

# Nordic Health Lab Welcomes NIDO & Delegation

# Agenda

**9:20-9:30:** Arrival and network

**9:30-10:00:** Introduction to Nordic Health Lab

**10:00-10:15:** Introduction to NIDO - Innovation Lab of the public sector in Belgium

**10:15-10:30:** NIDO: Best practice on scaling of solutions

**10:30-10:45:** Introduction to INAMI: Born in Belgium Professionals.  
Including questions.

**10:45-11:00:** Introduction to 4 Danish healthcare startups and their solutions.  
(Teton Ai, OasiCare, NordInsight & InjuryMap)

**11:00-11:20:** Showcase of the startups' solutions

**11:20-11:30:** Networking and departure

Nordic Health Lab



Jesper Juel-Helwig.  
CEO Nordic Health Lab

Married to Emilie Juel-Helwig

Two kids, Asger (5) & Edith (2)

Contact info:

Mail: [jjh@nordichealthlab.com](mailto:jjh@nordichealthlab.com)

Phone: +45 50897810

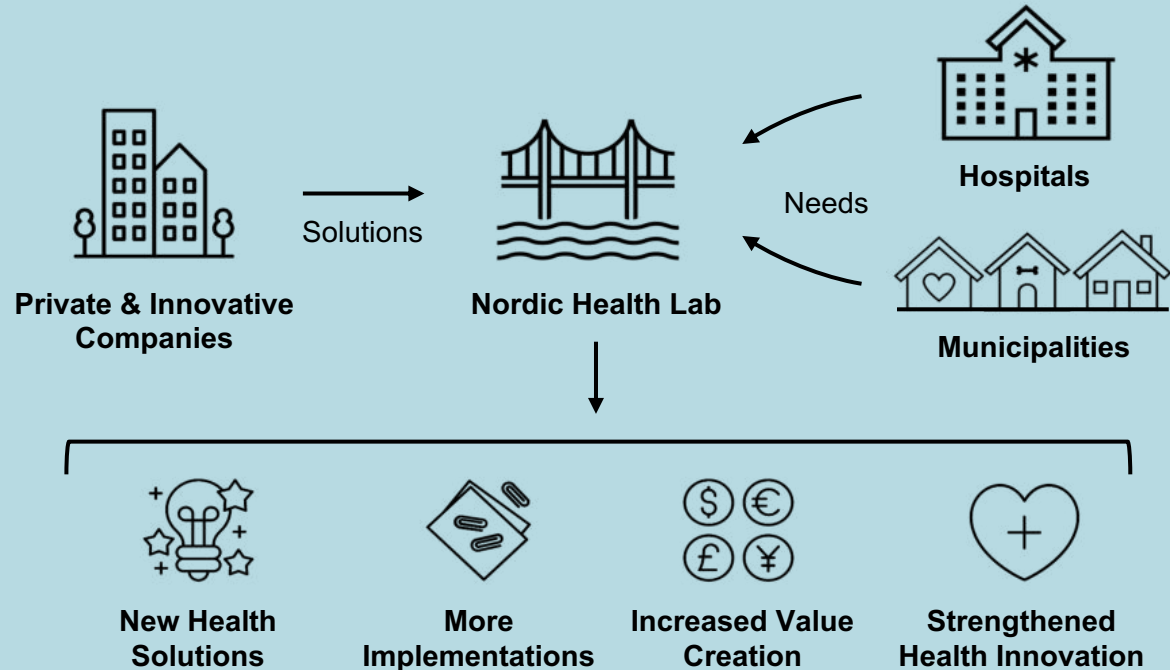
[LinkedIn](#)

- Senior Vice president, Digital development & Customerexperience, ATP
- Chief of Staff, Zealand University Hospital
- Senior manager, Government Strategy and Operations, Deloitte Consulting
- Assistant Commissioner, New York Police Department NYPD
- CFO, Central- and West Zealand police department, National Danish Police
- Head of budget department, Copenhagen Police, National Danish Police
- Head of budget process, OMB, Danish Ministry of finance
- Captain (R), Danish Army Cavalry
- UN mission in Lebanon 2006-2007
- NATO mission in Kosovo 2002-2003
- External associate professor, political science, Copenhagen University



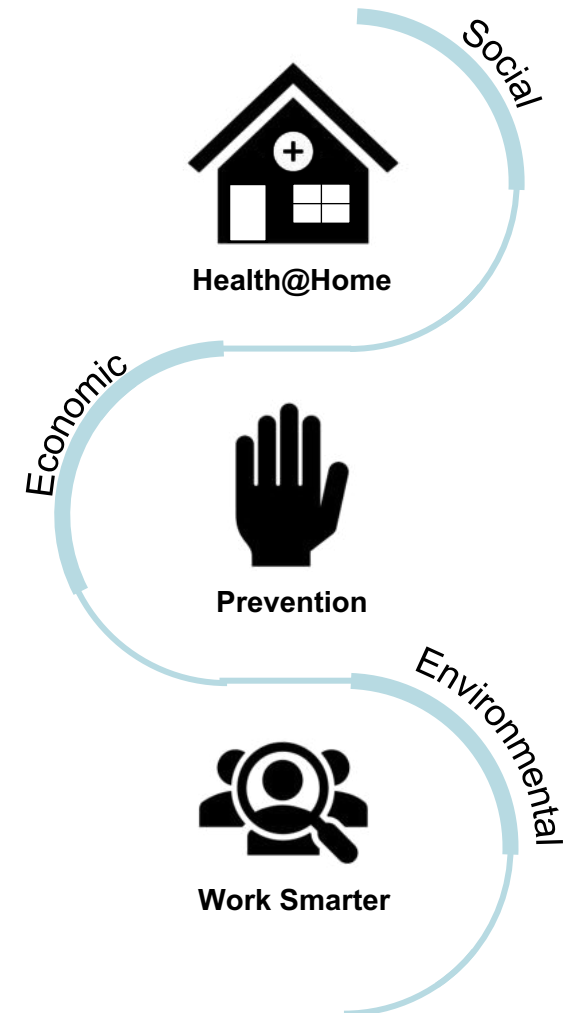
# Nordic Health Lab

Gatekeeper, Bridge Builder & Accelerator



Nordic Health Lab is a non-profit association that builds bridges between private actors and the public healthcare system. Our mission is to accelerate innovative solutions that ensure the future of healthcare.

We Accelerate Sustainable Healthcare



# We Accelerate Sustainable Healthcare

## Sustainable Healthcare



### Social

Solutions that secure equal access to healthcare, reduce risks, and increase welfare.

### Economic

Solutions that make treatments and processes faster, easier and better.

### Environmental

Solutions that minimise resource consumption and increase recycling.

## With Focus on Three Themes



### Health@Home

Solutions that enable treatment and monitorisation of citizens in their homes.

### Prevention

Solutions that ensure early recognition of diseases and increase the chances of timely treatment.

### Work Smarter

Solutions that improve the experience for citizens, patients, staff and caregivers.

# Strong Ecosystem

## :INDUSTRIENS FOND



### BUSINESS FINLAND

### KEY PARTNERS

den sociale kapitalfond

### DANISH:CARE

Branchen for hjælpemidler og velfærdsteknologi



DANSK ERHVERV



### STRATEGIC PARTNERS

### KNOWLEDGE PARTNERS



Scaleup finance®

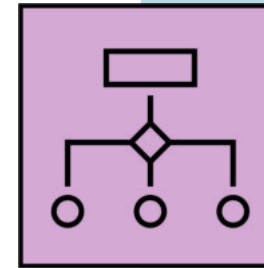
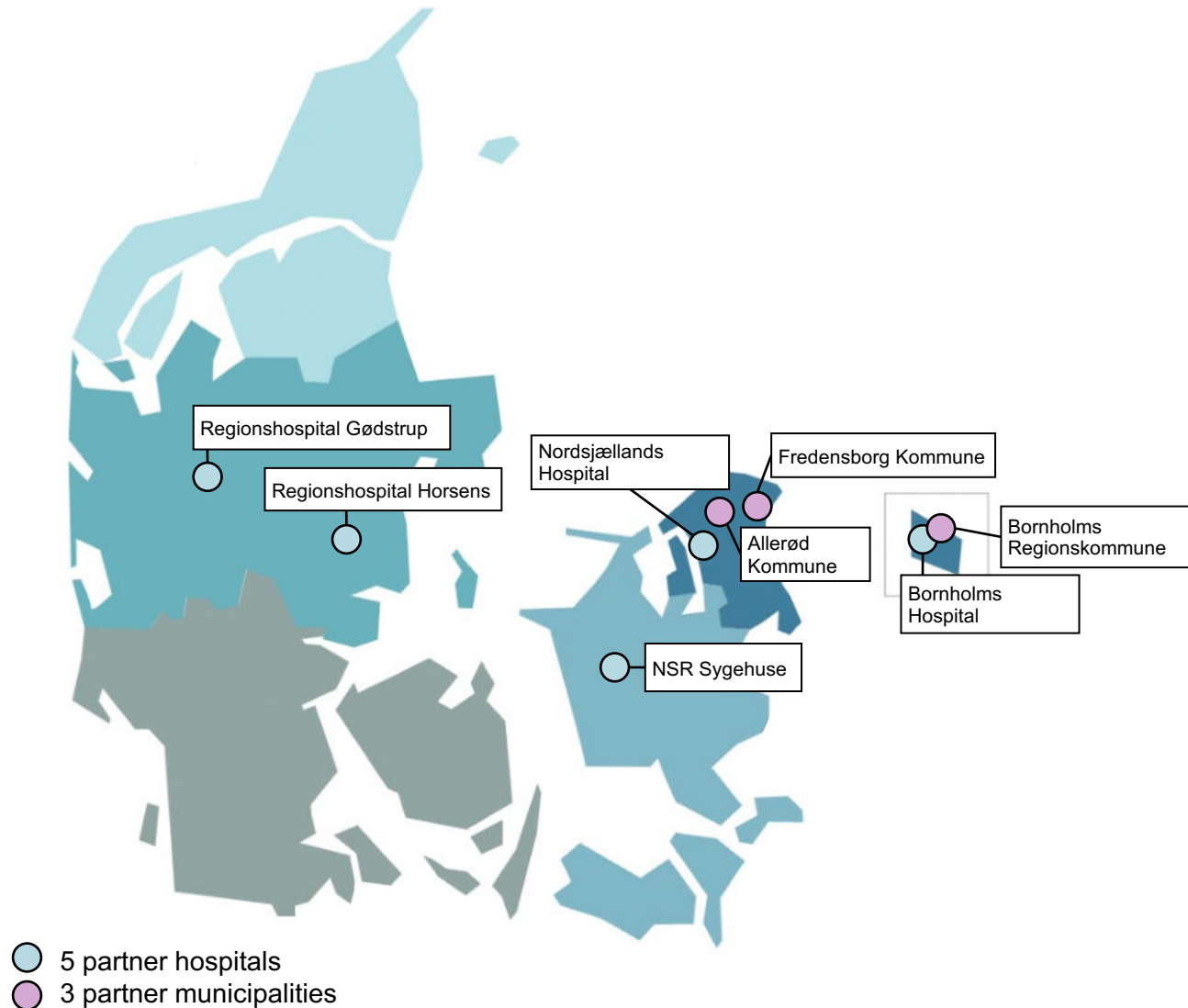


### TEST PARTNERS

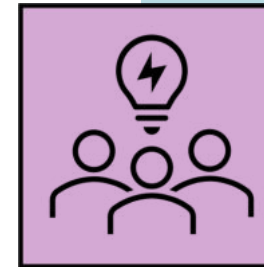




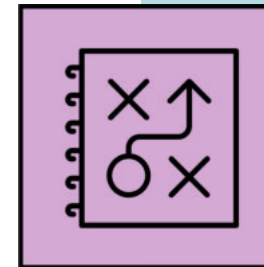
# Unique Access to the Danish Healthcare System



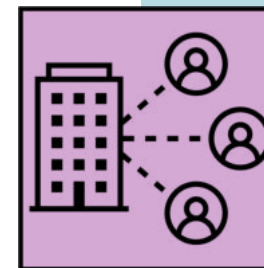
**Single point of entry**  
 Our ambition is to be a single point of entry for innovative companies to gain access to an increasingly complex public healthcare system. Our growing ecosystem allows for a rich exchange of knowledge.



**Partnerships anchored at the top**  
 Our hospital and municipality partnerships are anchored at the executive level, securing the best possible framework for implementing new projects and accelerating innovation.




**Tests in a real-world setting**  
 We facilitate 20+ test runs per year and are scaling up. We assist in opening the door to the public healthcare system for companies to test innovative solutions in a real-world, clinical setting.



**End to end participation**  
 Our project consultants are experts in public-private innovation partnerships. Setting industry standard, we facilitate the process from start to finish ensuring fast results of high quality and with solid documentation.

# Ecosystem

<b>International partners</b>  Partners supporting the organisation as an international bridge builder.	<b>Hospitals and Municipalities</b>  Partner hospitals and municipalities act as test arenas.	<b>Partner companies</b>  Partner companies that support the organisation financially and submit their own projects for tests.	<b>Funds and organisations</b>  Funds, foundations and other organisations supporting Nordic Health Lab's activities and targets.	<b>Knowledge Institutes</b>  Knowledge Institutions provide sparring as well as assistance recruiting.	<b>Knowledge partners</b>  Companies that support our projects by offering consultancy within law, compliance, data etc.
 <p> <b>MINISTRY OF FOREIGN AFFAIRS OF DENMARK</b>  <i>The Trade Council</i> </p> <p> <b>Healthcare Denmark</b> </p> <p> <b>BUSINESS FINLAND</b> </p> <p>  </p> <p>  </p>	 <p>  <b>Nordsjællands Hospital</b> </p> <p>  <b>Bornholms Hospital</b> </p> <p>  <b>Regionshospitalet Horsens</b> </p> <p>  <b>Regionshospitalet Gødstrup</b> </p> <p>  <b>Allerød Kommune</b> </p> <p>  <b>FREDENSBORG KOMMUNE</b> </p> <p>  <b>BORNHOLMS REGIONSKOMMUNE</b> </p>	 <p>  </p> <p> <b>DANISH: CARE</b>                      Branchen for hjælpemidler og velfærdsteknologi                 </p> <p>  </p> <p>  </p>	 <p> <b>INDUSTRIENS FOND</b> </p> <p>  </p> <p> <b>DANSK ERHVERV</b> </p> <p>  </p>	 <p> <b>DTU</b> </p> <p>  </p> <p>  </p> <p>  </p>	 <p>  </p> <p>  </p> <p>  </p> <p>  </p>

# International Knowledge Sharing

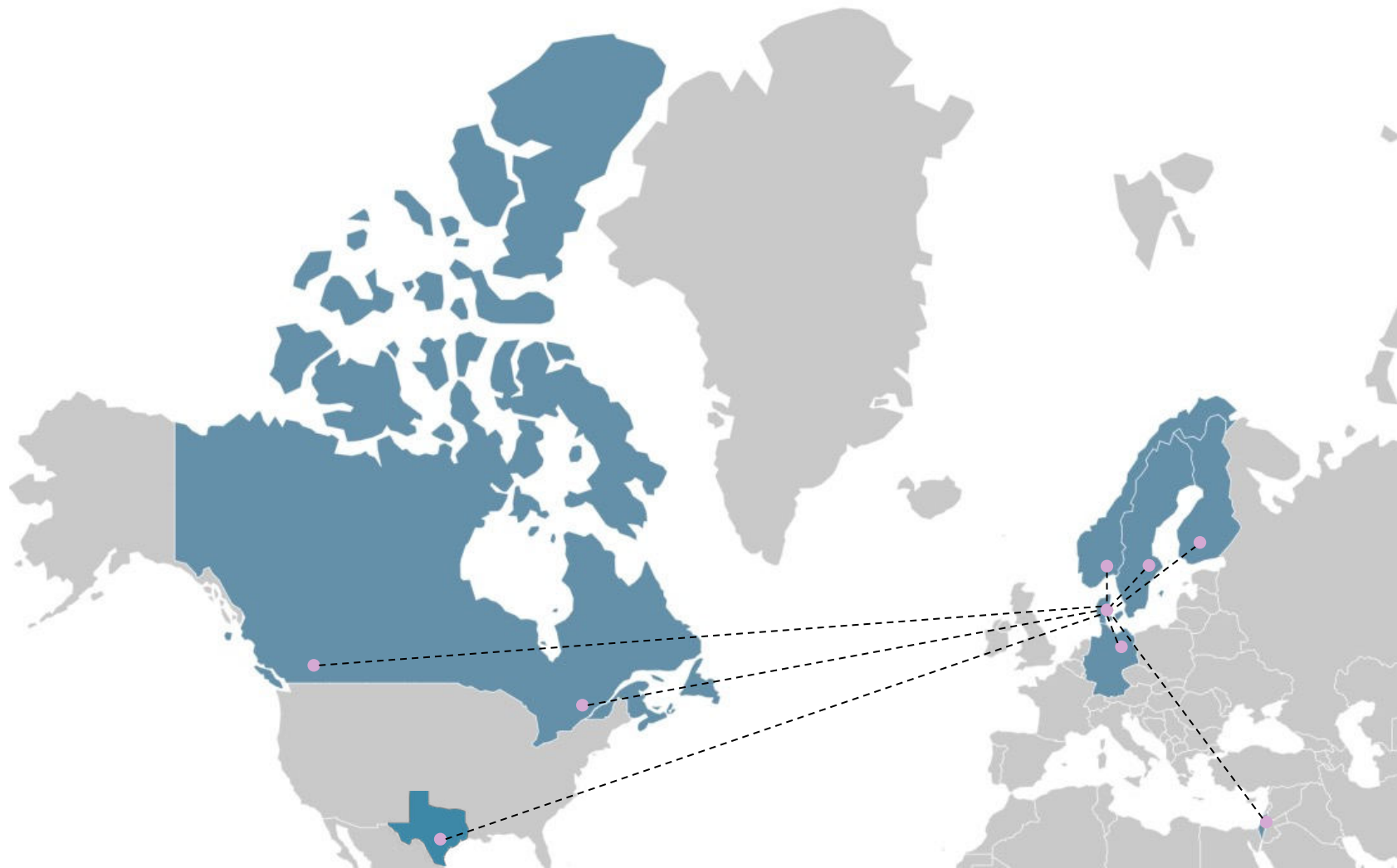
Key international partners:



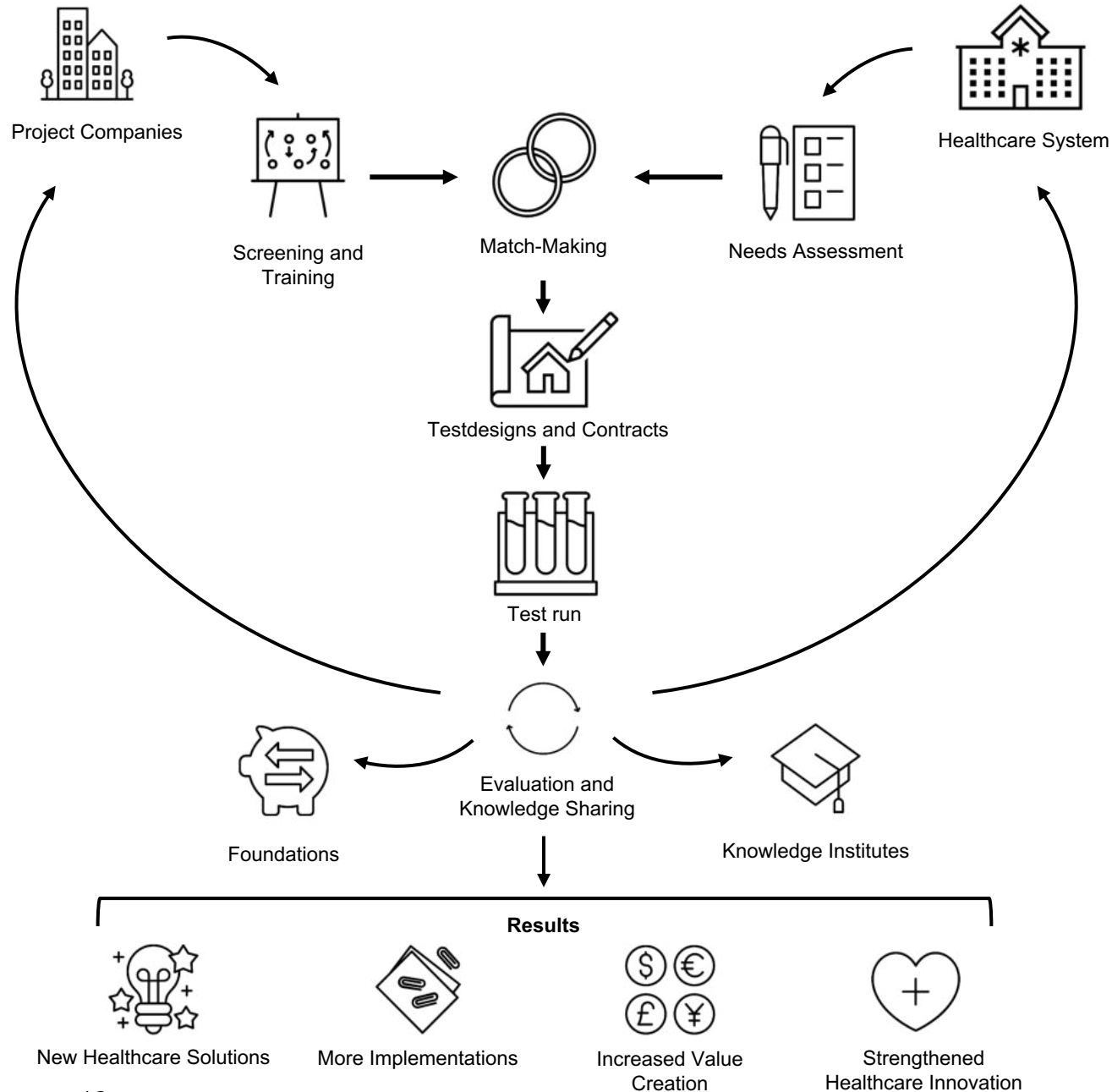
Strategic partners:



Nordic Health Lab ⊕



# Process



## Nordic Health Lab Key Figures

### Screening & acceptance:

**73** companies screened

**44** accepted for a track

### Current processes:

**9** companies in match-making phase

**9** testdesigns under development

**7** test runs in progress

### Execution & implementations:

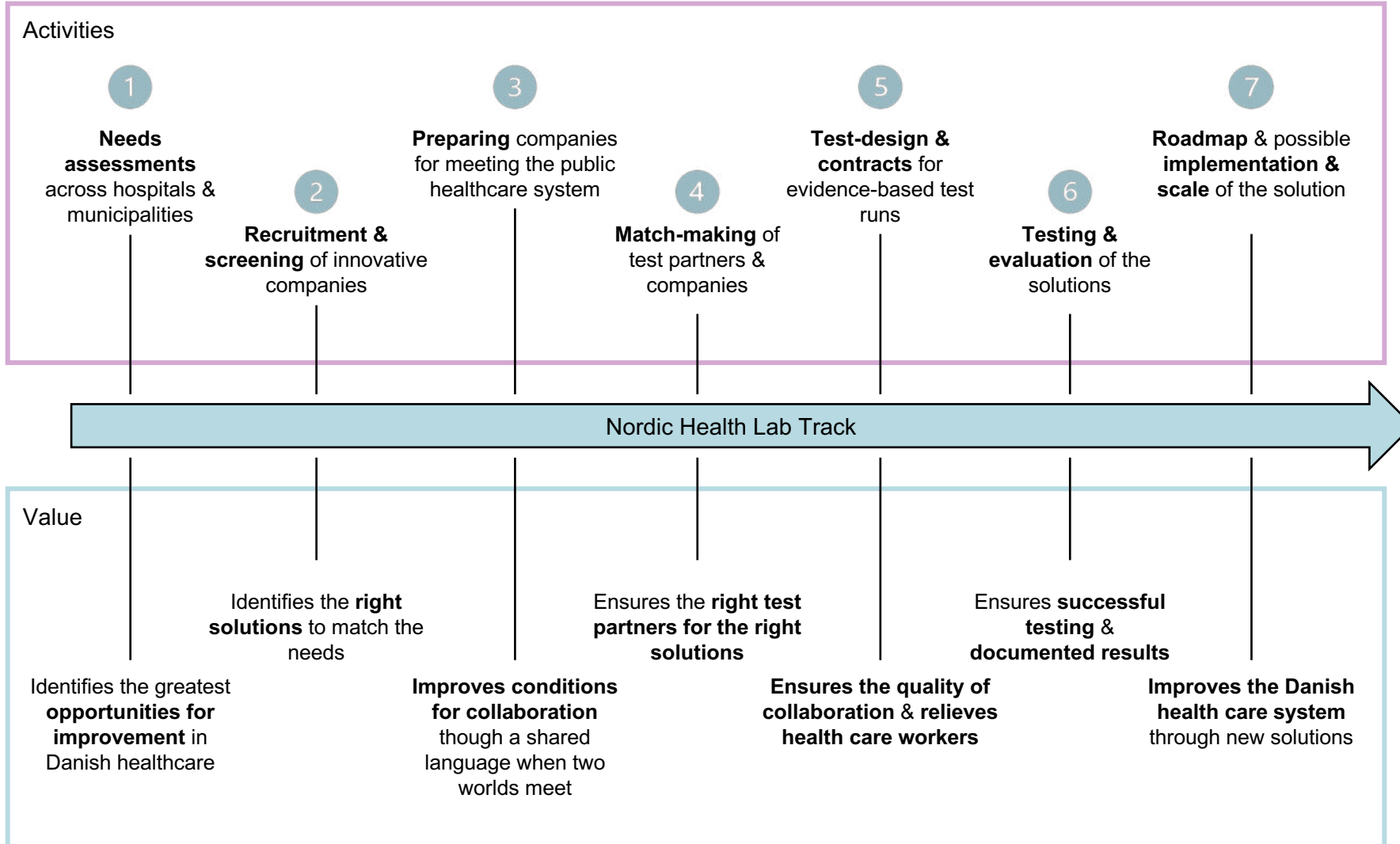
**13** executed test runs

**100%** in dialogue about implementation

**3** implementations

# Primary Activity

## Nordic Health Lab Key Figures



### Screening & acceptance:

**73** companies screened  
**44** accepted for a track

### Current processes:

**9** companies in match-making phase  
**9** test designs under development  
**7** test runs in progress

### Execution & implementations:

**13** executed test runs  
**100%** in dialogue about implementation  
**3** implementations

# Tools

Nordic Health Lab facilitates the process from start to finish using standardised tools that ensures predictability and quality

### Virksomhedsnavn

Catchphrase

**Problem:** ...

**Målgruppe:** ...

**Løsning:** ...

**Unik værdi**

Produktbillede

Kommercielt setup

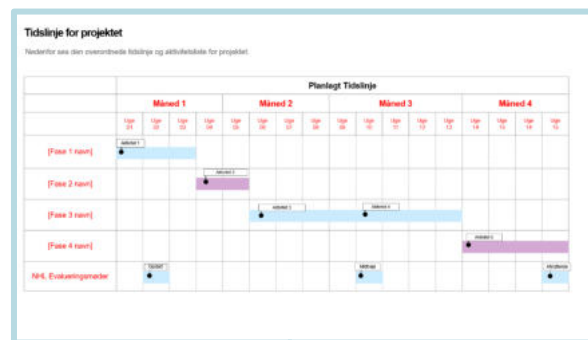
**Primær team**

**Kontakt**

E-mail: ...  
Telefon: ...  
Hjemmeside: ...

**Evidens**

Nordic Health Lab



### OPI-AFTALE

Offentlig Anbud Innovationsmateriale baseret på §12 i Udbudsloven

[Dato]

[DIFFERENTIAL PART]

[PRICED PART 1]

[NHL PRICED PART 2]

### Afsluttende rapport

Navn og dato på projekt: [ ]

Manchet: Opsumér flere konklusioner her i manchetten. Effortet evt. en 'teser'.

Billede af testforløbet

Husk billedtekst og byline

**Formål med testforløbet**  
Hvorfor er testforløbet sat i værk. Skulle der måles på noget specifikt?  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Resultat af baselinemåling**  
Beskriv hvad der menes med en baseline, og hvad resultaterne er.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Projektstrategi

Formål:

Aktører:

Overordnet setup:

Publikumsberøring:

Tidshoris:

Testpartner involvering:

Virksomhedsinvolvering:

**Tilgang**

Kommunikation

Testpartnerrolle

Testforløbet

Udviklingsmål

**Primære faser**

**Omkostningsstruktur**

Primær udgifter

Anslået udgift

Finansiering

Nordic Health Lab

### Roller og Ansvar

**Virksomhedsrepræsentanter: Udførende Led (eksikern):**  
Står for opgaver relateret til løsningsudvikling og eksekvering af tests. Ansvarlig for overholdelse af deadlines, aftaler m. m. Leverer nødvendig ekspertise, prototyper m.m. som aftalt i projektets aftalegrundlag. Sørger for dokumentation af resultater.

**Involverede:** ...

**Testpartner personale: [Afdeling]**  
Rådgiver og iadgiver vil benytte systemet i hele projektperioden og notere fejlrapport, leve tidsplaner og deltag i spørgesundersøgelser og interviews.

**Primær Kontaktperson:** ...

**Yderligere involvering:** ...

**Testpartner Innovationskonsulenter: Stien Projektleder**  
Står for overordnet facilitering og administration af projektet. Rådgiver Virksomhed og Testpartner i forhold til både tekniske - og samarbejdsrelaterede problemstillinger. Følger op på processen og sørger for at alle parter lever op til aftalerne i aftalegrundlaget. Eskalerer problemstillinger, hvis nødvendigt.

**Involverede:** ...

**NHL Forretningskonsulenter: Central projektledelse, evaluering**  
Moniterer statussen på alle projekter på tværs af Testpartnere og hjælper til, hvor det er nødvendigt. Ansvarlig for løbende evaluering af projektet og indsamling af viden og gode erfaringer. Står endvidere til rådighed, ved problemstillinger og eskaleringer.

**Involverede:** Pia Andersen - Projektchef i NHL

Nordic Health Lab



# Projects

Preparation & Pitching		Match-Making		Test Design		Testing & Evaluation		Finished		
Hospitals	Track 6 (August)	NOH				Teton		NordInsight 1	Syncsense	TRACK 1
	NeoCare Nordic		UV Medico				Measure Let		NordInsight 2	
	Levara	CYTO365	RHH	Levabo	Droplet IV			Dr. Universe	Syncsense	TRACK 3
	HATO MT		RHG	Measure Let	Axigram	Plato Science	European Caretech	Dr. Universe 1	Cathrine Hartmann	TRACK 4
	Waiting for response		BOH	Infiniti Medical	Levabo		Syncsense	Dr. Universe 2		TRACK 5
	Audite.ai	Paral						Sens Innovation		TRACK 6
	Alcyon	Movesca								SEPARATE
		NSR	Yuman	Levabo	NordInsight	VR Trainer 2	Oasi.care	VR Trainer 1	Sens Innovation	
								Dr. Universe 2		
Municipalities	Waiting for response	Allerød	Helpii		Syncsense	Icura				
			Relift		Teton					
		Fredens borg			Teton					
		Bornholm	Teton							
Outside of Nordic Health Lab Testpartner-Network						BeSammen		Yuman		
						Herlev (H)		Bispebjerg (H)		

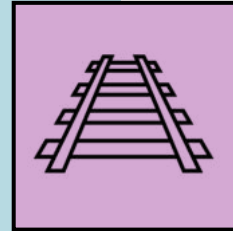
# Our Value Proposition

The Danish healthcare system is full of competent actors. However, there are some things that only we do and that makes Nordic Health Lab unique.



## **Needs Assessment and Focused Recruitment**

Nordic Health Lab is the only organisation that assesses the needs of the healthcare system across all sectors and employs a broad recruitment strategy to find the best solutions. This ensures that the right problems are solved with the right solutions.



## **Targeted Facilitation and Documentation of Test Runs**

We facilitate the collaborative test execution between companies and the healthcare system through partnerships anchored at the executive level. This enables more test runs of higher quality securing targeted development of future solutions, more implementations and increased scaling.



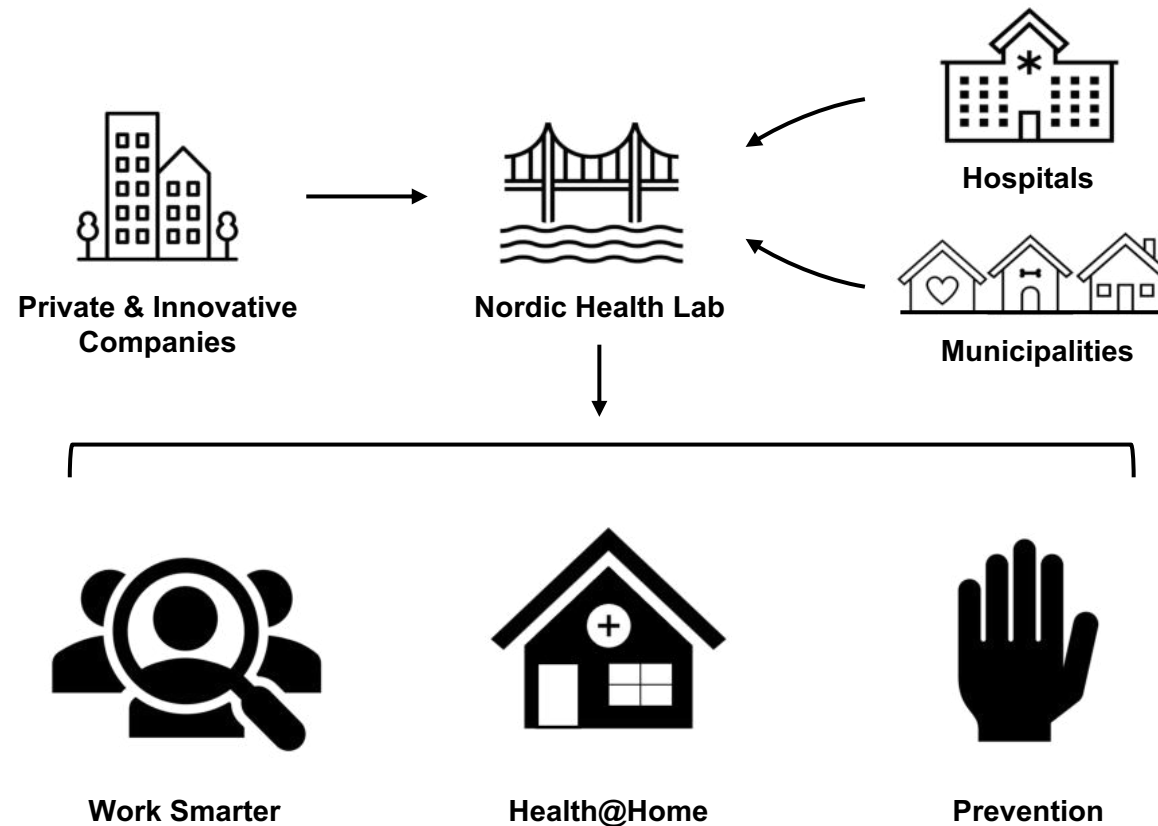
## **Industry Standard for Testing Across Sectors**

We are actively creating industry standards for needs assessments as well as the establishment, execution, evaluation, and publication of test runs across sectors in the healthcare system. This leads to strengthened healthcare innovation and brings all actors in healthcare together with shared goals and transparent processes.



# Nordic Health Lab ⊕

Why do we need innovative solutions to help accelerate Health@Home, Prevention and Work Smarter?



# Work Smarter

Healthcare solutions and initiatives that improve or simplify processes in the healthcare system.



## Burnout in healthcare

There is an increase of healthcare workers reporting burnouts, and many leave the profession early. Furthermore, there is a structural shortage of healthcare workers in the future. These factors combined are a serious risk to patient welfare.



## More complex patient profiles

The number of patients with multiple chronic conditions is rising, creating complex patient profiles which requires more specialised care.



## Unintended events

Unintended events, errors or suboptimal procedures whether caused by human error, technical issues or organisational conditions negatively impact patient care and safety.

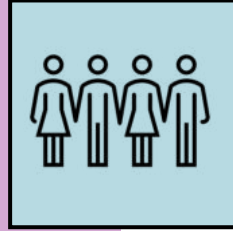


## Structural mismatch of resources

Structural conditions make it impossible to solve staff shortage with more healthcare workers. There are not enough – even if people return to the profession – to solve the structural mismatch of resources.

## Work Smarter

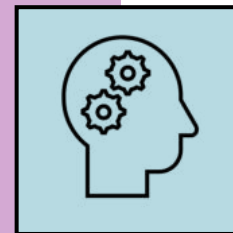
Solutions that improve or simplify processes in the healthcare system include several benefits.



**Improve worker satisfaction and retention**



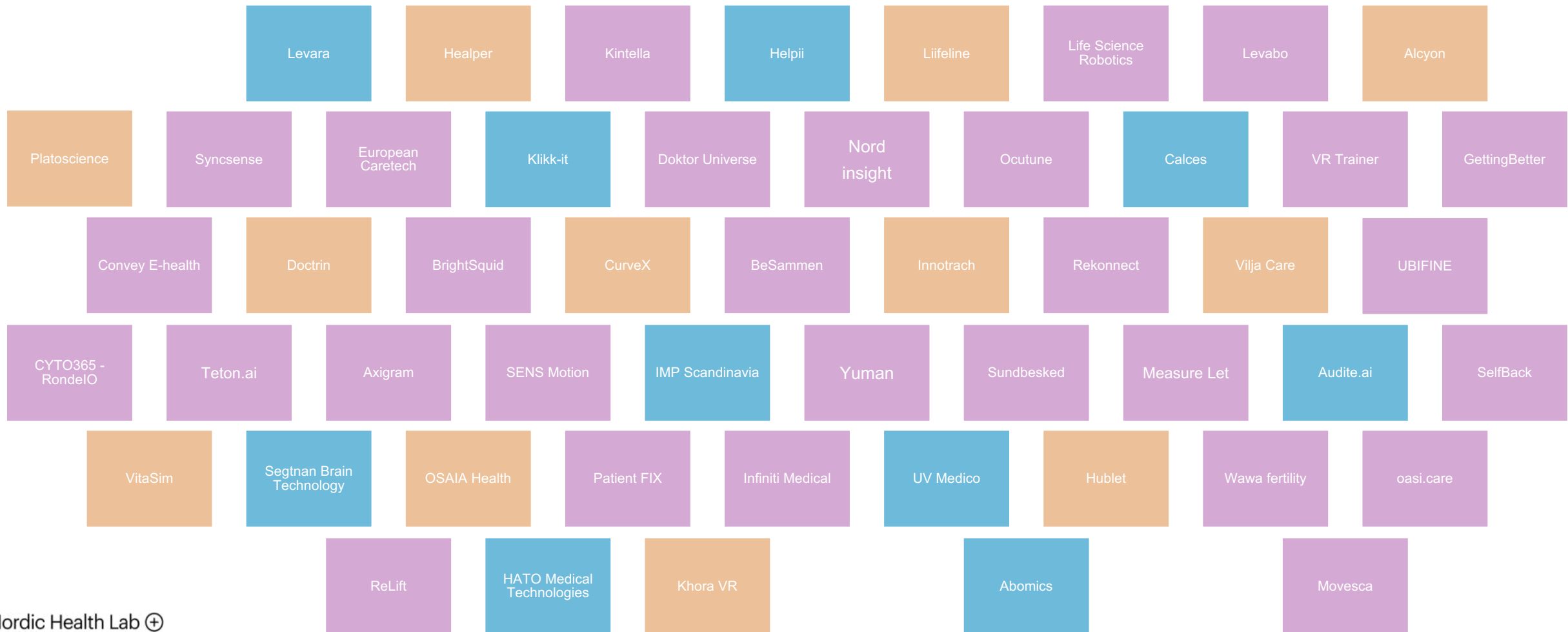
**Create better quality of care**



**Simplify complex procedures**

# Work Smarter Solutions

Within the Nordic Health Lab ecosystem several innovative companies are improving working conditions.



# Work Smarter

Healthcare solutions and initiatives that improve or simplify processes in the healthcare system.



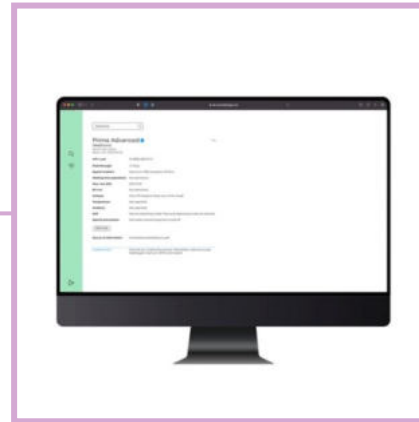
## **Teton.ai**

A patient-monitoring system that creates better insight into patient welfare.



## **European Caretech**

An easy to use system to support nurses doing heavy lifts of patients sliding down in their bed.



## **NordInsight**

A browser-based database over implants for radiologists can find safety-guides quickly and safely.



## **Yuman**

Robots to relieve nurses from simple but time-consuming transportation tasks.



## **MEASURELET**

A toilet that automatically reads urine and stool metrics and adds them to the patient file.

# Health@Home

Healthcare solutions and initiatives that make the treatment, management and monitoring of people's health possible in their own home.



## Health@Home improves care

Health management does not only happen in a hospital setting. Successful Health@Home measures improve patient outcome and long-term care.



## Burnout in healthcare

There is an increase of healthcare workers reporting burnouts, and many leave the profession early. Furthermore, there is a structural shortage of healthcare workers in the future. These factors combined are a serious risk to patient welfare.



## Patient independence

When health is managed only in a hospital setting it removes patients' control over their own health and limits patient independence.



## Intersectoral collaboration

Different parts of healthcare is managed at different sectors of the public system creating a need for structured collaboration in an increasingly complex system.

# Health@Home

Solutions that support Health@Home initiatives include several benefits.



**Limits avoidable hospitalisations**



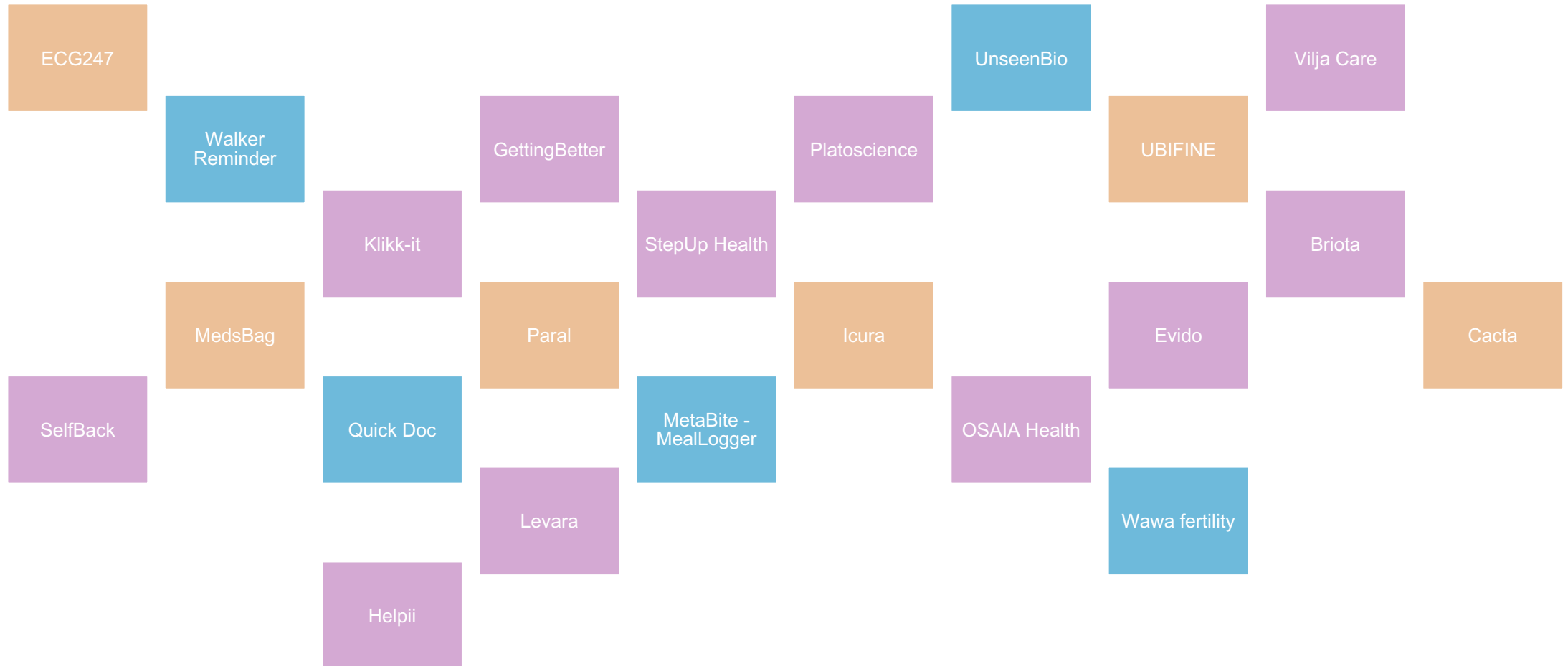
**Reduces days spent in hospital**



**Improves long-term health management**

# Health@Home Solutions

Within the Nordic Health Lab ecosystem several innovative companies are addressing Health@Home.





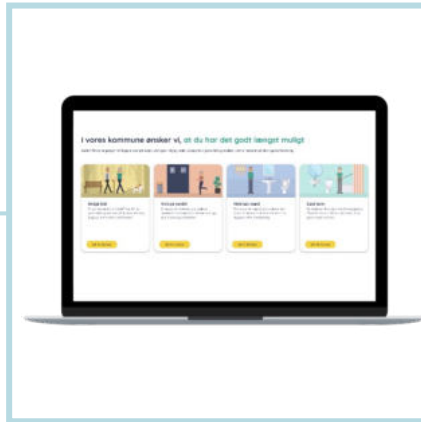
# Health@Home

Healthcare solutions and initiatives that make the treatment, management and monitoring of people's health possible in their own home.



## Klikkt

Through alarms, patients are reminded to follow their treatment plan and nurses get a complete overview of treatment compliance both live and backward in time



## Helpii

Online course for prevention of fall, constipation and urination issues for patients to use at home.



## Inifinity Medical

Wireless monitoring of patient vitals at home and improving data compliance



## Droplet IV

Automate the flushing of IV administered medication using a simple, safe and cost-effective solution.

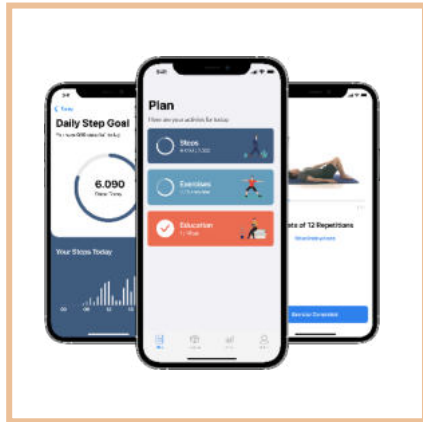


## Levara

A mobile, easy-to-use toilet lift that aids when standing up.

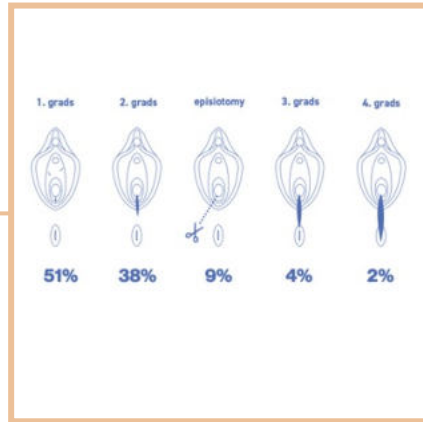
# Prevention and Early Detection

Healthcare solutions and initiatives that make early detection possible and improve preventative measures.



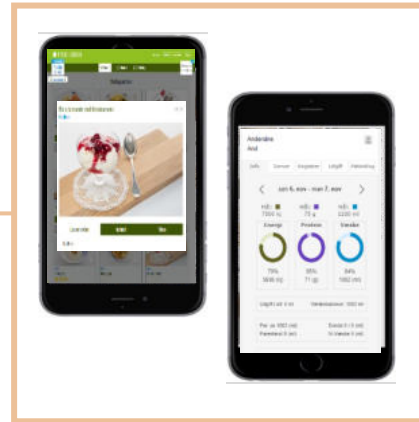
## Selfback

App for exercises for the relief and prevention of back pain to use at home.



## oasi.care

A stick-on device that support the perineum during labour and reduce childbirth ruptures.



## Movesca

It-tool for patient-oriented monitoring of nutrition and diet that increases insight into patient welfare.



## Cathrine Hartmann

A course for clinicians focusing on well-being at work and the connection between workload and private life.



## UnSeen Bio

Smart test kit and analysis of microbiomes for early diagnosis.

# Prevention and Early Detection

Healthcare solutions and initiatives that make early detection possible and improve preventative measures.



## Burnout in healthcare

There is an increase of healthcare workers reporting burnouts, and many leave the profession early. Furthermore, there is a structural shortage of healthcare workers in the future. These factors combined are a serious risk to patient welfare.



## More complex patient profiles

The number of patients with multiple chronic conditions is rising, creating complex patient profiles which requires more specialised care.



## Late detection limit options

Late detection limits the treatment options available to test the efficacy and the optimal dosages.

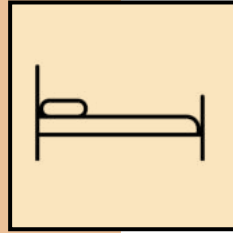


## Avoidable hospitalisations

Avoidable hospitalisations and unnecessary procedures are a burden to healthcare workers, hospital resources, patients and their next-of-kin.

# Prevention and Early Detection

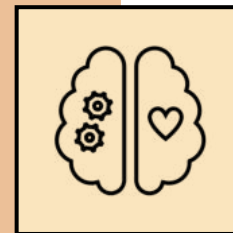
Solutions that support early detection and prevention include several benefits.



**Reduce avoidable hospitalisations and procedures**



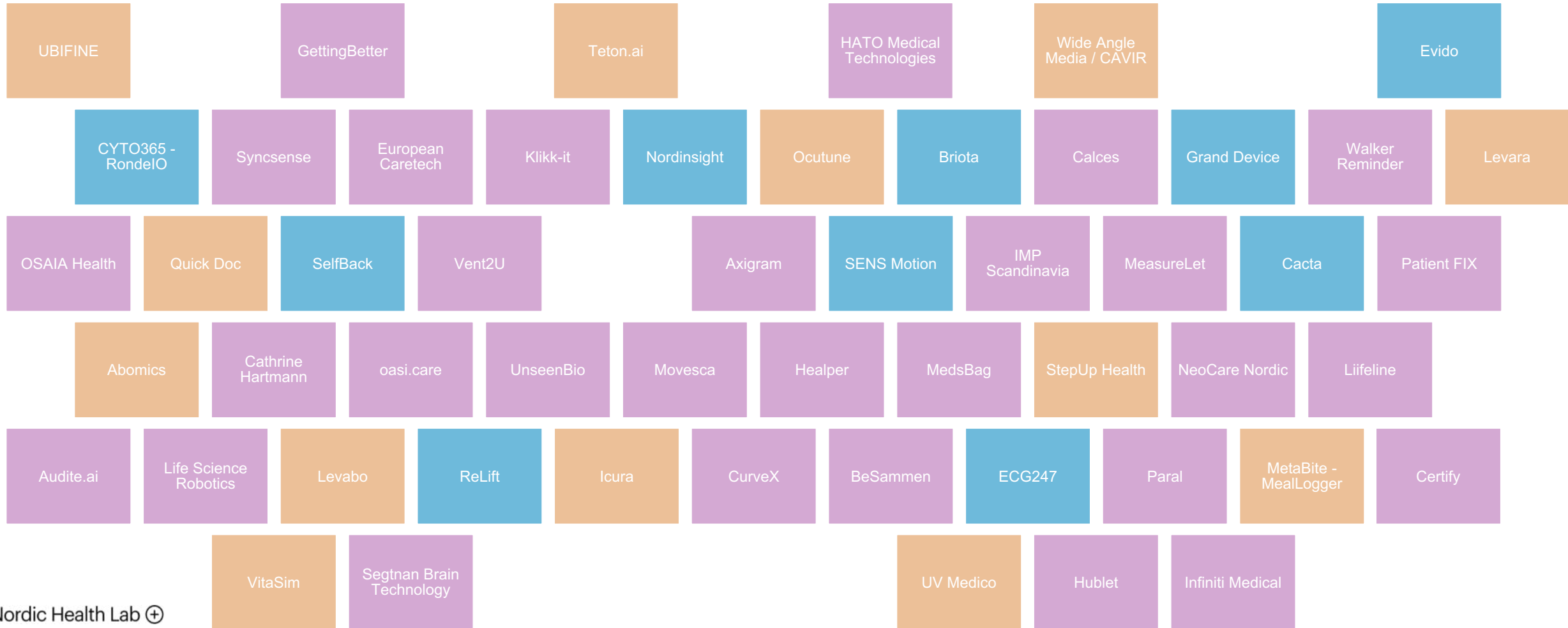
**Create better quality of care**



**Contribute to better patient involvement**

# Prevention Solutions

Within the Nordic Health Lab ecosystem several innovative companies are addressing prevention.



Organisation

Board of Directors



**Jesper Lok**  
Chairman of the board



**Henrik Schødt**  
Co-chair of the board



**Claus Rehfeld**  
Independent



**Bente Ourø Rørth**  
Nordsjælland Hospital

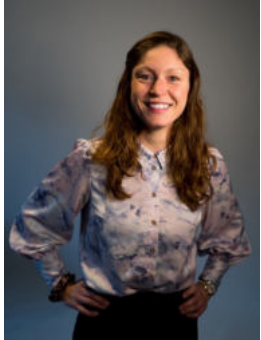


**Thomas G. Jensen**  
Aarhus University

Nordic Health Lab Team



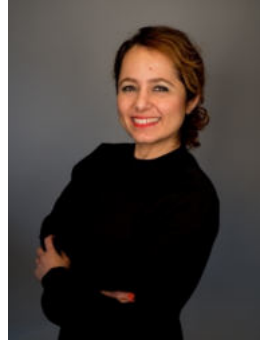
**Jesper Juel-Helwig**  
CEO



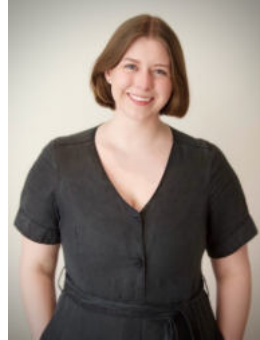
**Pia Andersen**  
Head of Projects



**Jacob Telcs**  
Head of Business  
Development



**Parastou Booyash**  
Head of  
Communications



**Anne Marie B. Holck**  
Management Assistant



**Amanda Jirjis-Kofoed**  
Intern

Innovation Consultants



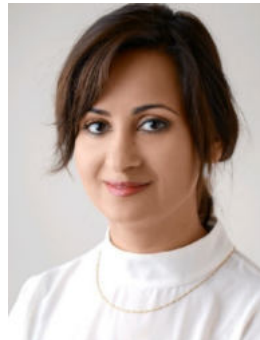
**Jens-Peter Baatz.**  
Nordsjælland Hospital  
Nordic Health Lab



**Trine Andersen**  
Regionshospitalet  
Horsens



**Anne-Mette Sonne**  
Regionshospitalet  
Gødstrup



**Ladan Rezaei**  
Slagelse Sygehus



**Alex Kjølner**  
Bornholms Hospital



**Sandra Berkan**  
Allerød Kommune



**Christian Gertsen**  
Fredensborg Kommune



**Line Brandt Nørreslet**  
Bornholms Regions-  
kommune



# Questions?



*Find videos from our Pitch Days, Workshops, Interviews, Events and more at [Nordichealthlab.com](https://nordichealthlab.com)*



Introduction to Startups in the Nordic Health Lab  
development track



# NordInsight

*Data safe than sorry*

# Even small ruptures affect women's quality of life

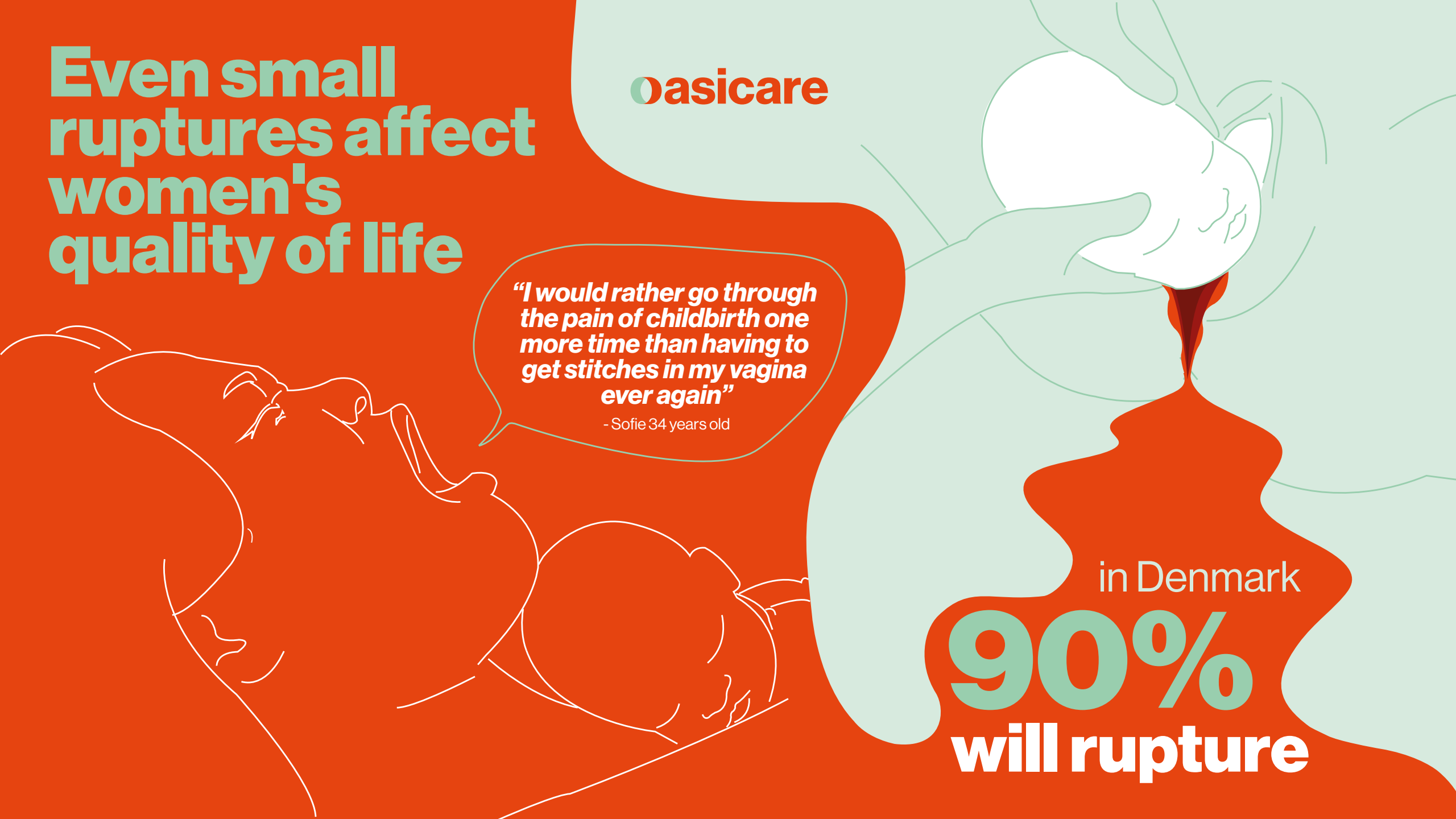
Basicare

*"I would rather go through the pain of childbirth one more time than having to get stitches in my vagina ever again"*

- Sofie 34 years old

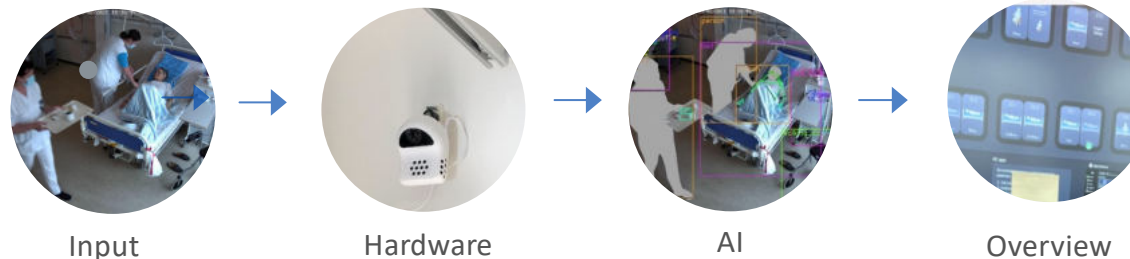
in Denmark

**90%**  
**will rupture**





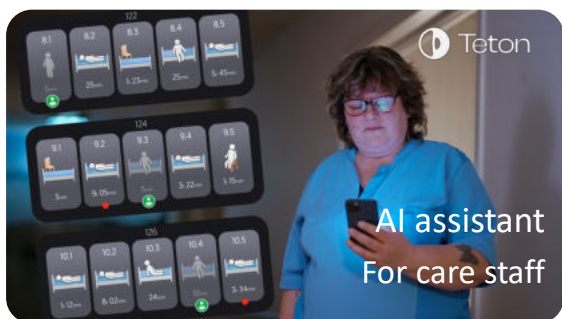
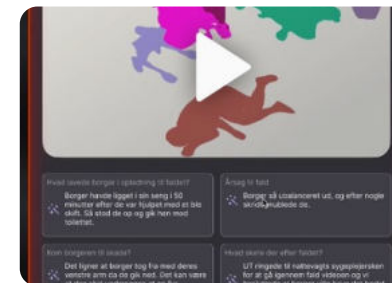
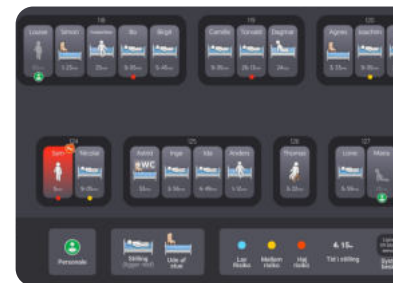
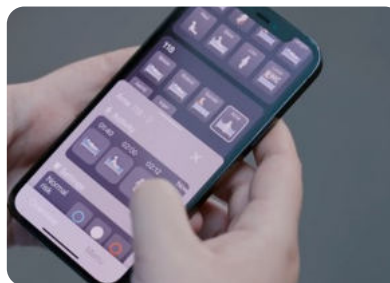
# Leveraging AI in vision, text and audio



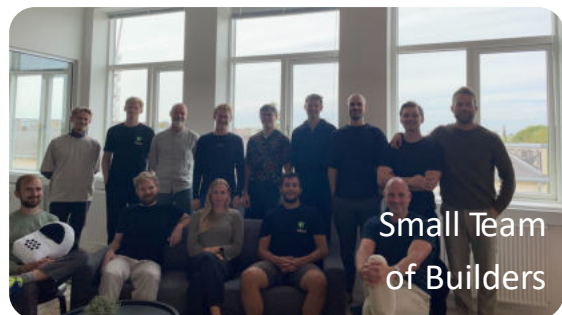
Context rich alerts

Full patient overview

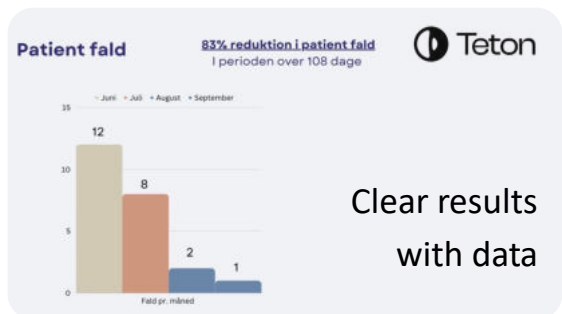
Auto documentation



AI assistant  
For care staff



Small Team  
of Builders



Clear results  
with data

## Providing:

- 25% reduction in Evening/night workload
- 20% in bedside nurses
- 80% patient fall events
- 30% reduction in time wasted on documentation
- and much much more

Teton is backed by Plural Platform and Wise Founder Taavet Hinrikus.  
One of the fastest growing healthcare startups from the Nordics. Combining cutting edge AI and Danish health care excellence.

Info: [www.teton.ai](http://www.teton.ai) Christian Brosbøl, Ops @ Teton. Contact: [christian@teton.ai](mailto:christian@teton.ai). Phone: +45 2254 0828



PREVENTION & TREATMENT SOLUTION

# Online physiotherapists, AI exercise programs & automation enhance the quality and effectiveness of MSK care



**Human-driven**  
motivational online physiotherapy



**AI-powered**  
personalized exercise programs

Personal physiotherapist



Easy access



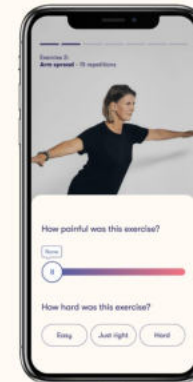
Conversations via chat



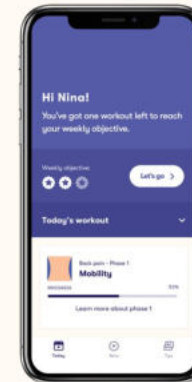
Injury-specific workouts



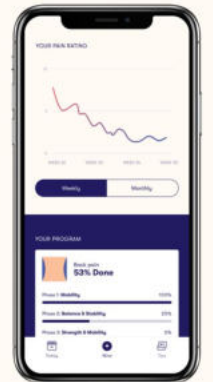
Personalized exercises



AI-powered progress



Reduce your pain



Injurymap's CE-marked digital, online, and hybrid physiotherapy solutions are innovative and well-documented approaches to treating muscle & joint pain and deliver strong patient outcomes fast. To date, more than 2 mio exercises have been completed, and more than 6.000 tech-enabled physiotherapy treatments have been completed. Doctors working in general practice refer more than 300 patients to Injurymap monthly. In short, we are trusted by patients, healthcare professionals and insurers alike.

# Nordic Health Lab

Nordic Health Lab  
Danneskiold-Samsøes Allé 41  
1434 København, Danmark  
[info@nordichealthlab.com](mailto:info@nordichealthlab.com)  
[www.nordichealthlab.com](http://www.nordichealthlab.com)