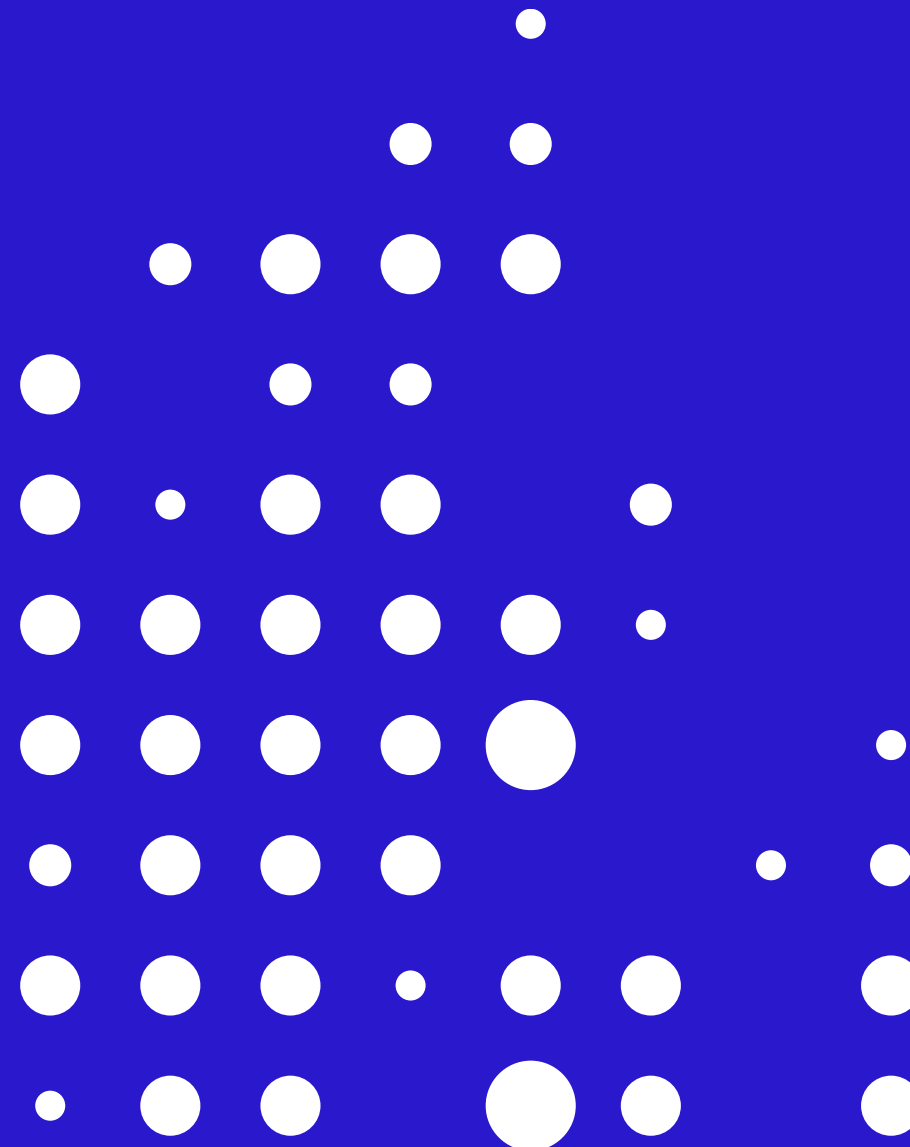


# Introduction to the Danish Health care and life science sector

Speaker: Morten Engsbye  
moe@danskerhverv.dk

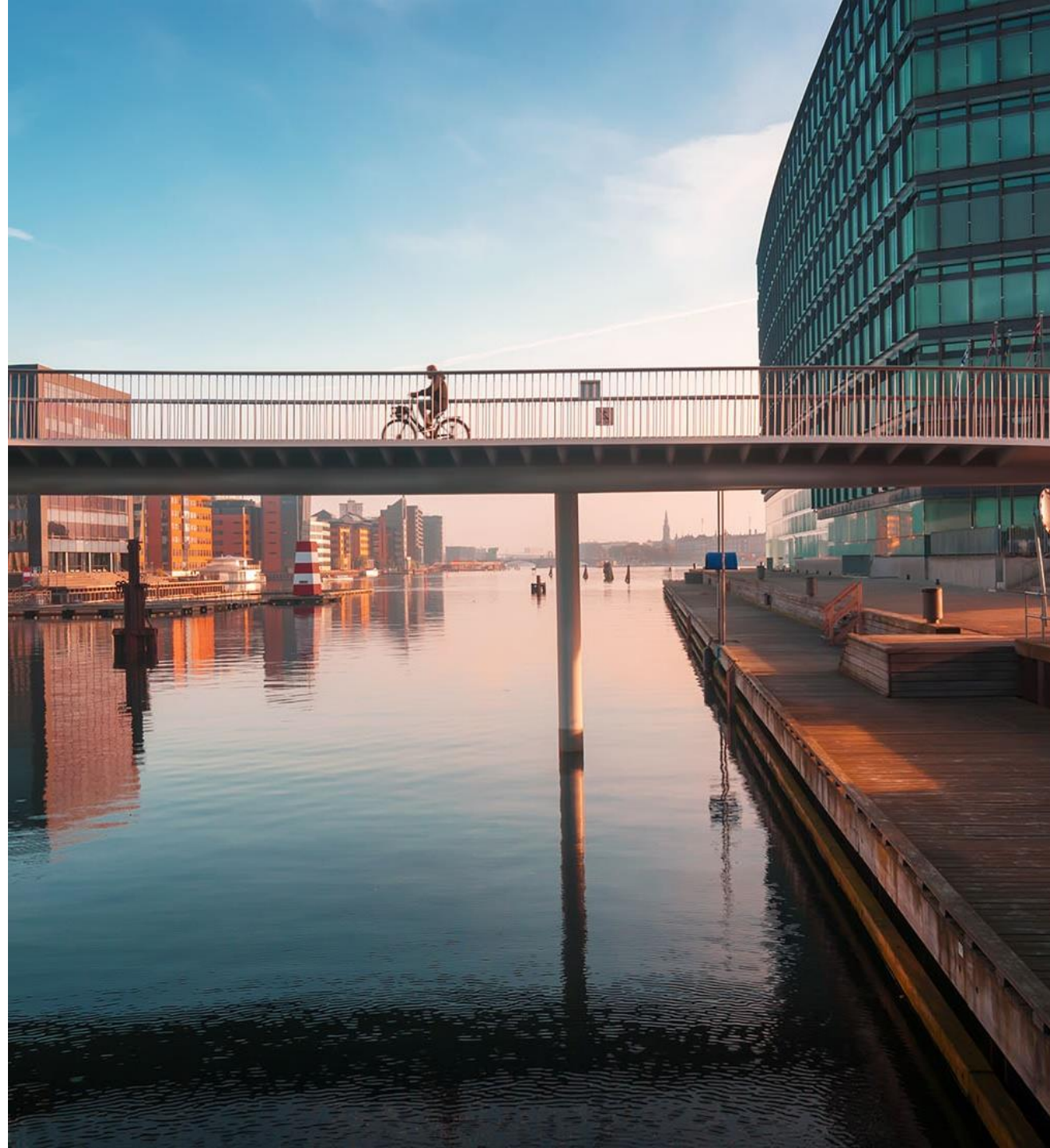


# Agenda

- The Danish Chamber of Commerce
- The Danish healthcare and life science industry
- Political commitment to the sector
- The Danish Healthcare sector
- Health care data
- Conferences and investments

# The Danish Chamber of Commerce

- Privately run chamber
- More than 250 employees, offices in Copenhagen, Aarhus and Brussels
- Representing companies and trade associations in the service sectors such as retail, healthcare, life sciences, tourism, business services, IT, welfare services and transport
- Broad network with foreign chambers of commerce



# The Danish Healthcare and life science industry

- Consists of life science companies (pharmaceuticals, medical devices and biotech) and welfare tech
- 17 % of exports
- Value added 2x other industries
- Around 40.000 employees
- Based mainly in the greater Copenhagen Region



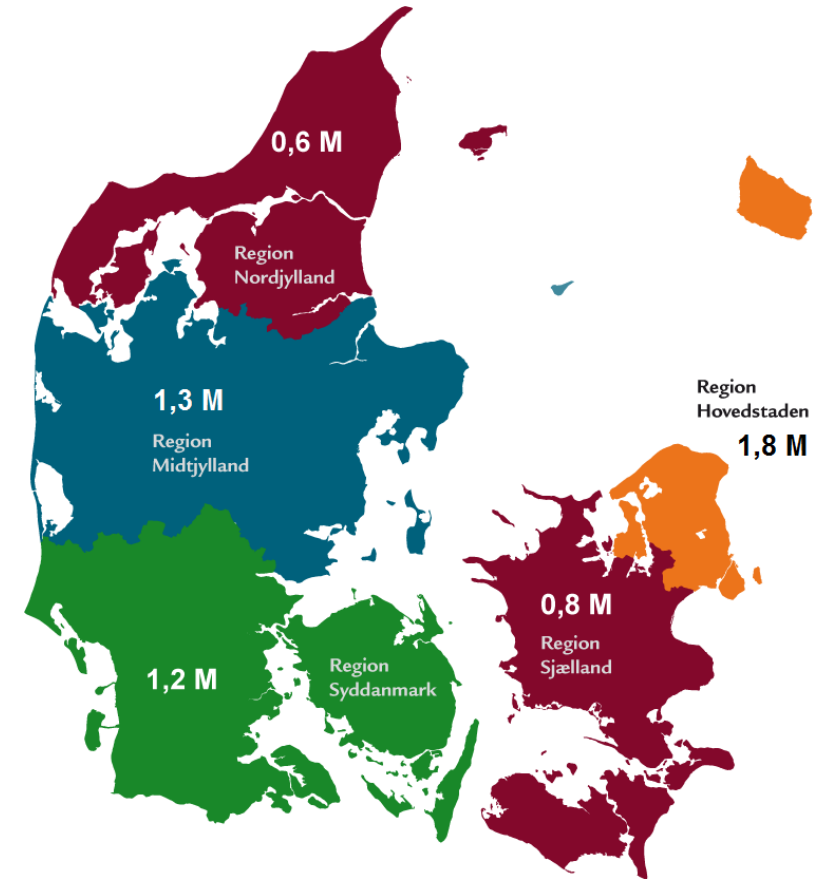
# Political commitment to the sector

- 2 Growth plans
- 36 initiatives
- Well recieved
- Clinical trials
- Prices on medicine
- Genome center



# The Danish Health Care Sector

- 5 regions with independent procurement departments
- 5,7 million Danes
- 99 pct. public
- Political focus on restructuring

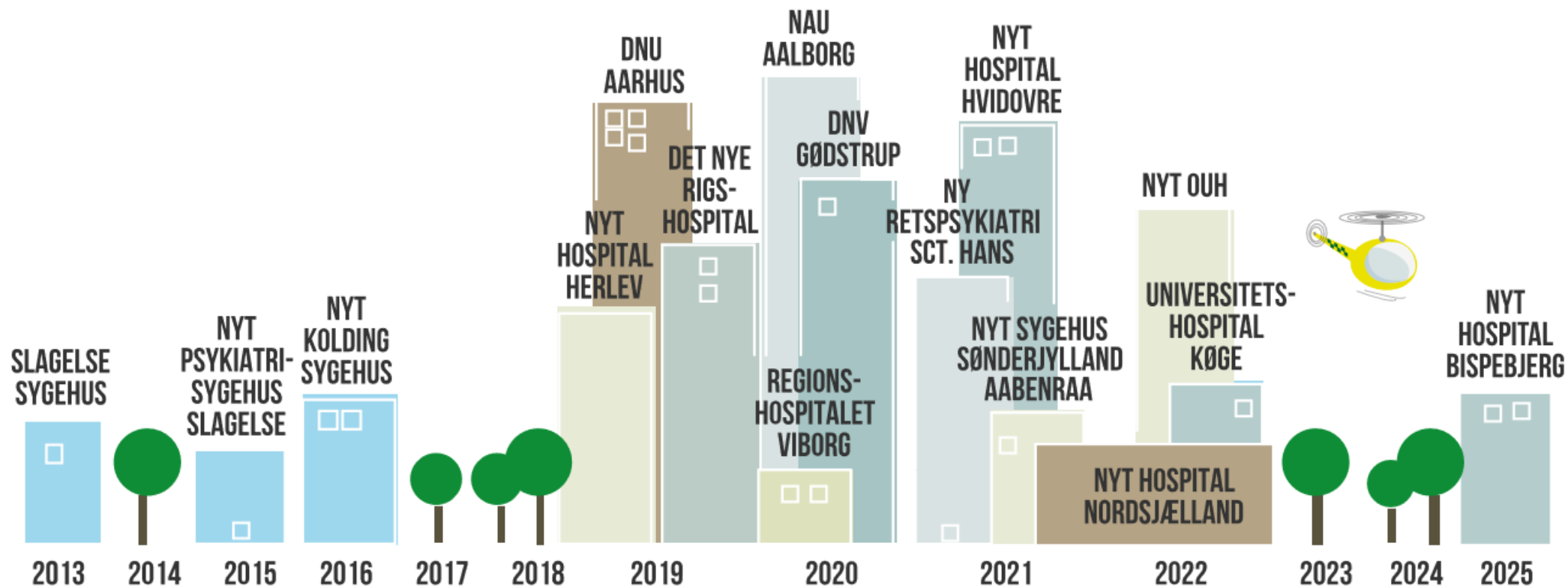


# The Danish Health Care Sector – procurement challenges

- Focus on price rather than Total Cost of Ownership (TCO)
- Procurement department do not get bonus for buying time consuming products
- Small clinical involvement in procurement

# Remodelling the hospital sector

- 40bn DKK





# New hospital setup - opportunitites

- From many hospitals to fewer specialized
- More focus on outpatient care with rehabilitation in own home → opportunity for rehabilitation equipment
- More tasks for GP's
- More monitoring at home
- Digital solutions

# Healthcare data

- Denmark is a pioneer in collecting data about births, deaths and diseases
- 160 different health registries, from 60 hospitals, 245 pharmacies and 2100 GPs
- *Data Saves Lives* partnership
- Access to data, however, can be a challenge



# Conferences etc.

- Health & Rehab Scandinavia
- Largest in Scandinavia – 9.000 attendees
- 12-14th of May 2020



# Investments

**INVEST IN DENMARK**



COPENHAGEN  
**CAPACITY**

Invest in Greater Copenhagen

# Questions?

