



Norway  
Health Tech

Bringing solutions to life



Annual report 2023

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# 2023 – Health technology in the spotlight



Lena Nymo Helli, CEO



**Through the export initiative “Hele Norge eksporterer” and “Veikart for helsenæringen” health as an industry ended up on the national agenda in 2023.**

When Minister of Trade and Industry Jan Christian Vestre and Minister of Health and Care services Ingvild Kjerkol launched health as an export industry, it was after a long process in which Norway Health Tech was one of the most important instigators. The goal is to increase exports from NOK 22 billion in 2021 to NOK 50 billion in 2030.

Fresh figures show that the healthcare industry is already increasing pace with an export worth approximately NOK 32 billion in 2023.

## **Highest ranking for internationalization**

Exports and internationalization have been one of Norway Health Tech’s most important areas in 2023. An important recognition for the work we do to help companies and the health service building international networks came through a Menon report in which 19 clusters were reviewed. The report concludes that 68 per cent of the members experience great value from the international activities that Norway Health Tech facilitates. These are very gratifying figures and show that we are doing well with our international programs.



Exports and internationalization are complex, not least in health, where regulations and incentive schemes can be very different from country to country. Building relevant networks and identifying effective meeting places is important. Over many years, Norway Health Tech has gained experience and built a dedicated team that has improved access to international markets. The cluster has been able to prioritize this work, thanks to our financiers such as Stiftelsen Teknologiformidling.

### Technology for a sustainable health care sector

Another important reminder of the important role that health technology will play going forward, came in the report “Tid for handling” which Helsepersonellkommissjonen delivered in February 2023. The report helped put the shortage of health personnel on the national agenda, and health technology as one of the enabling factors for a sustainable health service. Norway Health Tech and the cluster members contributed with important input to the technology part of the report.

### Increased understanding across sectors

To create sustainability in the healthcare system, we must use our resources in smarter ways. We must recognize that the healthcare system and the healthcare industry are mutually dependent on each other. Through our Topleader Forum (Nasjonalt topplederforum for digitalisering av helsetjenesten) we have succeeded in creating a meeting place where leaders in the health services and industry can talk open and honest about their challenges, listen to each other and co-create new ways to solve pressing issues. Through the arenas “HelseViken” our matchmaking activities and the innovation arena Health2B, we have succeeded in creating a healthy environment for exchange of perspectives and understanding across the public and private sectors.

### Valuable contribution from EU programs

For companies with long development cycles and advanced solutions, our EU programs have once again proven to be very important. At the end of 2023 The EU’s program for innovation and research, EU Horizon, has chose to support the pioneering health technology company HoloCare with more than 8.9 million euros which is the largest award that has been made to a small company in the Nordics for many years. HoloCare has now implemented its solution in more than a handful of the biggest hospitals in Europe.

### About Norway Health Tech

- Established in 2009, Norway Health Tech is the most experienced cluster for the development and implementation of health technology in Norway.
- We have the strongest expertise in testing, public-private collaboration, and international scaling.
- We have a unique network of important actors, representing hospitals, municipalities, public administration, research, education and industry.
- As a cluster, we are a trust-worthy and neutral driving force for faster conversion. Our role gives us a unique position vis-à-vis politicians, bureaucrats, and other decision-makers, who see us as a credible adviser in health and business matters.
- Strategic goals 2023: Increased competitiveness, growth capability and implementation effectiveness

# Our new members

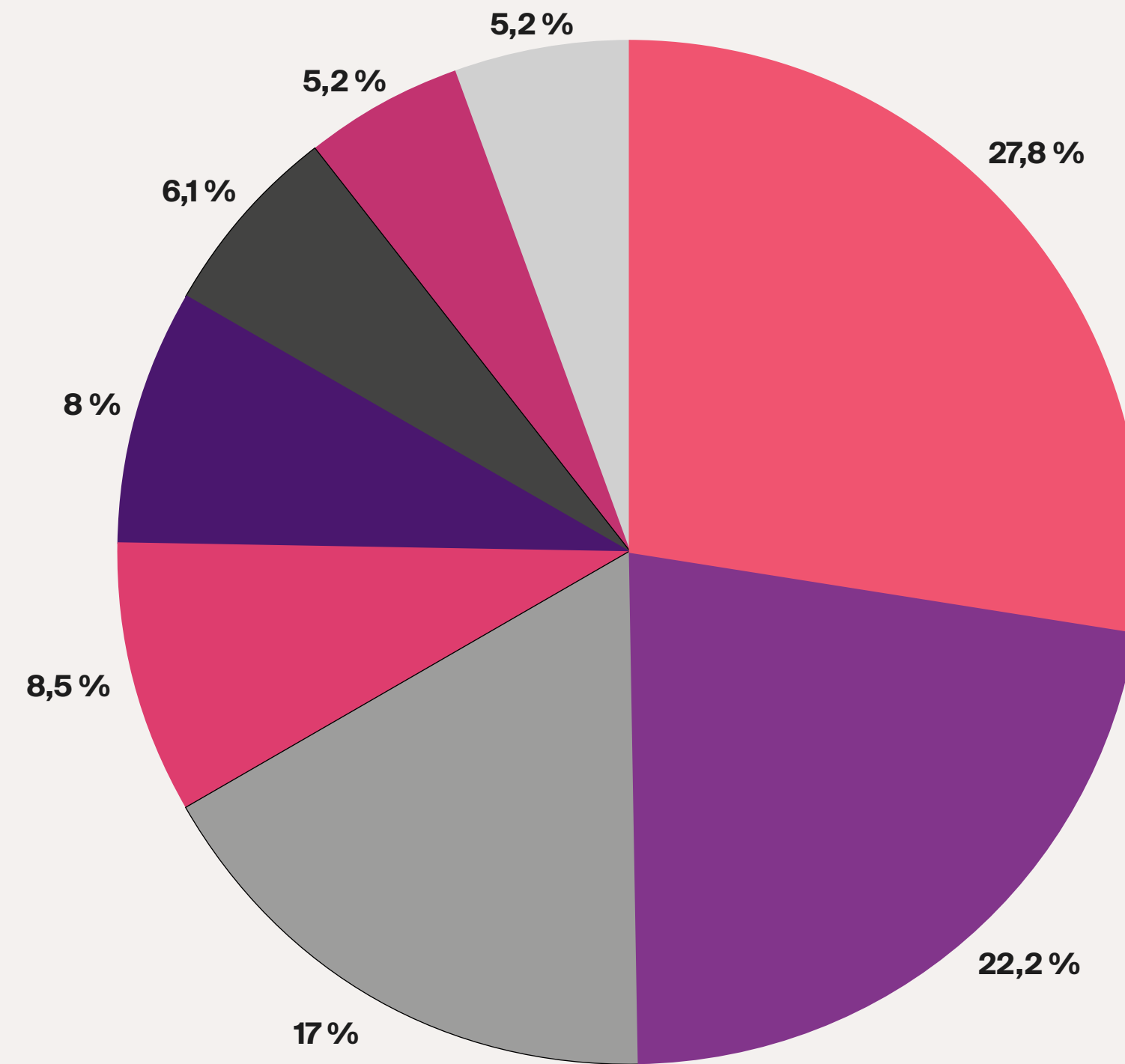
Welcome to the 19 new members who joined us in 2023!



# Member facts

The Norway Health Tech member base covers the whole ecosystem.

- E-health
- Medtech
- Other
- Public health care provider
- Service provider
- Biotech
- Diagnostics
- Business development, M&A etc



# Our financiers

We thank our financiers for providing important support through 2023



# The Team

A big thank you to Irene Chelliah, Birger Tufte Johansen and Siri Stabel Olsen who left Norway Health Tech during 2023, for a great effort and valuable contribution to the cluster. Welcome onboard to Lucie Meltzer, Tone Torstensen, Natale Rolim, Karoline Blikra Mogleiv, Elen Høeg and Vilde Sollien

## Administration



**Lena Nymo Helli**  
CEO



**Tone Torstensen**  
COO



**Katrine Halvorsrud**  
Finance manager

## Public - Private Cooperation



**Kari Anne Dehli**  
Senior Project Manager



**Mette Aastad**  
Project Manager

## EU - Financing and Regulatory



**Elen Høeg**  
Head of Health2B



**Sergio Ferreira**  
Senior EU advisor



**Theologos (Theo) Xenakis**  
EU Project Manager



**Natalie Rolim**  
EU Project Manager

## International



**Trine Radmann**  
Head of International Affairs



**Lucie Meltzer**  
International advisor

## Investor Relations



**Jørn Mikalsen**  
Head of Investor Relations

## Test - and Nordic Collaboration



**Magnus Lund-Vang**  
Test and Market Access  
Coordinator



**Odd Arild Lehne**  
Senior Innovation Projects



**Karoline Blikra Mogleiv**  
Project Manager



**Bent-Håkon Lauritzen**  
Advisor Market Development

## Communication - NHT & H2B



**Sindre Holme**  
Head of Communications



**Vilde Sollien**  
Communications assistant



# Norway Health Tech

## Our Board

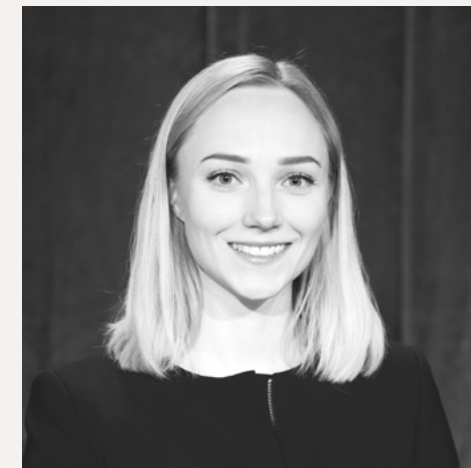
The Board of Norway Health Tech consists of representatives from our members and helps us navigate and prioritize. Thank you to Olav Bardalen who resigned as an observer in 2022. Kjell Are Furnes and Hilde Nebb stepped down from the board in 2023. All have been valuable contributors to the board of Norway Health Tech and we thank them for their commitment.



**Iacob Mathiesen**  
Chairman of the board, Otivio



**Nis Johannsen**  
Deputy Chairman of the Board



**Cathrine Ro Heuch**  
Board member, Nordic Brain Tech



**Per Morten Sandset**  
Board member, UiO



**Jan Olav Høgetveit**  
Board Member, OUS



**Asbjørn Lilletun**  
Board Member, Norinova



**Robert Steen**  
Board member, former council Oslo municipality



**Jørn Mikalsen**  
Board Member, Whereby



**Ellen C. Andersen**  
Board Member, SensCom



**Heidi Blengsli Aabel**  
Board Member VitalThings (former CheckWare)

### Observers

**Tom Skyrud**  
The Research Council of Norway

-

**Tone Varslot Stave**  
Innovation Norway

-

**Hanne-Mai Eriksen**  
Innovation Norway

# Norway Health Tech appoint new board members

**In 2023 Cathrine Ro Heuch and Per Morten Sandset became new members of the board at Norway Health Tech. Ro Heuch is the founder of the NTNU spin-off Nordic Brain Tech, while Sandset is vice-chancellor at the University of Oslo.**

Cathrine Ro Heuch is the general manager and co-founder of Nordic Brain Tech, which was established in 2019. Since its inception, Nordic Brain Tech has been part of Aleap, Norway Health Tech, Startuplab and the health ecosystem in Oslo. Nordic Brain Tech develops a medical software and hardware solution for the treatment of headaches and migraines. Ro Heuch is already head of Norway Health Tech's resource group for exports to Germany.

- I wanted to join the board to represent the start-up companies in Norway Health Tech, which make up a large part of the total members. In addition, I want to be a driving force to establish a good home market for digital therapies in Norway and "prescription apps", and a stronger investor environment in digital health, says Ro Heuch.

Per Morten Sandset is a trained doctor and professor of medicine. Since 2017, he has been vice-rector for research and innovation at the University of Oslo.

- The board of Norway Health Tech sets the course for the cluster, we depend on active members contributing with their competence and experience. We are therefore very happy to bring such resourceful people to the board at NHT. We look forward to working together to develop the cluster further for the good of all our members, says chairman Iacob Mathiesen.

Nis Johannsen, head of digital innovation at Helse Sør-Øst RHF, was elected as the new deputy chair of Norway Health Tech with a term of office until the ordinary general assembly 2024.



Cathrine Ro Heuch



Per Morten Sandset. Foto: Øystein Horgmo

# EU funding: Great grants for important innovations

↓ Sergio Ferreira. Photo: Dan Koph Pedersen



**The EU's Horizon Europe Program is now well underway and soon reaching half its term so, it is time to take stock: Norway has been very successful in raising EU funds. In 2023, Norway stood at 10th place among all eligible countries in the amount of funds raised from the program.**

This is the result of a continued effort by several public organizations such as The Research Council of Norway, with responsibility for supporting research-oriented applications, and Innovation Norway which funds the EU Advisor in Cluster program. The clusters and respective EU advisors are the driving force behind Norwegian innovators' success in raising EU funding, given their proximity to the relevant actors and their strategic positioning at the intersection of research, innovation, and the market. This has been the result of continued efforts, some of which were initiated 2-3 years ago.

Despite a roller-coaster ride and the large disruption on the EIC Accelerator (EICA) around the summer of 2023, NHT supported four of its members in securing funding through this program in various ways. EICA awards a combination of Grants (up to 2,5 MEUR) and equity support for disruptive single

## **Norway Health Tech's EU advisory 2023**

- We provided EU funding advice to 68 organizations.
- Several members raised EU funding of more than 170 MNOK.
- Return on investment on the EU-Advisor project of over 20,000%.
- Members are now participating in EU funded projects worth over 500 MNOK.
- Invest4Health, a ca 5,5 MEUR project developing and testing novel financial models for health promotion and disease prevention. NHT is leading a work package developing a social franchise model.
- Nemonoor, a ca 6,5 MEUR project led by Digital Norway. The project is a national hub and EDIH (European Digital Innovation Hub) offering a complete set of services for the adoption of AI.
- NHT is also a partner in SMILE and Carematrix, two EU funded project starting earlier in 2022

EU funding: Great grants for important innovations

companies. This aspect makes it highly appealing, although it is recognized as one of the most competitive funding instruments within the European Union.

NHT has strengthened its EU Team and its collaboration with other Health clusters, Innovation Norway, and the Research Council of Norway to enhance the value delivered to its members. Now the team counts 3 in-house colleagues and several external experts providing a range of support services (including, e.g. EU Project Management advice, Fundability Assessment, Regulatory Submissions Training or even Ethics advice).

The end of 2023 also marked the end of a successful EU Advisor project cycle and the beginning of a new one. NHT got awarded funding by IN for another 4-year period, to continue providing the much-needed EU funding advice to its members and to the Norwegian Smart Care Cluster (NSCC) members with whom the EU-Advisor resource is shared. The coming period will focus on more integration with the EU ecosystems (starting in April 2024 with a study trip to Brussels), and more one-to-one support via, e.g. soft funding strategy workshops.

### HoloCare

- Awarded a project of over 90 MNOK with 13 other partners, including SINTEF and Oslo University Hospital.
- One of the largest grants coming to Norway in recent years to develop the solution of a small company.

**NHT will keep building competence and prompting more organizations having EU funding as an intrinsic part of their strategy, contributing to greater innovation and export capacity of the Norwegian Health Industry.**



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# Accelerating the health industry in focus markets

↓ Joachim Vie, Norse Feedback. Photo: Natalie Greppi



**In the past year, NHT has continued to expand its export activities in international markets, marking the fourth consecutive year of growth for the Norwegian health industry.**

This progress has been significantly supported by Stiftelsen Teknologiformidling, our esteemed financial contributor. Their ongoing commitment has enabled us to sustain our vital work within and towards key health markets in the UK and Germany from 2020 to 2023, with secured support extended through 2026.

Our approach prioritized selecting scale-ups and start-ups with proven success in the Norwegian market, ensuring readiness before embarking on international expansion through market entry programs. Throughout 2023, our market entry initiatives in the UK and Germany encompassed diverse activities, including go-to-market strategy training, local fundraising guidance, hands-on insights, leveraging local networks for business growth, networking, matchmaking, and sales presentations.

Notably, our efforts facilitated physical meetings between British experts, key opinion leaders (KOLs), and Norwegian companies, fostering valuable connections and collaborations.

A significant milestone was achieved with our debut Norwegian booth and physical presence at DMEA, Europe's foremost trade fair for digital solutions. Eight companies showcased their offerings at our booth, accompanied by pitch sessions, networking opportunities, and a well-received side-event in collaboration with BusinessFinland at the Nordic embassies, attracting 140 participants.

Export Resource Group UK and Export Resource Group Germany played instrumental roles in facilitating these achievements. Both Resource Groups were established in 2023.

Being a part of a resource group is aimed at fostering a culture of generosity, collaboration, and support among colleagues, business partners, and even competitors. Some examples from the Export Resource Groups in 2023: Experienced participants mentored and guided younger or less experienced colleagues/companies. Business professionals made introductions and connections for others within their network, facilitating opportunities for collaboration and partnership. Participants shared their expertise, insights, and lessons learned with others in the Resource groups, promoting continuous learning and growth across solutions.



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## Market Access: Accelerating the health industry in focus markets

Linnea Kårstad and Amanda Heffermehl, Fornix.  
Photo: Sindre Holme



In the United States, the culmination of the two-year project “USA Next – Roadmap to the US for Norwegian Health Industry” in 2023 resulted in the publication of a comprehensive digital guide. This collaborative effort between Norway Health Tech, Norwegian Smart Care Cluster, Oslo Cancer Cluster, and The Life Science Cluster produced invaluable insights into the complex U.S. health and life science landscape. Supported by Viken Fylkeskommune and in partnership with Innovation Norway, the digital roadmap offers detailed analyses of regional strengths, healthcare systems, patient demographics, and reimbursement schemes, aiding over 100 companies in their US market planning.

The roadmap, enriched by insights from American experts garnered through 17 different activities, including for example study tours and webinars, has been widely acclaimed for its contribution to the success of Norwegian companies in the US.

In the Nordic region, our concerted efforts towards Denmark, Sweden, and the other Nordic countries have seen substantial participation from numerous companies. Collaborative projects and state visits, combined with roadshows and webinars, have strengthened ties and facilitated business opportunities. Noteworthy events include a state visit to Denmark, a roadshow between Norway and Denmark, and engagements with key stakeholders in Sweden, including AstraZeneca, Karolinska Institute, and Sahlgrenska Science Park.

The “Vekst I Viken” business program has enabled Norwegian companies to partake in trade fairs and conferences across the Nordics, fostering connections with potential experts, partners, and investors. Additionally, the expansion of Nordic Proof into new regions, including the British health market, has augmented our efforts in 2023.

Moving forward, we remain committed to fostering growth and collaboration within the health industry, leveraging our partnerships and expertise to unlock opportunities on both domestic and international fronts.

### Market Access 2023

- 180 companies participated in international activities.
- 100 joining delegation visits.
- 60 companies entered into new contracts for sales, framework agreements, distribution, commercial agreements and reimbursements.
- 250 participated in webinars about study tours to focus markets and meetings with KOLs from abroad.
- 120 companies attended sales and/or pitching courses
- 20 companies established offices abroad
- 25 companies initiated testing overseas
- 100+ companies were helped with their USA market planning thanks to the “USA Next” program launched with fellow health clusters Norwegian Smart Care Cluster, Oslo Cancer Cluster and The Life Science Cluster.

# Menon report: Norway Health Tech best on internationalization

**Norway Health Tech rank highest among 19 clusters on international relations and export opportunities. This according to a new report written by Menon Economics on behalf of Innovation Norway.**

The report shows that 68 per cent of the members of Norway Health Tech state that they gain great value through the cluster's international activities. It is the highest of all the clusters examined. For the 19 clusters taken as a whole, on average only 37 per cent of the members fully or partially agree that the cluster project provides international relations that the members would otherwise not have had.

- These are very gratifying figures, and show that we are doing well with our international programmes. Now that health has been announced as one of the Government's new export initiatives, we are well positioned to continue our investment in internationalization in the coming years, says general manager of Norway Health Tech, Lena Nymo Helli.

## Fine-tuned export programs

Exports and internationalization are complex, not least in health, where regulations and incentive schemes can be very different from country to country. Building relevant networks and identifying effective meeting places is important. Over many years, Norway Health Tech has gained experience and built a dedicated team that has improved access to international markets. The cluster has been able to prioritize this work, partly thanks to support from the Technology Dissemination Foundation.

- In recent years, we have worked in a targeted and structured manner towards key markets in Europe, the USA and South-East Asia, which our members have identified as important focus areas. Our export programs have become more refined as we have gained more experience and a larger network. Now we are really starting to see the effects of this work, through the fact that several of our members are now succeeding in these markets, says head of internationalization at Norway Health Tech, Trine Radmann.



# Scale Clinic – helping companies build a healthy business

Market Access:  
Increasing competence

**To support companies in scaling their solutions in the home- and international market, we have developed and launched Scale Clinic.**

The platform provides and gather knowledge on important topics relevant for companies in the scaling phase: Testing and market validation, regulatory, production, funding and market access in Norway and abroad. Under each topic we will gather content such as master class interviews, relevant webinars, documents, and reports. Scale Clinic will also highlight the offers presented by the clusters service providers – relevant to each topic. Basically; using the strength of our ecosystem to gather competence and curate a program to help companies take the right steps in the right order.

In 2023, we produced five Master Class podcasts featuring CEOs from member companies with experience related to entrepreneurship, market access, regulatory affairs, scaling, testing, and validation. The videos were launched in December.

The sharing of hands-on experience among members from having solved complex challenges in the real world while bringing novel health technologies to the market, and ultimately to the patients, is invaluable.

As we are getting ready to launch next step of our Scale Clinic, we have gathered over 70 useful documents and videos, in addition to relevant service providers and the previously mentioned Master Class podcasts. We will continue to develop and launch more content on Scale Clinic together with our members and ecosystem throughout 2024.

From top left: Johan Folkunger, DNV Imatis; Alison Sundset, HoloCare; Lars Christian Dahle, VNNOR and Bård Benum, VitalThings.



## About Scale Clinic

- Master Class topics:
  - How to build a healthy business
  - Testing and market validation
  - Production
  - Market Access Norway
  - Market Access International
- LinkedIn: More than 2000 organic views on the first two teasers launched in 2023

Scale Clinic is mainly funded by Innovation Norway



# Strengthening ties between public and private actors

↓ From left: Ingrid Teigland Akay, Hadean Ventures; Ole Daniel Nitter, Dignio; Johan Folkunger, DNV Imatis; Soheil Dabestani, Diffia; Lena Nymo Helli, Norway Health Tech. The Healthtech Festival had a panel debate on private capital.



**The health services need to transform their ways of working to be able to build the sustainable healthcare service of the future. Our contribution is to bring people together through matchmaking, meeting places, competence building, networking and collaboration.**

To succeed in implementing new solutions and service models, the industry needs to gain insight in the health sector's needs.

Through our networking and collaboration efforts, we bring the two sectors closer together. We act as a facilitator and collaborative partner.

Throughout 2023 we have facilitated many public private meeting places. Our members and ecosystem give us valuable feedback on how we can design and develop our activities to support public private collaboration. To succeed with this, we collaborate with regional hubs throughout Norway, Health2B and our international network. We also seek synergies in our ecosystem and ongoing projects and initiatives, and with our members from municipalities, hospital, private healthcare providers, academia, third sector and service providers. Together we can do more.

## Strengthening ties between public and private actors

↓ Kari Anne Dehli, Senior Project Leader



### Executive Leader Forum

This is our public- private meeting place for our members on the CEO level. The aim and focus are “how to speed up the digital transformation in the healthcare sector”. The Forum meets twice a year and attracts panelists and presenters from the Government, Key Opinion Leaders and other important stakeholders. By addressing topics raised by our members, and actively facilitating “Round table discussions” we aim to contribute to produce valuable outcome that can be used by the

Top leaders in their own organizations. For Norway Health Tech the output is actively used in our Public Advocacy work towards Key opinion leaders nationally.

The participants are CEOs from scaling companies and executive top leaders from municipalities and hospitals, academia, patient organizations, service providers and organizations. This is a strategic forum to build a culture for public private collaboration.

### Demodays

Together with our network and collaborative partners, we arrange several demodays regional, national and international to make sure the clinicians in hospitals and in the municipalities can meet the solutions they need to succeed in building more sustainable healthcare services.

### Competence building

To succeed with transforming tomorrow's healthcare, competence building is key. In partnership with HelseInn and Norwegian Smart Care Cluster we arranged three webinars/ seminars on the topic “Secure Digital Transformation”. Collaborative partners in this was Egde, DNV, Kreftforeningen, NTNU, Sykehuset Innlandet in addition to all the

speakers. This was part of the ongoing NH2Helse project financed by Innovation Norway. Altogether these events had over 300 participants.

Knowledge around public procurement is another topic we have raised through multiple meeting places both for the healthcare sector and companies. In close collaboration with Leverandørutviklingsprogrammet and Rud Pedersen. We address the importance of using the possibility in market dialog and the importance of knowing each other's challenges and organizations. This knowledge will contribute to building culture for public private collaboration.

### The Healthtech Festival

The Healthtech Festival took place on the 15th of June and positioned itself as an important meeting place for the health tech industry and the health care services. The festival was opened by state secretary Truls Vasvik, and the program was filled with top international speakers Dean Ho, a professor in biomedical engineering at the National University of Singapore, Ryan Mathew from Leeds Teaching Hospital, Rafael Guerrero from Alder Hey Children's Hospital and Nic Alexander from Imperial College NHS Trust.

### The Healthtech Festival

- The biggest matchmaking event for the health tech ecosystem
- Gathered 40 companies and 350 participants from public and private sectors
- International speakers from Singapore and UK
- Panel debates on scaling, private capital and implementation of health technology

↓ Professor Dean Ho, National University of Singapore



## Strengthening ties between public and private actors

Ellen Rønning-Arnesen, State Secretary, HOD. Photo: Sindre Holme

### Matchmaking

On demand from our members, we contribute to matchmake them with the right contacts, so they succeed in reaching their goals.

A good example of this is when we arranged a matchmaking session so that the healthcare industry could meet Volvat, a private provider of healthcare. The companies were able to present their solutions to Volvats needs and strategy in a 1:1 session. Resulting in new collaborations, testing and sales leads.

### Vekst i Viken

The project "Vekst i Viken", funded by Viken Fylkeskommune, had over 13 arrangements in 2023, with nearly 1000 participants aiming to strengthen public private collaboration. The project aim is to strengthen the industry in the regions of Viken and Oslo. This result was possible through close collaboration with i.e HelseHub Drammen, The Health Industry in the Viken and Oslo region, Oslo University Hospital, University of South-east Norway, OsloMet and Intelligent Health and other regional, national and international partners.



# Member to member resource groups

**2023 has been a year where the cluster has initiated new measures to unlock the flow of competence between members of the cluster through resource groups.**

The groups have been formed to work within areas which have strategic importance for the cluster.

## Resource group Germany

**Participants:** Health tech companies

**Purpose:** Fostering a culture of generosity, collaboration, and support with companies (and sometimes competitors) towards a common goal; to understand the German market and help each other creating strategies on how to enter the market. Participants share expertise, insights, and lessons learned with others in the resource groups, promoting continuous learning and growth. Among the activities towards Germany in 2023 was a delegation trip to North-Rhein Westfalia and for the first time having a booth at DMEA (Europe's largest ehealth event) together with Norwegian Smart Care Cluster.

## Artificial Intelligence regulation

**Participants:** Health tech SMEs and service providers

**Purpose:** The AI Regulation working group charter is dedicated to establishing a platform for clarification on the processes involved in obtaining a CE-mark and declaration of conformity for medical devices and software classified as a medical device.

## Resource group public sector

**Participants:** Municipalities, hospitals, academia, private health care providers and The Health Directorate.

**Purpose:** The overall goal for the work in the group is to increase the pace of implementation. Hereunder educate the members on barriers for implementation of new technology. The work of the group has fed into the agenda of the bi-annual Top Leader Forum, which brings together leaders from both private companies and public institutions.

## Resource group UK

**Participants:** Health tech companies

**Purpose:** Sharing experiences and helping each understand the complexity of the UK health system and build networks in the UK. A notable highlight of the UK-focused activities, orchestrated in conjunction with the resource group, was participation in the Innovation Pop Up event in Leeds in March 2023. For both UK and Germany resource groups, it has been valuable to bring in external experts and resources from the respective countries into the group meetings to build networks, knowledge and share possibilities with the members.

## Resource group value-based healthcare

**Participants:** Pharma and health tech companies, service providers, regional health authorities and municipalities

**Purpose:** Value-based care is a crucial concept in healthcare, aiming to improve patient outcomes while managing costs effectively. The group's work has focused around increasing competence on value-based healthcare and communicating the importance of focusing on – and measuring – positive outcomes for the patient when piloting and introducing new treatments. In 2023 the group initiated a highly successful meeting at Arendalsuka. In December 2023, the group also sent in a hearing consultation regarding Prioriteringsmeldingen from The Ministry of Health and Care Services.



Heinrich Zimmermann (Ably Medical) took over as chair of the Resource group Germany in December 2023



Andreas Landsverk (Ledidi) is leading the Resource group UK.

## Member to member resource groups

Resource group value-based health care organized an event at Arendalsuka with KOLs. From left to right: Alfred Bjørlo (Liberal Party), Truls Vasvik (state secretary, Labour Party), Lill Sverresdatter Larsen (Norwegian Nurses Organisation), Anita Vatland (Pårørendealliansen/ Next of kin Alliance), Hassan Navaz (Conservative Party), Lena Nymo Helli (Norway Health Tech) and Tarje Bjørgum (Abelia).



### Resource group Sweden (formed early 2024)

**Participants:** Health tech companies

**Purpose:** Resource group Sweden has been established by Norway Health Tech in collaboration with the Norwegian Smart Care Cluster. The newly formed group will use the platform to learn from each other about good market-entry strategies, sales and marketing. They will discuss experiences in setting up a local team and legal entity and help each other an in-depth understanding of how the private and public health sector in Sweden works.

### Resource group “SaaS”-solutions

**Participants:** Health tech companies

**Purpose:** Increase implementation and scaling of new digital SaaS-based services. Priority tasks were to work for an approval scheme for the municipal and specialist health services that is fast, predictable and transparent.

# Success stories from the cluster

Looking in the rearview mirror; the members of the cluster have broken new ground on several fronts. Here are some of the highlights from 2023.

- Thermo Fisher launched Norwegian-developed instrument DynaCollect for cell therapy. The instrument DynaCollect is the result of an international development project run from Norway.
- Tidewave signed a partnership with IDS Med in Singapore. This means that citizens of Singapore who need a turning mattress, is now able to get their hands on the Tidewave™ Turning Mattress.
- Dignio, Diffia, Siemens Healthineers, Checkware, Tellu and YouWell won a historic framework deal with Helse Sør-Øst to deliver digital home monitoring.
- EpiGuard, launched their innovative isolation unit EpiShuttle in Australia.
- Lifeness raised 30 mill NOK to boost their efforts to build a cloud-based medical platform to give people with obesity and lifestyle diseases cloiser follow-up.
- Medistim, the company using ultrasound to measure blood-flow volume, entered the Chinese market.
- Norse Feedback acquired UK-based tool for measuring mental health – CORE IMS to strengthen their position in the European market.
- Aply Medical received a grant of 15 million NOK from Innovation Norway to develop and test sensor technology in hospitals.

Picterus, here represented by medical advisor Deborah Hill (Photo: Natalie Greppi)



## Success stories from the cluster

↓ Six DHO companies struck a framework deal with Helse Sør-Øst. From top left: Lars Houge (Siemens Healthineers), Øyvind Grimsgaard (YouWell), Martin Fredriksen (Dignio), Heidi Blengsli Aabel (CheckWare), Soheil Dabestani (Diffia) and Ståle Moe (Tellu).



- Vilje Bionics raised 7 million NOK in private investments to further develop and test their exoskeleton technology.
- Appsens raised 12 mill NOK in a seed round. Appsens develop a ground-breaking sensor for measuring heart rate.
- Exact Therapeutics got patent approval in the UK. Exact is a biopharmaceutical company developing a technology platform with ultrasound-mediated drug delivery.
- VAR Healthcare launched in Germany. VAR creates a digital clinical decision tool for the entire health care service.
- Picterus, the company behind a camera technology detecting jaundice in newborns, received the EIC Accelerator grant.
- Vestre Viken HF was the first hospital in Norway to use AI to assess x-rays to identify minor fractures.
- Fornix, the company using virtual reality in exposure therapy, rolled out its solution in a collaboration with the student unions, for 240 000 students all over Norway.
- Lifecare, the company developing an implantable nanobiosensor to monitor glucose and other biomarkers, raised 42, 5 million NOK.
- Checkware stroke a paradigm shift deal and became part of Danish software company EG.
- DNV Imatis entered the Italian market after partnering with Maticmind S.p.A.
- HoloCare, the pioneering health technology company using holograms in surgery planning, was supported with more than 8.9 million euros - the largest funding support that has been made to a small company in the Nordics for many years. The application was conducted in close collaboration with Norway Health Tech.

# Health2B is walking the talk

**Since its opening in September 2022, the key focus for H2B has been to establish strategic partnerships along the value chain, introduce H2B as a physical collaborative arena and connect to the national and international health ecosystem.**

At the end of 2023, Health2B had successfully attracted 11 partners. In addition to the founders NHT, OUS and Oslo Science Park, partners to date include Oslo Municipality, Novartis, DNV, Bouvet, Sopra Steria, Roche, Telenor, Kernel, Norse Feedback, IQVIA and Nordic Imaging lab.

In addition to developing a collaborative working culture between partners physically located in H2B offices, the arena has established itself as an attractive neutral arena to foster public-private, public-public and private-private dialogue and collaboration. In total, H2B has facilitated and hosted more than 30 events with a total of more than 1300 participants attending physically since its opening. Moreover, H2B has hosted a number of individual partner meetings as well as partner-partner meetings and collaboration projects. The variety of topics debated, partners involved, and participants engaged in H2Bs first year demonstrates the value

of an open innovation arena and provides a solid basis for further strategic development of H2B. In June 2023, the H2B showroom was opened. With a patient-centered approach, the showroom presents H2B partners solutions for home care, GPs, hospitals and municipalities.

## **Political focus on public-private collaboration**

H2B is establishing within a rapidly evolving ecosystem at an interesting point of time. There is increasing political emphasis on the need for strengthened public-private partnerships to enable use of new technologies, smarter use of resources and support development of a Norwegian health industry. According to statistics, Norway will have more people above the age of 65 than under 19 in 2030. In fact, this shift has happened in two regions already, underlining the need to urgently develop and introduce different ways of working and new technologies to mitigate the constraints of health care professionals and enable maintenance of a high-quality healthcare.

Since the opening of H2B in Sept 2022, several government whitepapers highlight the importance of succeeding with public-private partnerships.

Elen Høeg, Head of Health2B. Photo: Angelique Culvin





## Public-private innovation: Health2B is walking the talk

↓ Photo: Marius Captare



### H2B supports national and international collaboration

H2B as an open innovation arena has been an important new addition to the internationalization and scaling of Norwegian health industry and served as a forum for international exchange. Visitors to NHT from public and private partners have come from multiple countries, including England, Scotland, Ireland, The Netherlands, Belgium, Italy, Spain, USA, Switzerland, the Nordics, Israel, Kenya, China, Japan, South-Korea and Germany. Facilitated by NHT, H2B has served as a platform for a signing of a LoI between OUS and Leeds Teaching Hospital NHS Trust, talks between Oslo Municipality and West Yorkshire Authorities about a sister-city agreement, Oslo Science Parks collaboration with and visit from Nexus in Leeds and NHT's MoU with Yorkshire and Humber AHSN.

Acknowledging the lack of infrastructure for testing, NHT through Nordic proof provides for structured access to leading Nordic health institutions and testing hubs in the Nordic countries committed to world class health services. In November, H2B hosted a workshop where innovative health tech companies could meet with representatives from the Nordic proof network.

### Health2B

- A public-private health innovation arena established by Norway Health Tech, Oslo University Hospital and Oslo Science Park
- 11 partners including Oslo Municipality, Novartis, DNV, Bouvet, Sopra Steria, Roche, Telenor, Kernel, Norse Feedback, IQVIA and Nordic Imaging Lab.
- 30 events with more than 300 participants

# Nordic Proof: Expanding further throughout the Nordics



In 2023, Nordic Proof has emphasized the work on testing of digital and data-driven solutions. The focus has been on facilitating access to data for companies looking to develop and verify their solutions.

Nordic Proof is a cross-Nordic test network made up of health institutions and testing hubs, administered by Norway Health Tech. Through initiatives like interactive webinars and expanding our network with key partners, we have through 2023 strengthened our position as a development partner for med tech and wellbeing companies.

## Testing of Digital and Data-Driven Solutions

Nordic Proof has focused on testing digital solutions to address healthcare data access challenges. Our key event, “Challenges with access to data in health care: dialogue with industry,” attracted 70 participants and served as a platform for exchanging insights between the Nordic Proof partners and the industry. This initiative has been important to gain deeper understanding for industry needs, and to communicate the possibilities and services the Nordic Proof consortium can provide supporting companies that require data to develop and validate their solutions.

## Nordic Proof: Expanding further throughout the Nordics

### New partners have joined the Nordic Proof Consortium

The Nordic Proof network has grown with the addition of three partners, each bringing unique expertise and resources:

**The Active Life Lab:** A multi-disciplinary team with extensive experience in sports and health sciences, among other areas, focusing on the development of data-based wellbeing services. The lab is a research and development unit of the South-Eastern Finland University of Applied Sciences (Xamk).

**Vestre Viken Health Trust:** A major hospital trust in Norway, offering a testbed for the development and testing of future health services in collaboration with the industry. In Vestre Viken testbed everything from small development projects to larger clinical trials may be carried out in specialized environments in the hospital.

**Health Campus Turku:** A multidisciplinary knowledge cluster offering unique opportunities for research, innovation, and corporate collaboration in medicine, social and health care, and technology. The Health Campus Turku collaboration includes six partner organizations: The wellbeing services county of Southwest Finland, University of Turku,

Åbo Akademi University, Turku University of Applied Sciences, Novia University of Applied Sciences and Turku Science Park Ltd.

### Test Cases

Our partners have engaged in 214 contacts with companies, leading to 62 test cases. These efforts reflect our strong Nordic focus, with 85% of cases originating from the Nordics, alongside 15% international collaborations.

### Visibility

Nordic Proof has maintained a visible presence at key conferences and hosting four online industry events. Nordic Proof has been present at Helse-tekologikonferansen, EHIN, Park Annual, Vitalis, Intelligent Health and Medica. This engagement has enhanced our network's visibility and fostered valuable connections with companies and collaboration partners.

### UK-Nordic collaboration

In partnership with Health Innovation Yorkshire & Humber, Nordic Proof Network is delivering a project that supports UK HealthTech SMEs to engage with the Nordic health ecosystem and help companies from the UK into the Nordic market. Nordic innovation is financing the project.

### Nordic Proof in numbers

- Digital Solution Testing Events: 1 major event with 70 participants and a two day partner workshop
- New Partners: 3 (The Active Life Lab, Vestre Viken Health Trust, Health Campus Turku)
- Industry Contacts: 214 contacts, leading to 62 test cases
- Geographic Distribution of Cases: 85% Nordics, 15% International
- Participation at Conferences and Events: 4 online events and multiple conferences



**Bent-Håkon Lauritzen**  
Senior Innovation Advisor



**Karoline Blikra Mogleiv**  
Coordinator

# HealthCatalyst: Taking new steps towards a national health catapult

**There is a great need to build a national test and innovation center to further develop Norway's position as a unique test site for health technology. In 2023, we took several steps to achieve that goal.**

In 2023 Norway Health Tech established a hub dedicated to the development, testing, and demonstration of cutting-edge health technology solutions. Our primary goal has been to mitigate risks and reduce time-to-market for companies by offering a centralized resource for accessing expertise, infrastructure, and other essential services for testing and validation.

The focus Norway Health Tech has had on creating readily available test services for digital health technology has been successful and resulted in funding from Oslo Municipality and Innovation Norway in 2023. Throughout the year, we have collaborated closely with entrepreneurs, small and medium-sized businesses (SMBs), and growth companies, all of whom possess innovative solutions, but lack the requisite resources for development, testing, and demonstration. We also engaged with hospitals and municipalities seeking to implement new health technology solutions within their infrastructure, along with established industry leaders grappling with the complexities

of testing large-scale integrated solutions within existing frameworks.

In partnership with Oslo Science Park, Oslo University Hospital, and key stakeholders from the health technology industry, Norway Health Tech initiated a pilot program for testing and verifying digital health technology. This initiative included mapping existing digital test facilities nationwide, culminating in outreach to over 120 stakeholders across Norway and a comprehensive overview of available testing services for digital health technology companies, identifying critical gaps that we have worked to bridge with support from our collaboration partners.

Sykehuspartner and OUS worked in Health2B to build up a first version of infrastructure and services for the development and testing of health technology solutions for Helse Sør-Øst's infrastructure.

This way of working will influence our continued effort going forward to build digital test services available to the industry.

In collaboration with Health2B we have identified a core group of industry partners and health care service providers wanting to contribute to further development of the digital test hub.

## About Health Catalyst

- In 2023, an operational working group was mobilized to enhance collaboration among 3 gold labelled NCE Health Clusters in Norway. By collaborating closely with our members, we identified relevant standards for a quality management system, refining a collaborative service model, which we then piloted with various industry partners along the way.
- With backing from the The Directorate of Health and Oslo Municipality, alongside a strategic partnership with NorTrials, Norway's premier center for clinical studies, we have established a single point of contact, through the Health Catalyst website, to a national ecosystem for pre-clinical and clinical testing. We will expand upon these initiatives throughout 2024.

From left to right: Magnus Lund-Vang, Sahra Krokedal, Marit Hagland, Dave Tippett and Marine Jeanmougin. ↓



# Public Advocacy: A year of important steps towards sustainability and growth

Hele Norge  
eksporterer  
2022-2024

Status for  
eksportreformen  
etter to år

HELE NORGE  
EKSPORTERER



Nærings- og  
fiskeridepartementet

Looking back, 2023 have indeed been an important year for the health ecosystem, and Norway Health Tech have played a significant role in many of the most important reports and initiatives.

## The health personnel commission

The health personnel commission is anchored in the Government's Hurdal platform and was established in December 2021. The commission has been asked to provide a holistic and knowledge-based assessment of the needs for personnel and competence up to 2040 in light of key development trends and the need to ensure a sustainable and coherent health and care service. More concretely, the commission goes into more detail on measures to train, recruit and retain personnel in the health and care services throughout the country in the short and long term, given developments that will affect the supply of and demand for health and care services in the years to come. The investigation was handed over to Minister of Health and Welfare Ingvild Kjerkol on 2 February 2023.

Norway Health Tech have advised the commission on health technology and provided concrete cases with personell-saving technology.

## Roadmap for health industry

A well-functioning health and care sector is important for each of us and for society as a whole. The sector is central to the sustainable society of the future. This gives the business world great opportunities for establishing profitable workplaces and creating value, not just in and for Norway, but also on the global market. The public sector and industry must work together well for us to succeed. Responsibility and handling of the framework conditions for the Norwegian healthcare industry are under different jurisdictions ministries and at several levels in the government apparatus. The purpose of the road map is to show the great breadth of the government's policy to promote and strengthen the health industry in Norway. The road map must set out the best possible course going forward, and contribute to a great push for the healthcare industry.

## Public Advocacy - highlighted topics

- **Digital home monitoring:** Meetings at Arendalsuka, at Health2B and conference with KS to help speed up implementation and highlight the need for better financial models
- **Regional R&D funding (FORREGION):** Arranging meetings between entrepreneurs and politicians.
- **National health and collaboration plan (Nasjonal helse- og samhandlingsplan):** Taking part in hearing to put health technology on the agenda.
- **Value-based health care:** Taking part in hearing (Prioriteringsmeldingen) to build competence among politicians, and arranging meeting at Arendalsuka.
- **Health as an export:** Part of a joint effort to promote health as a new export industry. Workshops with companies, meetings with politicians and other KOLs at Arendalsuka, in Health2B and in other forums.
- **Talent and competence:** Collaboration with Oslo Business Region on talent attraction and competence.
- **Test and validation:** arranging a meeting together with other health clusters, inviting politicians, companies, KS and the British ORCHA (The Organisation for the Review of Care and Health Apps) to highlight the importance of creating a national test and validation concept.

## Public Advocacy: A year of important steps towards sustainability and growth

At the launch of the road map, Norway Health Tech was mentioned by the Minister of Trade as an important instigator for growth and collaboration. The test initiative HealthCatalyst, which is made together with Norwegian Smart Care Cluster and the (former) Directorate of eHealth, was also mentioned in the road map.

### New Norwegian Exports

The Hurdal platform has a goal of increasing its value-creating exports other than oil and gas by 50 percent by 2030. To contribute to achieving this goal, the government launched the export reform "Hele Norge eksporterer" in March 2022. Through "Hele Norge eksporterer" the authorities, and the business and worker unions work together to reach the export target through a strengthening and streamlining of exports, and by creating a common export culture where everyone actively contributes to reaching the export target.

Health was named one of the new exports in June 2023, and Norway Health Tech was a key contributor to the work done by the whole industry to promote health as one of the new key exports coming out of Norway the coming years.

### Arendalsuka

Arendalsuka is a democratic meeting place - bringing together politicians, businesses, and other decision makers. Around 1,900 events and 200 stands fill the center of Arendal for five days in August each year.

In 2023, health was among the most debated topics. Out of 1962 events, 330 were about health. Norway Health Tech participated in seven different panels and talks this year, making sure to lift important issues related to the framework conditions for the ecosystem.

From left: Lena Nymo Helli, Norway Health Tech; Ketil Widerberg, Oslo Cancer Cluster; Håkon Haugli, Innovation Norway; Arild Kristensen, Norwegian Smart Care Cluster



# Media coverage 2023

Norway Health Tech has increased its presence in earned media in 2023 compared to 2022 by 48%. The cluster has also seen a boost in reach and attention in social media, especially on LinkedIn where most of the clusters' key stakeholders are active. On LinkedIn, Norway Health Tech has seen a follower increase of 29% the past year, which is the highest growth rate in the sector.

## Traditional media coverage

40 articles in total (2022: 27 articles)

## Highest growth rate followers - health related LinkedIn accounts in Norway

1. The Norwegian Directorate of Health +3300 (Total: 23 789)
2. Norway Health Tech + 3039 (Total: 11 317)
3. Helseplattformen +2578 (Total: 11 427)
4. Norsk helsenett +2427 (Total: 13 687)
5. Legemiddelindustrien +1485 (Total: 6954)
6. Norwegian centre for ehealth research +1333 (Total: 5921)
7. Oslo Cancer Cluster +1275 (Total: 6788)
8. The Life Science Cluster +1171 (Total: 4314)
9. Norwegian Smart Care Cluster +1018 (Total: 4018)
10. Oslo Science Park +960 (Total: 4974)

## Media with highest coverage

**DAGENS**  
**Medisin**

7 articles

**SHIFTER**

2 articles

**MEDWATCH**

18 articles

 **Health Talk**

2 articles

 **effektiv velferd**

3 articles

## Social media coverage

**facebook**

3600 followers  
+ 100 new followers

**Linked in**

11317 followers  
+ 3039 new followers

 **Instagram**

1100 followers  
+ 89 new followers

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