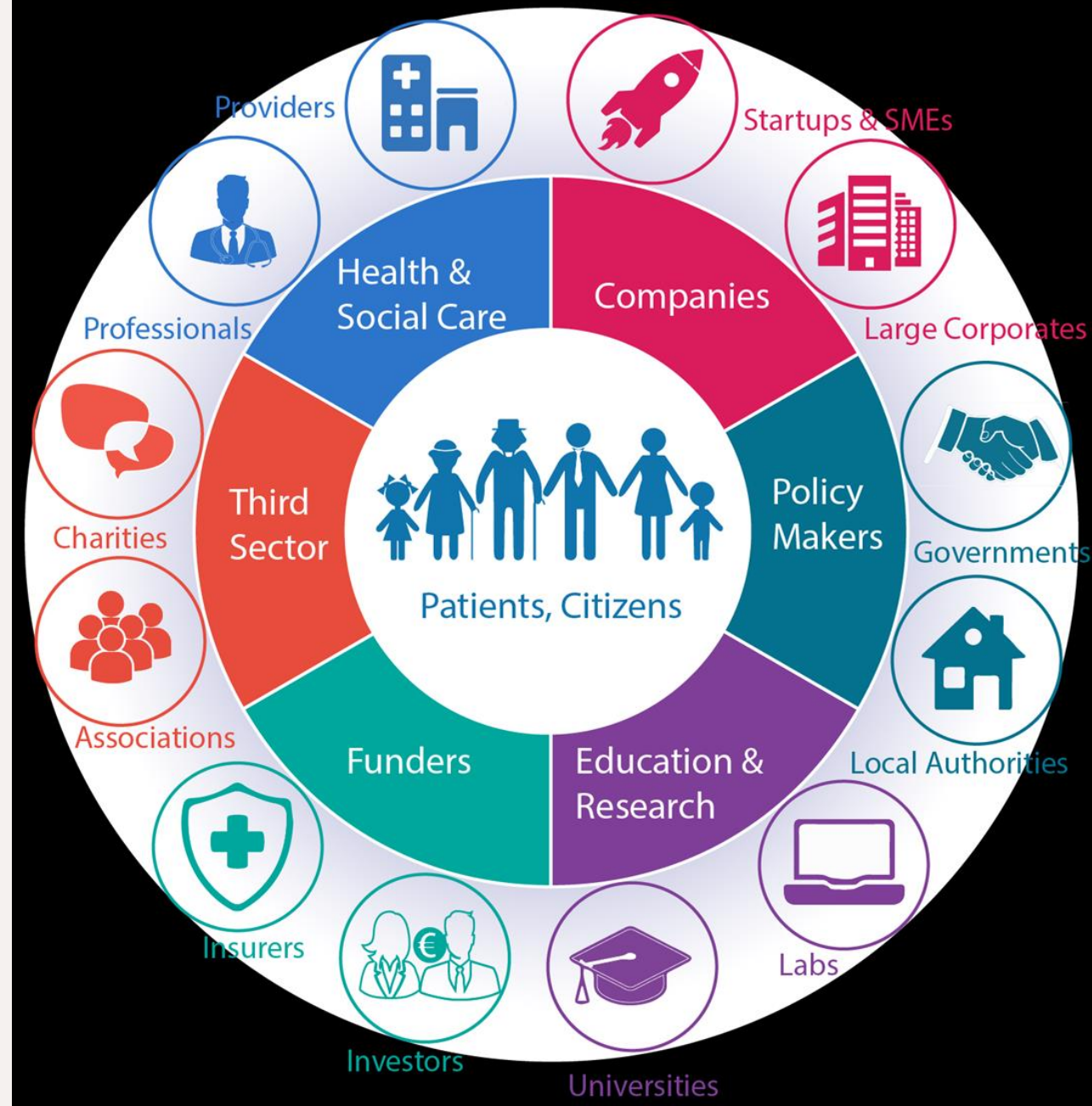


12 % growth  
in no of  
startups

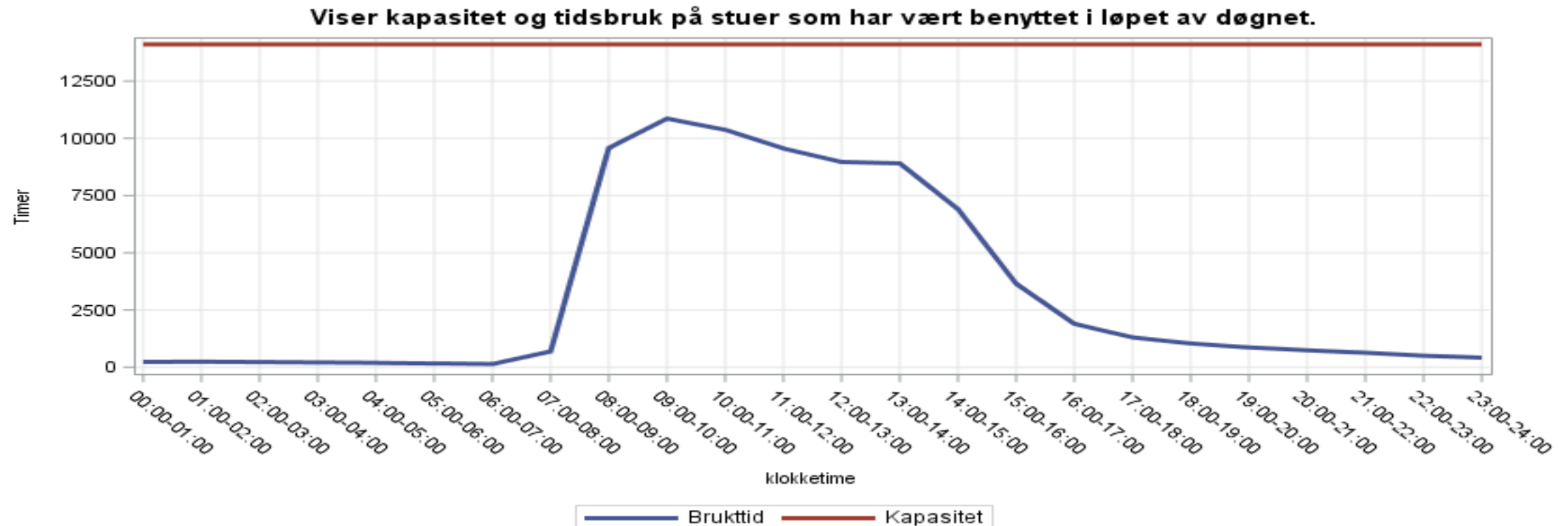
# Main challenges – and opportunities

- Private – public innovative partnerships and procurement processes
- Incentives for hospitals and municipalities to open up for clinical trials – and collaboration with industry
- Nordic/European/Global procedures for qualifying new products and procedures
- Implementation and adoption of new services, products and solutions

- Excite International
- MAGIC



# Kapasitet vs brukt tid på alle bemannede opr stuer i OUS mandag-torsdag



Mål:

Starte flere stuer fra morgenen - bedre planlegging og forberedelse

Opprettholde aktiviteten lengre på dagtid - bemanning tilgjengelig, case mix

# EXCITE International

## VISION of EXCITE International:

- Accelerate de-risked pathway to adoption, to improve outcomes at lower cost
- Norway Health Tech - Nordic partner from 2018

## Three objectives:

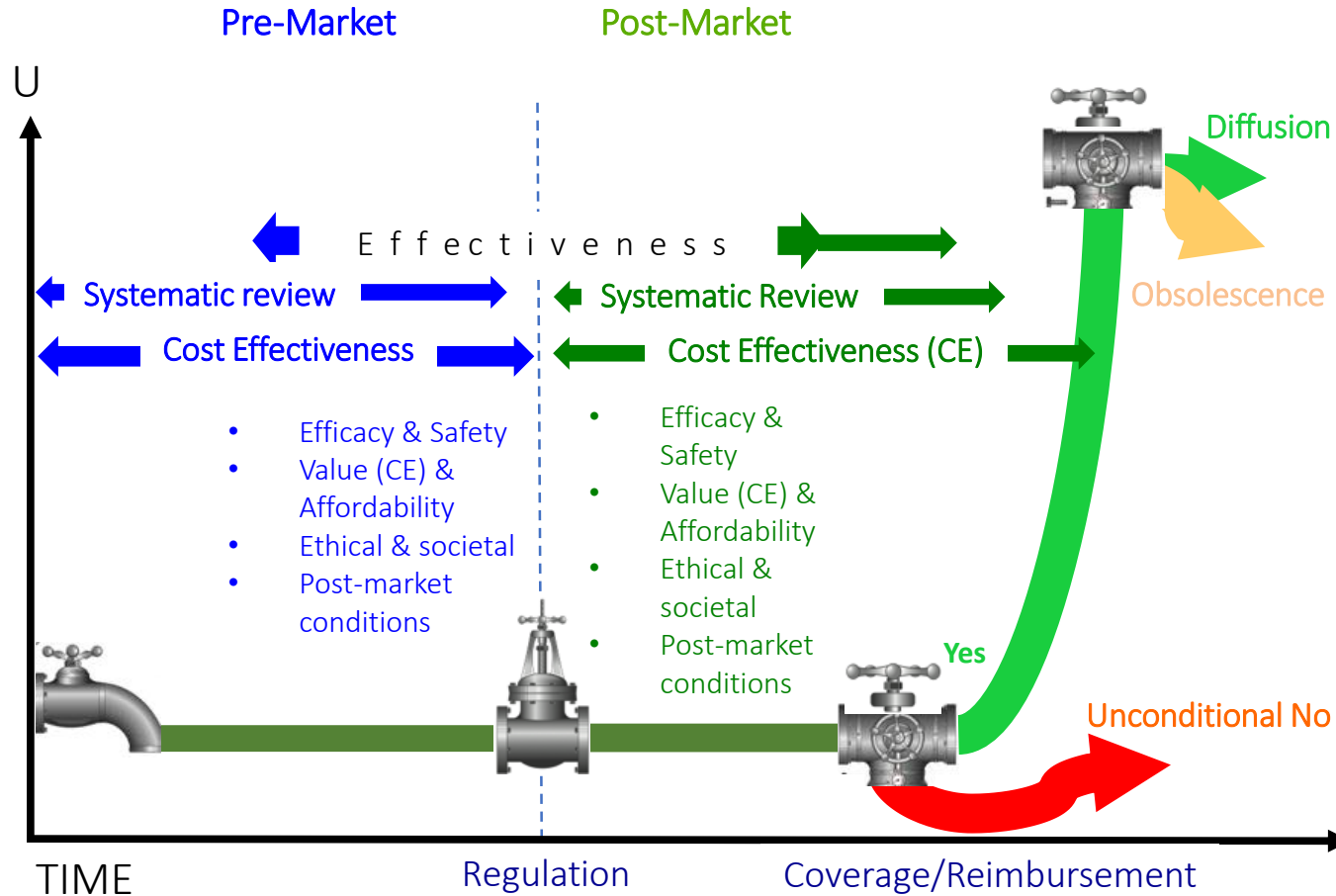
- Introduce Nordic companies for EXCITE International
- Adoption of the «EXCITE model» in the Norwegian health system
- Adoption of the «EXCITE model» in the Nordics

Contact for EXCITE in Norway Health Tech:  
Kathrine Myhre [km@norwayhealthtech.com](mailto:km@norwayhealthtech.com)





# Evidence Driving Innovation – the EXCITE Initiative

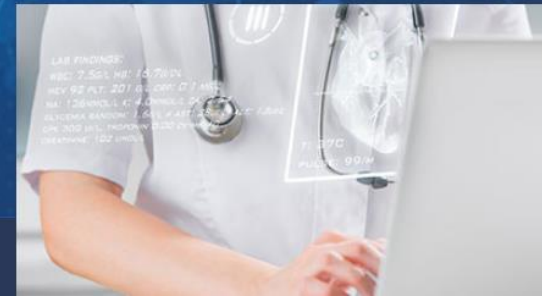


# HEALTH TECHNOLOGY GLOBAL SUMMIT

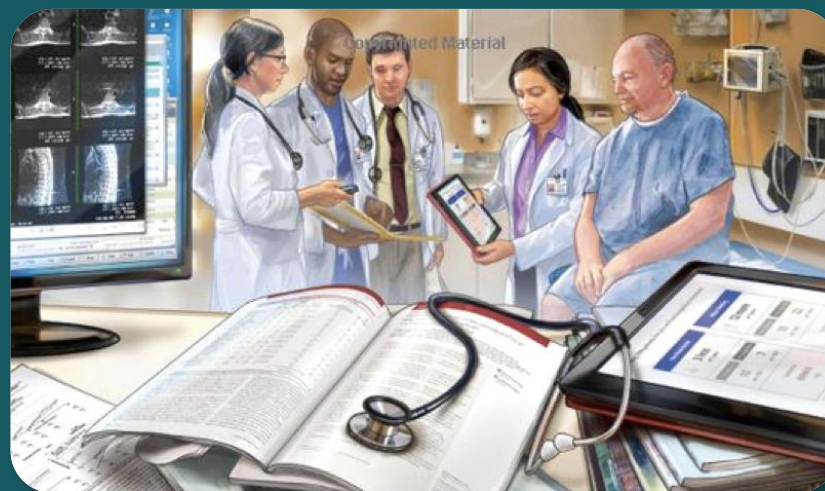
*Accelerating the Pathway  
from Innovation to Adoption*

**MARCH 26-27** 2019 Washington, DC

[Learn More](#)



# The digital and trustworthy evidence ecosystem: how can health industry players join to increase value in health care and capture a global market?

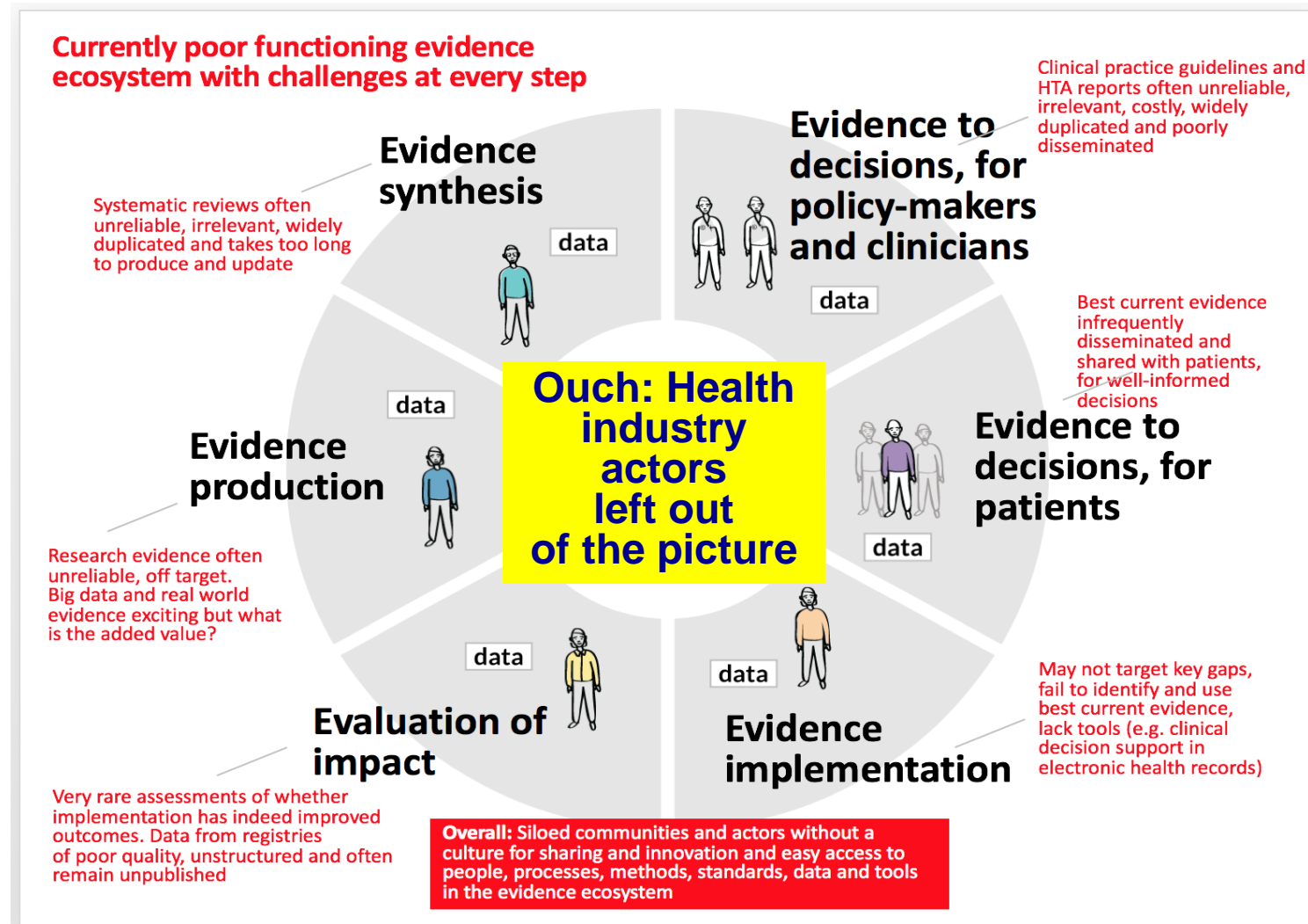


**Per Olav Vandvik**, Professor of Medicine, University of Oslo and Norwegian Institute of Public Health

**Disclosures:** Head of MAGIC (non-profit), BMJ Rapid Recommendations and the Evidence Ecosystem project

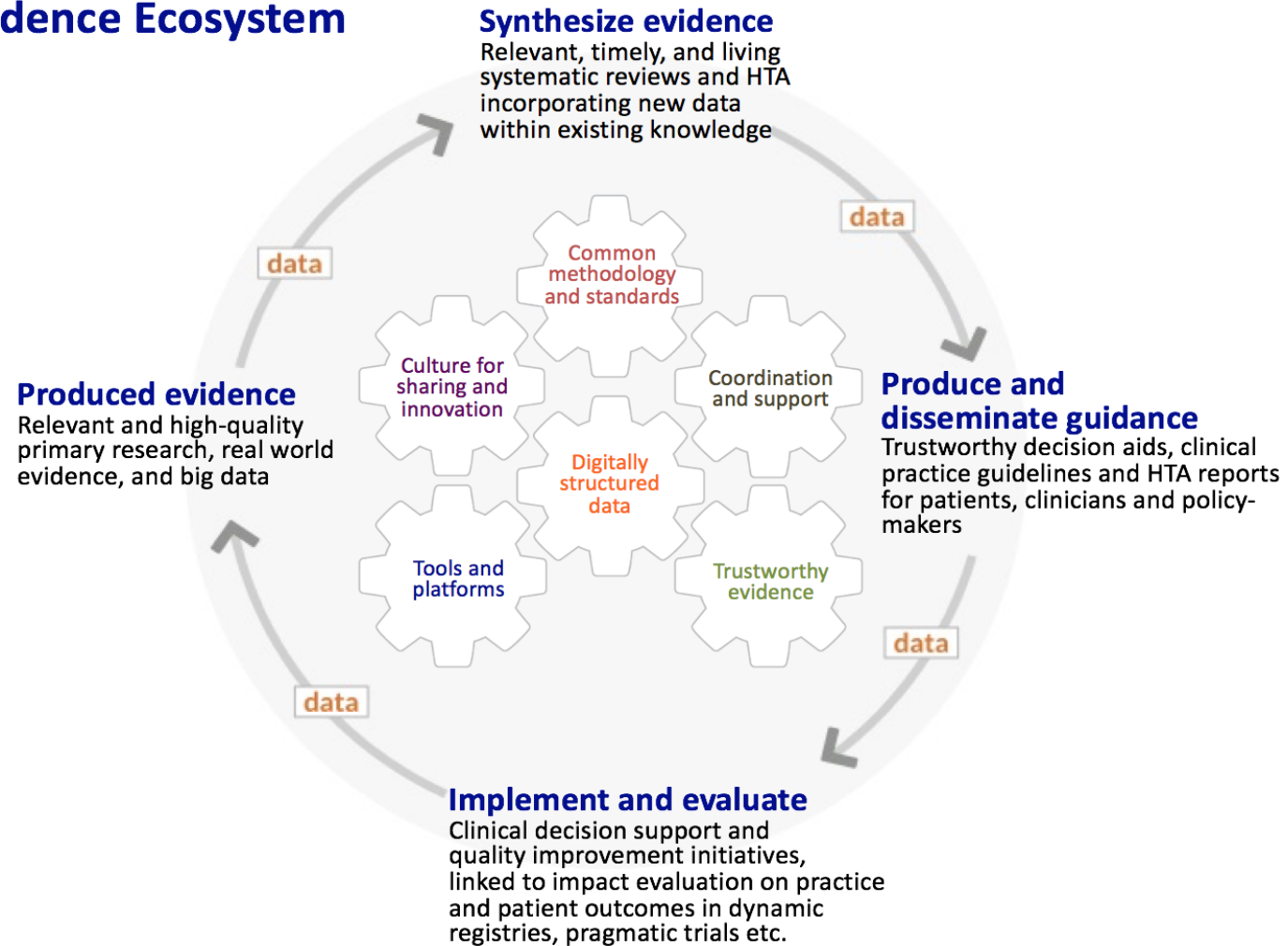


# Problems in current Evidence Ecosystem, spelled out

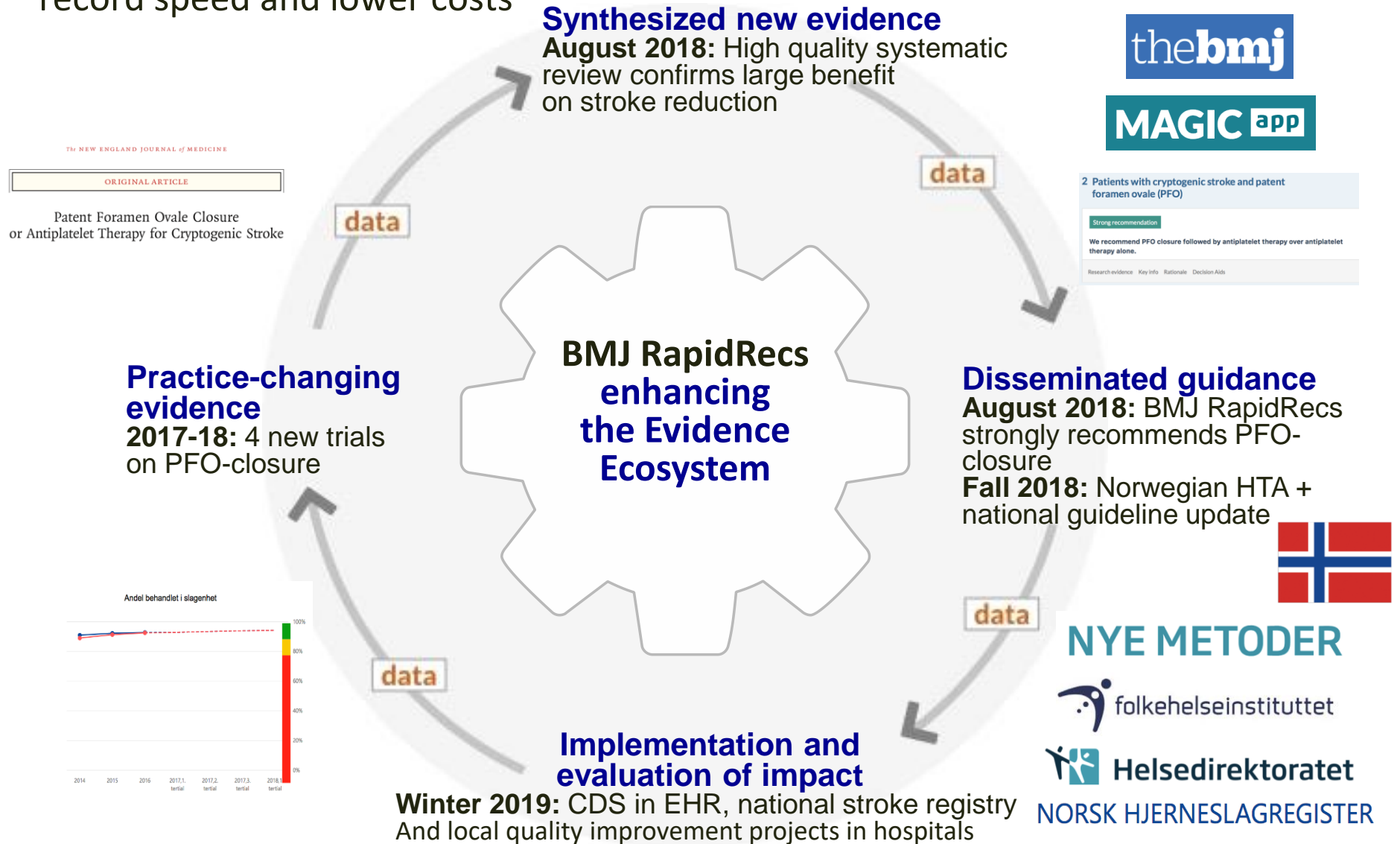


# Solutions, to increase value and reduce waste in health care and research

## Trustworthy, efficient and integrated Evidence Ecosystem

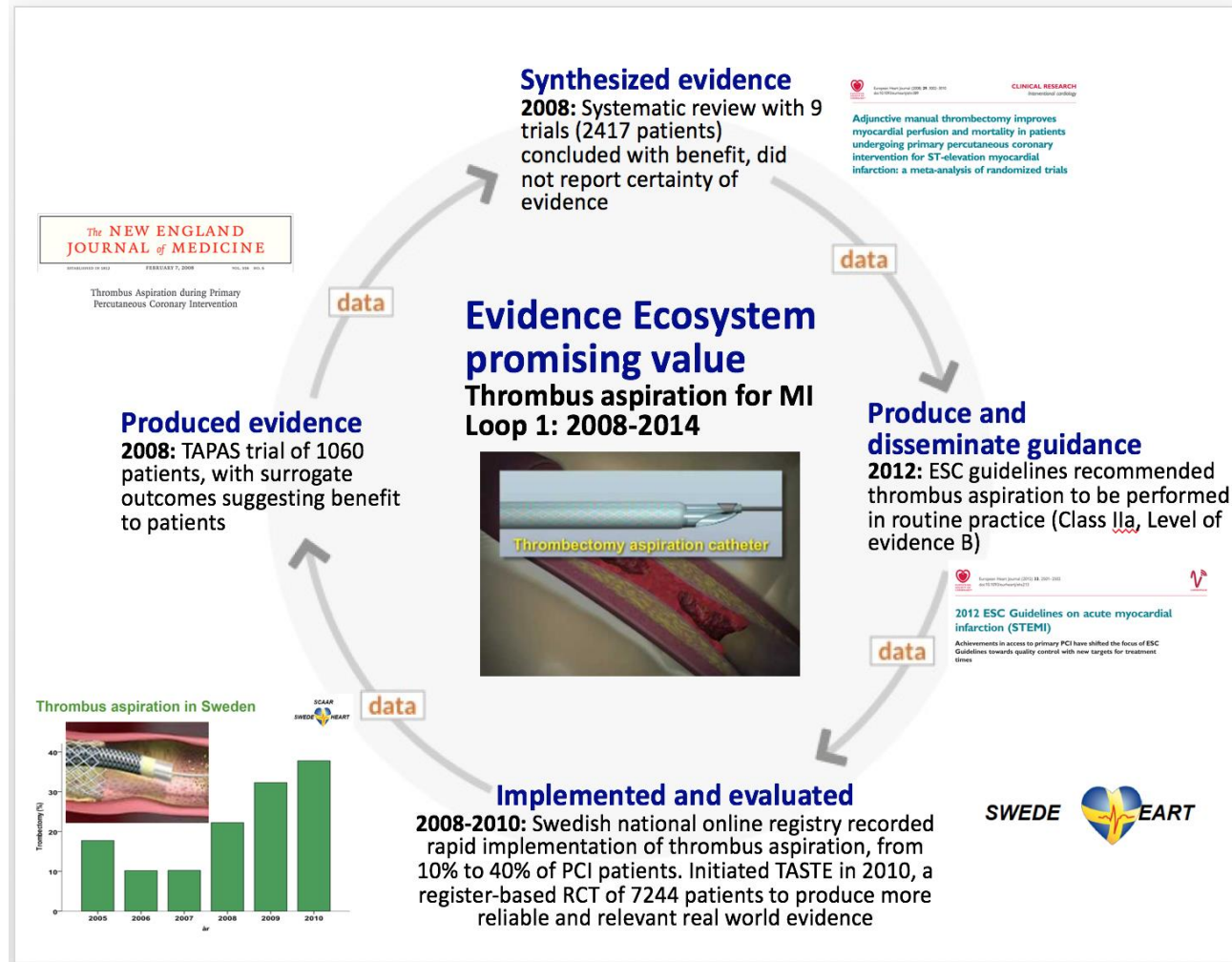


# How can we help in the Evidence Ecosystem? BMJ Rapid Recs informing national HTA and updating of national guidelines (in MAGICapp) at record speed and lower costs



# Evidence Ecosystem reducing waste

## Sweden using real-world evidence in SwedeHeart registry



# Registry-based trial closing the loop, with real world evidence changing practice worldwide

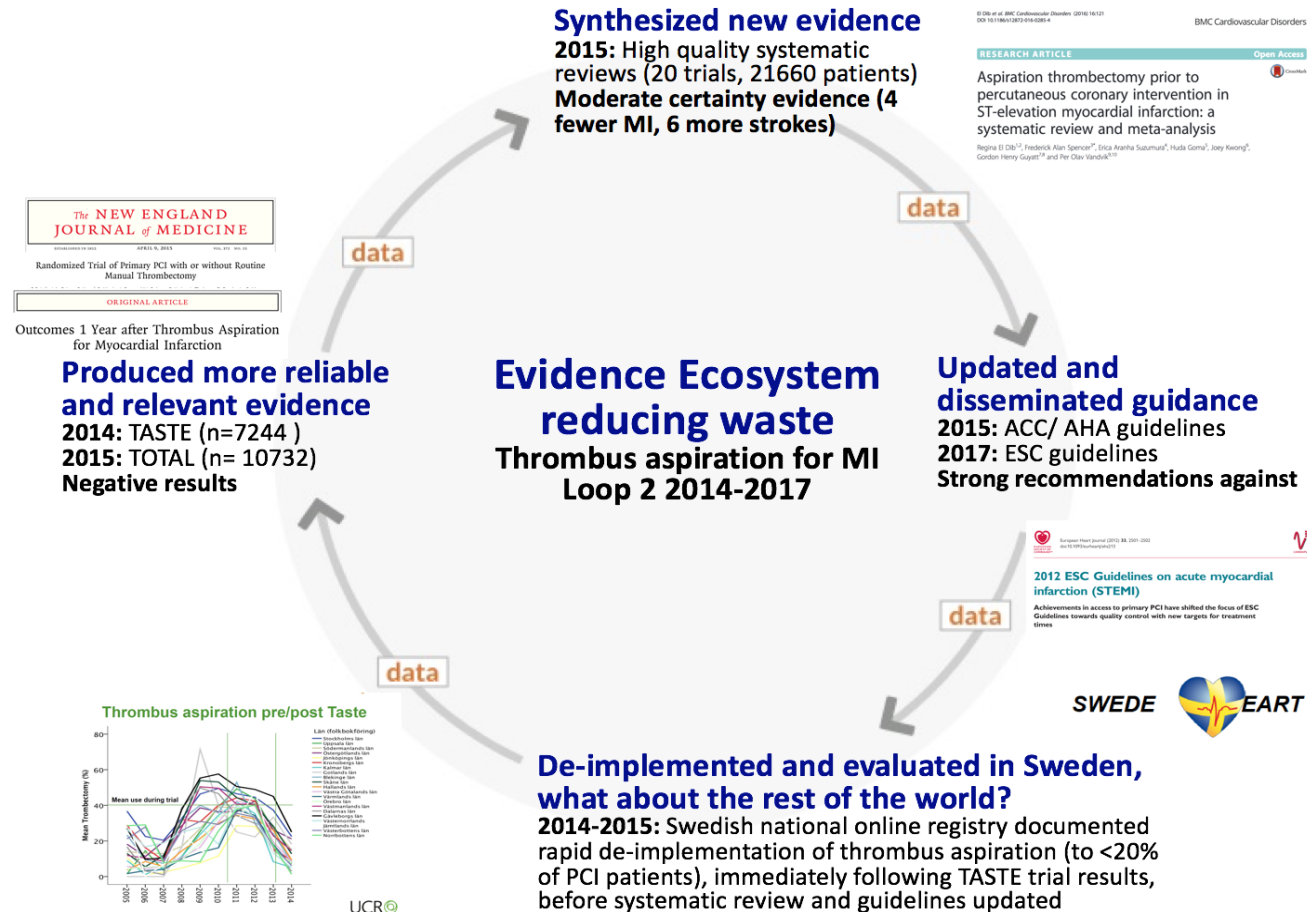






Photo by [Chris Kristiansen](#) on [Unsplash](#)

# Nordic Interoperability Showcase 2019

**PATIENT CROSS BORDER MOBILITY,  
- THE NORDIC REALITY!**

Examples from our members...

# «Pilly» og daglig helsesjekk forenkler livet til eldre og kronikere



Being connected to peers and loved ones prevent loneliness; and hence avoid and treat disease



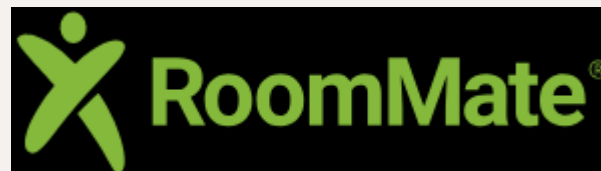
No  
Isolation

# Safe and secure digital communication solutions

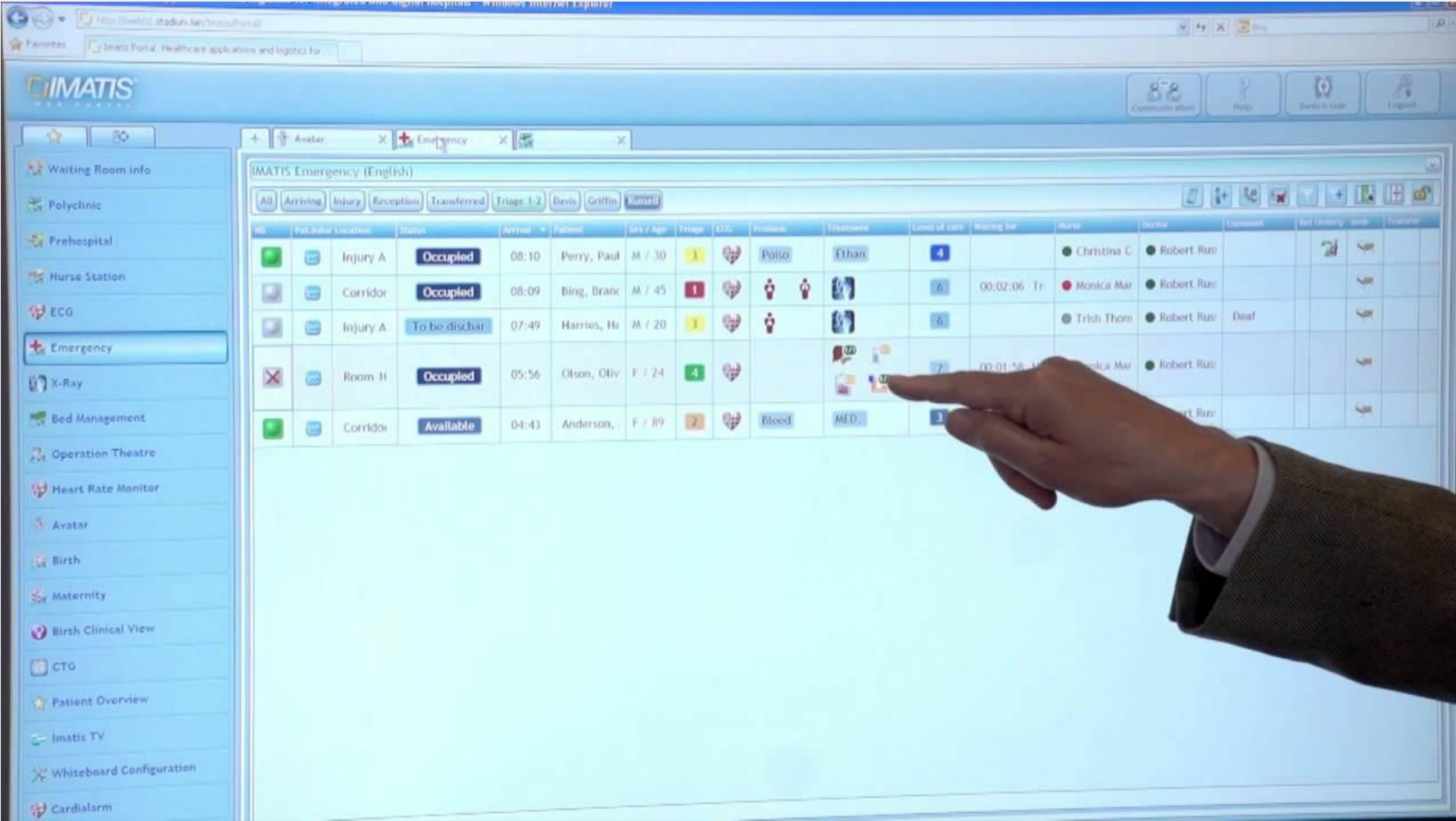


# Anonymous and effective supervision of residents

RoomMate offers solutions and products for anonymous and effective supervision of residents in nursing homes, assisted living facilities and private homes. Alarms are automatically raised for a number of critical situations such as if a person falls.



# Imatis' solutions



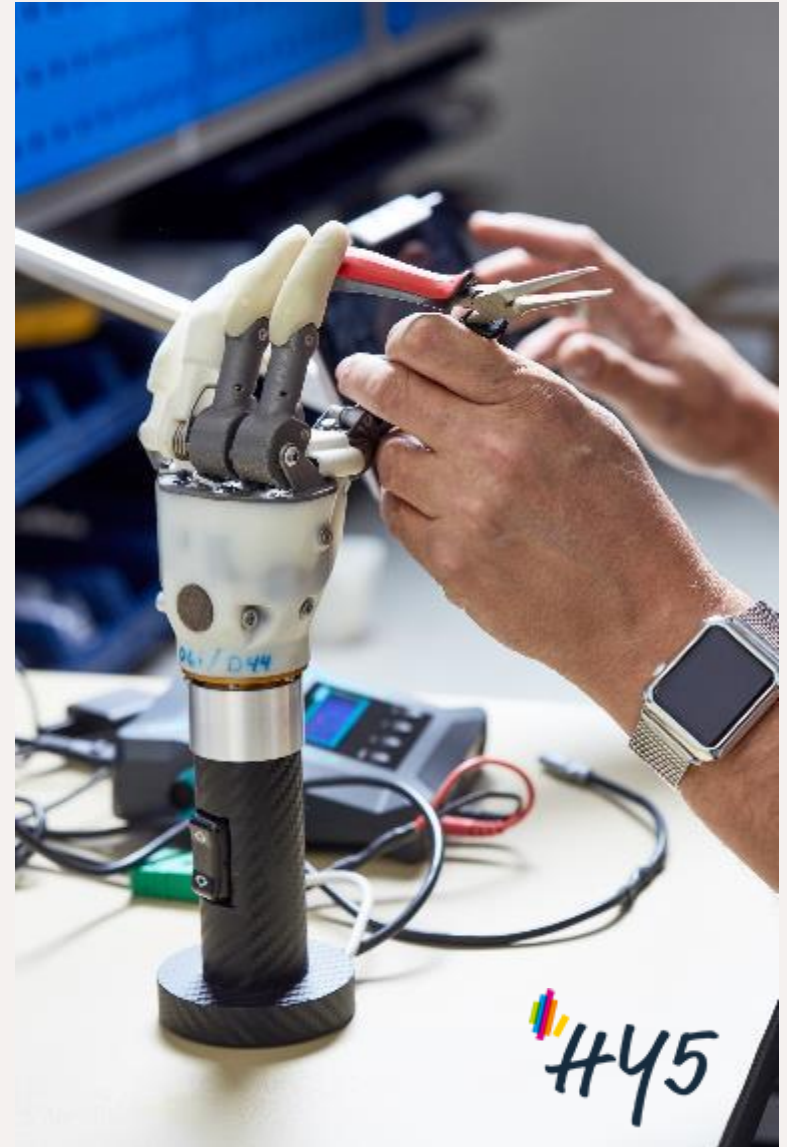
Treatment at home; safe, convenient and saves cost





## Making things more cost effective: 3D printing

Enables production of extremely complicated body parts, gives high return on capital



# EpiGuard

The EpiShuttle is a single-patient isolation system, specially designed for transport of patients.

The unit protects the environment from an infected patient, but can also be used to protect the patient from a contaminated environment.

**Safe transportation for patient and care personnel**



®

**EPI GUARD**

Medical isolation and  
transportation systems

Surgery preparation by using cutting edge technology combined with competence and experience

OUS The Intervention Centre

HoloCare

Innovation Centre for Mixed Reality in Health



# Stay in touch!



[www.norwayhealthtech.com](http://www.norwayhealthtech.com)



Kathrine Myhre

CEO

[kathrine.myhre@norwayhealthtech.com](mailto:kathrine.myhre@norwayhealthtech.com)

+47 930 69 634

