

Annual report 2017



Better health solutions for all





We stimulate growth in the
health industry through
successful collaborations,
our members and ecosystem





A growing industry



Our members are the core of our cluster. Everything we do is to the benefit of our members. Whether they are entrepreneurs or established organisations or corporations, their success is our success.

Norway Health Tech is the largest health cluster in Norway. In August 2017 we changed the name from Oslo Medtech to Norway Health Tech. There were two underlying drivers: Firstly, the cluster and its members represent all technology areas within human health. Secondly, the cluster had matured in to a cluster with members from all regions of Norway. Changing the name to Norway Health Tech was also about a strategy of making our competence hub and resources available to all companies in Norway and assisting the companies for global outreach. As Norway is a small country, and health innovation is knowledge intensive work, it is important to work together, across R&D, industry, hospitals and municipalities, and network, competence and experience. So, it was a natural thing to go from Oslo to Norway, and from “medtech” to “health”.

With the name change also came the change of our graphic profile. Our logo symbol illustrates the Northern star, as it is the brightest on the sky and always points north. It is our leading star and north is where we find our home.

At the end of 2017 we had 225 members, they come from all over the country and represent the full value chain of health. And between the summer of 2017 and summer of 2018, as many as 70 new members have entered in to the cluster! This underline the value of being part of a network, working together and getting access to the resources you want and need to create products and solutions for a sustainable Norwegian health industry, at home and abroad.

The year that is now behind us has been the most active in our history. With being awarded two large EU-project and the coordination responsibility with it, our EU team grew in size and competence. We now have a team that can answer to the needs of the members and run acceleration projects to help stimulate industry growth.

We launched a Nordic network of testing facilities in November 2017, Nordic Proof. With the help of Nordic Innovation, we are now able to provide one entry point to the best clinical testing facilities the Nordics has to offer.

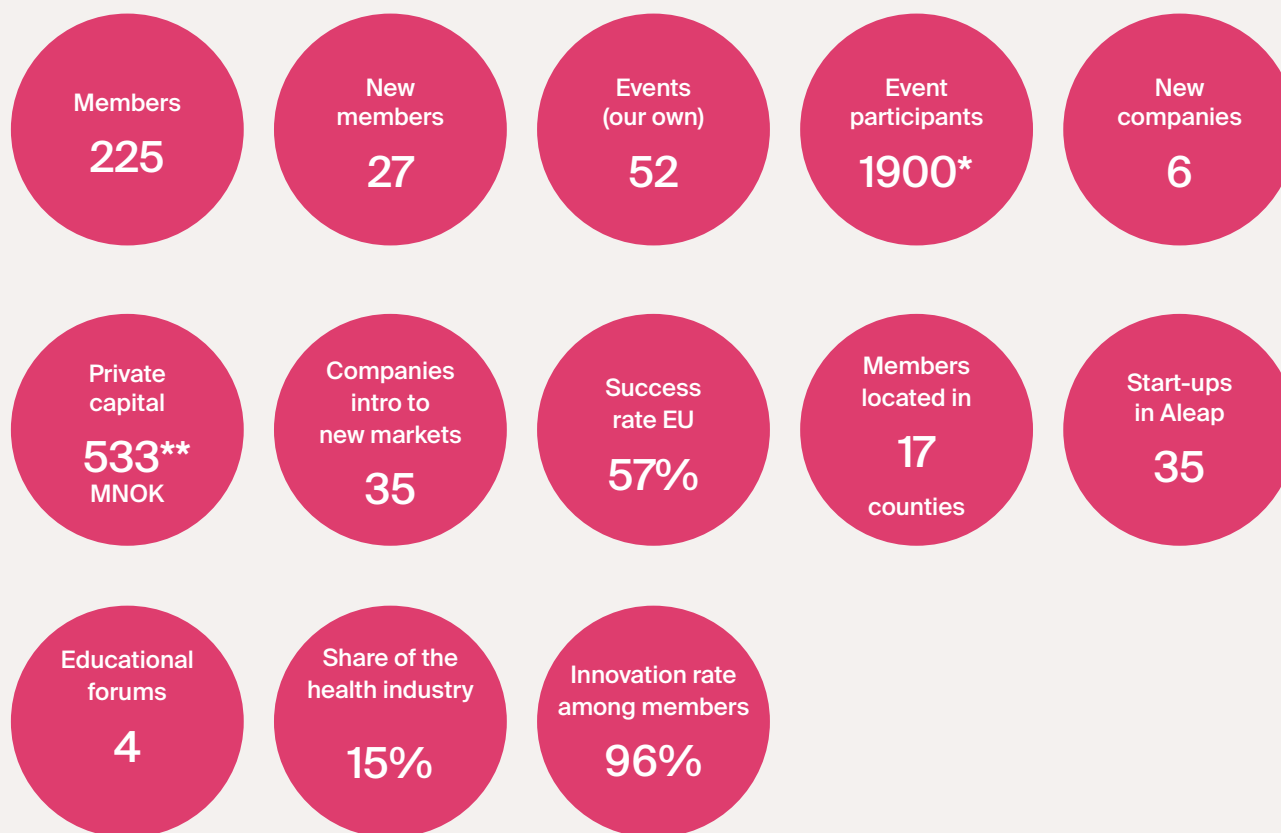
2017 has been a remarkable year, with a high level of activity and goals reached. As we enter 2018 we see only opportunities and look forward to the challenges ahead.

Kathrine Myhre
CEO



Key results 2017

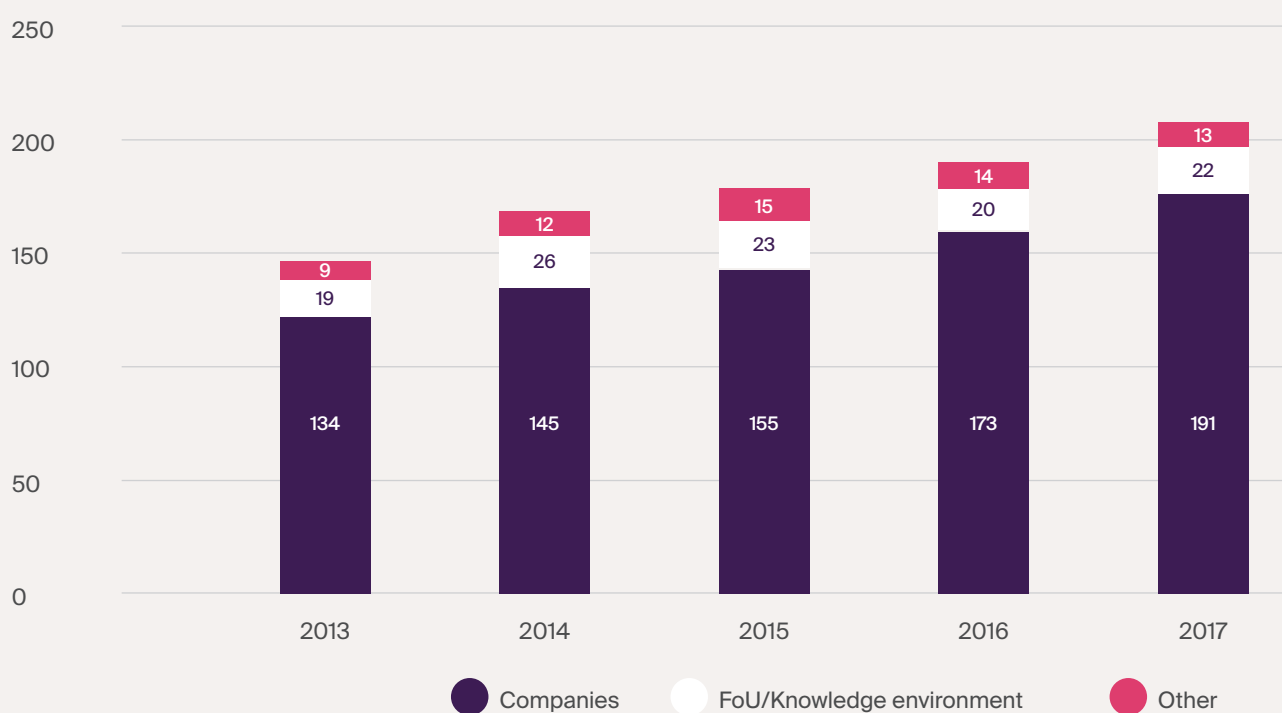
Norway Health Tech



* Including events without confirmed lists and DNB Healthcare Conference

** Numbers reported from members of the cluster

Members Norwegian Health Tech 2013 – 2017



The industry is booming - a higher share of startups in Norway Health Tech than in the industry and the Norwegian economy combined *

* Menon Economics 2017

The Norway Health Tech Team

The team in Norway Health Tech is an international team with big ambitions. The cluster is kept lean and agile but still solid by a mix of own employees and consultants. This ensures dependability in deliveries while still having the flexibility to scale up and down the activity.

Our team embeds the values of the cluster, being collaborative and thinking big, connecting the dots in the bigger picture. We are here to help the Norwegian health industry grow - at home and globally.



From above left: Kathrine Myhre (CEO), Anita Moe Larsen (Head of Communications), Katrine Halvorsrud (Finance manager), Waqar Ahmed (Head of EU Program), Trine Radmann (Head of International Affairs), Therese Eftevaag (Communication and Member Contact), Sergio Ferreira (Project Manager EU), Mette Aastad (Project administrator EU), Bent-Håkon Lauritzen (Advisor), Odd Arild Lehne (Innovation project advisor), Herman Berg (Communication advisor), Bill Harris (Advisor Corporate program), Shane West (Advisor Market Insights), Dimitrii Rodinov (Advisor EU team) and Mas-ha Strømme (Advisor Investor Network).



Our members

A

Abilia AS
Ably AS
Acando
Accenture
Adapa360
Admincontrol
Advanced Medical Support
Advokatfirma DLA Piper
Advokatfirmaet Grette
Advokatfirmaet Selmer DA
Akershus Universitetssykehus HF
Alder AS
Alere Technologies AS
Amra
Apertus AS
Argentum
ASAP-Norway
Ascom
Attensi

B

Balter Medical AS
Bærum kommune
BB Visual Solutions AS
Beckman Automation AS
Bestfær AS
Bio-Me AS
Biomolex
BIOVOTEC
Birk Venture AS
Bitvis AS
BRAIVE (tidl Tankeboksen)
Bull & Co

C

Calpro AS
Capgemini
Cardiacs
Cardinor
Caretech AS
Celio AS
Cellmover AS
Cerner Norge AS
CFO FOR HIRE
Changatech AS
Checkware
Computas
ConceptoMed AS
CondAlign
Corticalis AS
Crayon, Norway
CSAM HEALTH AS
Cura8 AS

D

Decon-X International AS
Deloitte AS
Depict AS
Diakonhjemmet Sykehus
DiaMan AS
Diatec Monoclonals AS
Diffia
Dignio AS
DIPS AS
DNB
DNV GL
Dossier Solutions
DRIV INKUBATOR AS, Drammen
Dynamic Precision Norge AS

E

EasyTrans AS
Epiguard AS
Evondos
Exceller
Extero AB

G

GE Vingmed Ultrasound AS
Geelmuyden Kiese
Genetic Analysis
Gentian
Get Started! AS
Gjensidige
Glucoset
Gray Plant Mooty Law Firm
Gyldendal Norsk Forlag AS

H

HALOGEN.
Hear It AS
Hedmark Kunnskapspark AS
Helse Sør-Øst RHF
Helseklyngen
Helsetelefonen AS
Hospital IT AS
Hotswap Norden
House of Consulting AS
Høgskolen i Oslo og Akershus (HIOA)
Høgskolen i Sørøst-Norge (HSN)
Hugg AS
Hy5

I

IBM Norge
IC Targets AS
iGlobaltracking AS
Imatis AS
InformaMedica
Innoventus Sør AS
Inonit AS
Intervensjonssenteret
Inven2
Inventas
Itera

J

JodaCare
Joint Biomed AS

K

K. Lerøy Metallindustri AS
K8 Industridesign AS
Karl Storz Endoskopi Norge AS
Ko-Aks AS
Kodemaker Systemutvikling AS
Kreftforeningen
Kunnskapsforlaget

L

Labrida
Langseth Advokatfirma DA
Lauritzen AS
Leogriff
Lilleeng Helsepark
LINK Medical Research
LipDx AS
Listen AS
Lørenskog Sykehjem
Lundelab AS

M

M4Influence AS
Max Manus AS
Mecsense AS
Medcare AS
Medistim
Mektron AS
Memoria
Metronor AS
Mode Sensors AS
Mosseregionens Næringsutvalg

N

Nasjonalt senter for e-helseforskning
NCNOR AS
Nemko
NeoMed Management
NKI
No Isolation
Norautron as
Norsk Førstehjelp AS
Norsk regnesentral (NR)
Northern Development AS
Novelda AS
NTNU Technology Transfer AS

O

ODI Medical
OMNI AS
Oncoinvent AS
Onsagers
Oslo kommune Helseetaten
Oslo Universitetssykehus (OUS)
Oslo Universitetssykehus HF, MTV
OsloTech
Ostomycure AS
Otvio

P

PET-senteret
Photocure
Picterus
Polypure
Posicom AS
Pre Diagnostics AS
Prediktor Medical
Prelud AS
Prevas
PubGene AS

Q

Qmed Consulting



R

Rabmed AS
Redcord
RemovAid
Respinor
RisCo
RoomMate AS
RUUD Executive

S

Safety 365
SANDS
Sarsia Seed Management AS
Semcon
Sensio
Sensocure
Sensor Communication
Senter for fagutvikling og forskning,
Sykehjemsetaten Oslo kommune
Sero AS
Shane West Consulting
Simens Healthcare
Simlrs AS
Simpro AS
Simula Research Laboratory AS
Sintef
Skannex

Skiwo AS - TikkTalk
Skuld Insight
Smartbrain AS
SoftOx Solutions AS
Sonitor
Sopra Steria
SpinChip
St. Jude Medical Norway AS
Sunnaas Sykehus
Sykehuset Østfold

T

Takeda
Tandberg Innovation
Telenor
Tellu IoT AS
Thermo Fisher Norway Holdings AS
Thula
Tieto
TOPRO Industri AS
Triangel Solutions AS
Tronrud Engineering AS

U

Universitetet i Oslo (UiO)

V

VAR Healthcare
Vestfold Audio AS
Videonor
VingMed AS
Vitas AS
Vitensenteret helse og teknologi /
The Science Centre Health and Technology

W

Wheel.me
Wikborg Rein

Z

Zacco
Zeppelin AS

Ø

Øien & Co AS



NordicProof

Testing solutions for
world class healthcare

Through 2017 we worked with the Nordic countries to connect the Nordic test facilities into a network through the project Nordic Network of Testbeds. The project was funded by Nordic Innovation. The purpose was to make it easy for both Nordic and international healthcare companies to find the best facility, or facilities, for testing their product in the Nordic region, based on the testing facility's competence and experience. The project set out to coordinate and promote Nordic cooperation, and for the partners to learn from each other and reach a larger audience.

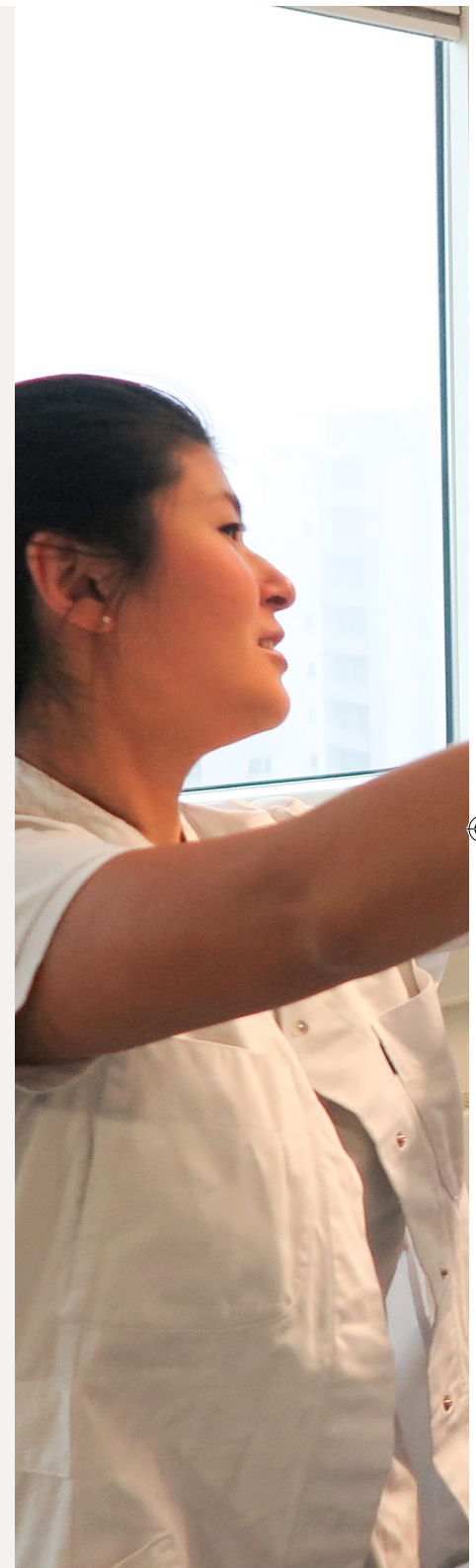
Norway Health Tech saw the challenge early and invited the best test communities to collaborate. The project sought funding and started in 2015, along with 9 partners in the consortium. All Nordic countries were represented, including Iceland.

In November, we launched Nordic Proof, leaving the project phase and going into operation. This was marked by a major Nordic conference with over 100 participants. The conference was opened by Minister of Health and Care, Bent Høie, who emphasized the importance of new products being tested and implemented in the hospitals, as well as emphasizing the value of Nordic cooperation. There are now 7 hospitals / test specialists in the network and assignments are coming in.

The partners in Nordic Proof are well-known health institutions and testing hubs in the Nordic region. They are leading players within their field, testing ideas, products or solutions. The partners offer testing at all stages of development, including structured documentation. Through Nordic Proof we can now offer an attractive environment for testing health products for national and international players. We will continue to work on network development and make the network known internationally.

We are open for business - for more information:

www.nordicproof.org







EU Program

Norway Health Tech has had great success in the calls from Horizon 2020. We assist the companies with identifying the call appropriate for them, streamline and form the application idea and at times writing the application.

One of the companies we assisted was Respinor. The specific Horizon2020 program received 237 applications, of which only six were supported and Respinor was ranked number one. The Respinor product uses a sensor that measures movement of the diaphragm in patients who are on ventilators (patients whose breathing is assisted in the intensive care unit).

"It's great to go all the way among so many applicants worldwide. I think it is because we are addressing a real medical need and have a solution that can save society huge expenses. We could never have made this without the help of Norway Health Tech", says Respinor CEO, Nicolay Berard-Andersen.

For 2017 the EU program of Norway Health Tech had a success rate of the submitted applications to Horizon 2020 of 57%. The country average is about 7-10%.





INNOLABS a Cross 4 Health – two prestigious EU projects coordinated by Norway Health Tech

The Innolab project will help SMEs in ICT and health technology to develop solutions that meet the needs in the field elderly care. The project has 8 partners from Spain, Italy, France, Germany, England and Poland, six of which are clusters, as well as Norway Health Tech. The activity in the project has been high from day one and had a large hackathon in September 2017 where specific challenges that had been provided from hospitals and municipalities were addressed.

Cross 4 Health focuses on technology and knowledge transfer from the industries oil, gas, ICT and aerospace to health. The consortium has 7 partners from Germany, Spain, France, England and Sweden, of which 5 are clusters, in addition to Norway Health Tech. The project was kicked off in 2017 and the activities will commence in 2018.

Both projects are prestigious projects and coordinated by Norway Health Tech. They are funded with 5 M Euro each where most of the funds go to the companies. The projects involve companies from the different clusters largely through competitions, hackathons and ideation events. The best results are awarded through cash prizes and services from service providers that the clusters have qualified. The projects create opportunities for small and medium-sized businesses to grow and accelerate. Together, Innolabs and Cross4Health will support more than 200 SMBs with direct or indirect financial contribution through four open competitions. The companies selected in the open competitions receive between € 10,000 and € 60,000 in financial support.

Innolabs and Cross4Health are funded by the European Union's Horizon 2020 research and innovation program and were awarded the consortium to Norway Health Tech in strong competition.

To read more:

innolabs.io/index.html

cross4health.eu/index.html



The HealthBrief

The frontier of health innovation writing.
Curated with Nordic ingenuity.

— The Health Brief is an independent online magazine and newsletter with which the industry can talk to a growing audience about things they are interested in. It is published in English and produced by experienced editors and reporters based in every Nordic country. This will allow us to tell the world what is happening in Norway and the Nordics, attract business and companies to our region as well as sharing international industry news to our audience.

There is no such platform today and we will grow it with partners and contributors to establish the channel the industry needs.

The target audience is Nordic and international health professionals, companies & organizations, investors, media, students and opinion leaders.

The Brief was launched during 2017 as a first version and will be re-launched in 2018 with industrial partners as contributors. The platform was developed together with our partner, Superblaise, and we work together to fulfill the vision of the Brief.

The Health Brief will be the place for news of our business to be spread, and it will represent the whole value chain of health innovation.

Check it out: www.thehealthbrief.com





Educational forums

One important task of the cluster is to share knowledge among the cluster members. This is done several ways, but one way we have had success with is The Educational forums.

Most forums consist of a working group (member representatives) and a coordinator (from Norway Health Tech), and plan 3-5 meetings, workshops or courses throughout the year.

We have four forums in operation, and more in the planning. Forums are based on the need for knowledge from our members, and will not start up or continue the activity if the members do not see it valuable.

The most established forum is QA Regulatory, addressing the most common regulatory issues that our companies face through development. In this forum our members, LINK Medical and Otivio, are strong contributors. They ensure that the topics we address are relevant, the speakers up to par and the format favourable.

Based on the success we have had with QA Regulatory and some of the questions coming up here, we established the Procurement forum. Here member BULL & Co is in the lead with assistance from Norway Health Tech. With laws and regulations being strict in the public dialogue, this was a need we saw in 2017.

Third operational forum is IP Law. Theresa Cominsky, lawyer and IP specialist, established this. This year we have had activities spread out across the area, addressing different geographies as well as topics in the field. Several companies have contributed and made the offer varied and interesting.

Last, but not least, is the Communication forum. Together with member Geelmuyden Kiese we address different topics of strategic communication and see how they can be set into action. Looking at cases with documented results is inspirational and motivating. After the forums have had a plenary meeting, companies are offered 1:1 consultations.

Without the contributions of the members, the Educational forums could never have commenced. We are very grateful for the contributions, as we are sure the other members are as well.



Excite International

Norway Health Tech is always looking for new ways to make the journey from idea to scale as efficient as possible for our member companies. One hurdle is how to do clinical trials and through a cooperation over a couple of years, we went into a formal partnership with EXCITE International. This partnership will provide increasing opportunities for Norway to influence the ongoing development of EXCITE International, while expanding global reach for Norwegian health technologies and access to Nordic markets for other EXCITE International member countries.

EXCITE International was incorporated as a not-for-profit organization with a vision to streamline the pathway from innovation to adoption for impactful health technologies that have the potential to significantly improve patients outcomes and/or health system efficiencies.

This ground-breaking initiative has been made possible by establishing a large international collaboration of strategic stakeholders including payers, health systems, industry, expert end-users, and patients upstream in health technology development. Advice by these stakeholders, provided as early as proof-of-concept and during protocol development for clinical trials pre-regulatory approval, ensures that expectations of all stakeholders are met together with those required by regulators.



The team behind Excite International from left: Les Levin (Excite International), Carl Christian Giulhuus-Moe (Norway Health Tech), Kathrine Myhre (Norway Health Tech) and Anita Moe Larsen (Norway Health Tech).



EXCITE International provides two services: Early Technology Review (ETR), usually employed at the proof-of-concept stage of development although can apply to any stage of the lifecycle. EXCITE's ETR is increasingly being regarded as the starting point for technology evaluation.

The second is full evaluation with protocol development for clinical trials. Protocol development falls under the purview of EXCITE's international Scientific Collaboration. The main objective of EXCITE's tailored protocols is to improve the first-pass approval rate for coverage determinations globally by mitigating the risk of first-pass rejection by payers.

While no company can guarantee regulatory approval or market adoption of new health technologies, EXCITE International seeks to ensure that stakeholder input upstream minimizes the likelihood of rejection downstream. EXCITE's international, collaborative approach accelerates global adoption and reduces the risk of repeated clinical trials or data gathering requested by payers and health systems due to inadequate evidence gathered upstream purely for the purposes of regulatory approval.

EXCITE International is designed to pull rather than push impactful technologies into health systems globally through synchronous approaches. There is no other example of this high-level stakeholder involvement to assist companies in getting to global markets.

The current approach to health technology development, which sequentially seeks regulatory approval followed by requesting coverage by payers and health systems, is complicated, counter-productive and counter-intuitive. The value-add of EXCITE International is that it aligns companies with important international decision-makers and experts early in the evaluation process (pre-market), working with them across the entire pathway from innovation to global adoption.

EXCITE International regards industry as part of the health system and aligns all stakeholders to pull impactful technologies into markets to improve patient outcomes and/or health system efficiencies. It avoids repeat studies to satisfy multiple health systems to address inadequate or inappropriate evidence developed for regulatory approval, which has a different focus from coverage decision-making.

Working with investors

Working with investors and funding activities

It is important to bring investors to the industry, and investors want to learn more about health. We do several activities each year to stimulate this, and there will be more in the future. As the Menon report clearly states, the entrepreneurs need access to private capital.

The biggest initiative we had in 2017 was Angel Challenge Health. We teamed up with StartUp Norway and Angel Challenge to create our own version of the already established program, Angel Challenge and that was how Angel Challenge Health was launched.

Through 8 workshops, 20 investors were subjected to 18 entrepreneurs, and selected 5 of them in the second workshop. The program ensured that the investors themselves met professionals in different fields of health technology, teaching them the specifics of investments in health and developing a health technology company. So while growing their own competence in the field, they also coached the remaining 5 finalists all the way to the final.



The team behind Angel Challenge Health, from left: Kathrine Myhre (Norway Health Tech), Matthew Smith (StartUp Norway), the winner Gard Moe (Aristeia), Knut Wien (StartUp Norway) and Anita Moe Larsen (Norway Health Tech)

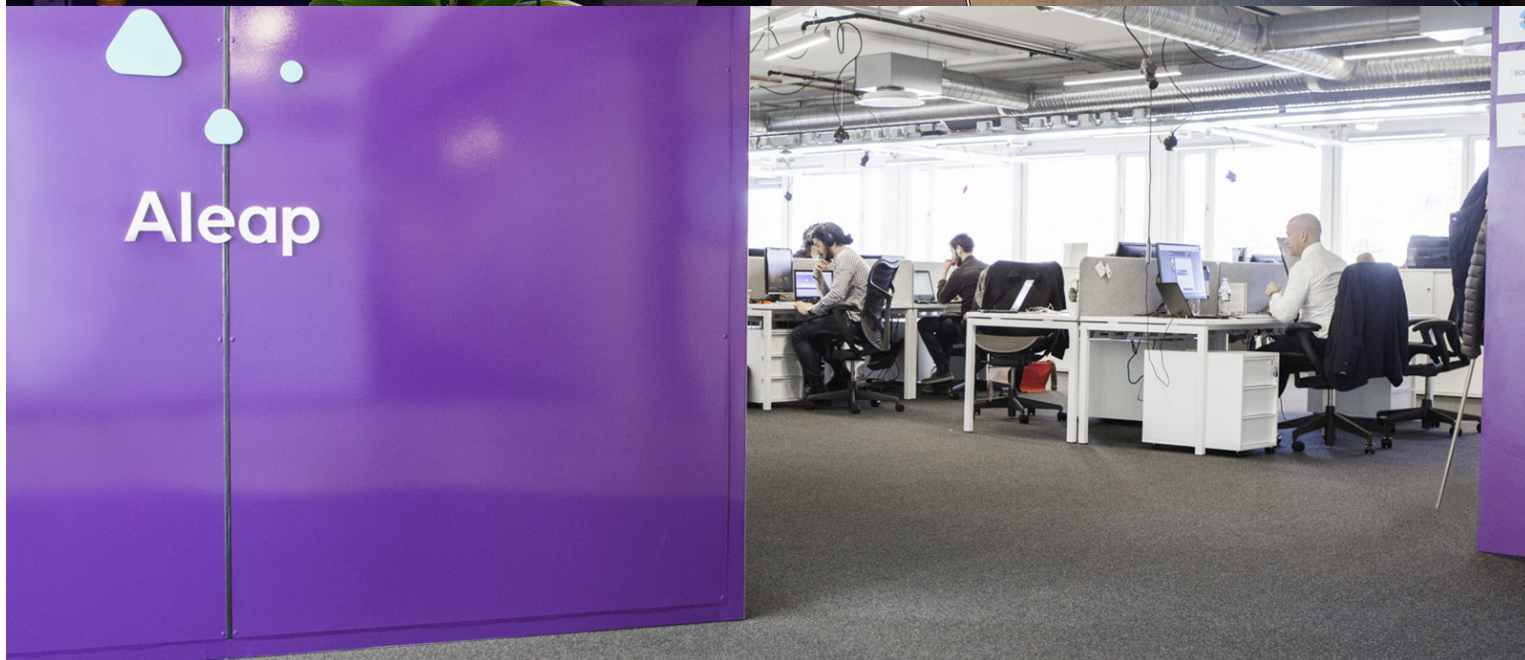


The winners of DNB Healthcare Conference, Boneprox, from left: Peder Remman, Theodor Remman og Anton Kärbrink

The winner of Angel Challenge Health received a one million NOK investment, along with a team of interested and engaged investors. The investors had a long discussion and all finalists were worthy of winning. In the end, the company Aristeia, with the entrepreneur and founder Gard Moe, got the final vote. He is developing a new and improved emergency tourniquet for use in military and civilian trauma care. The investment from Angel Challenge Health will enable him to take his invention and company to the next level and make the dream a reality.

— **For the last several years, we have been working with DNB to arrange the DNB Healthcare Conference, venture session.** DNB, who is also a member of our cluster, is a strong contributor to the industry, and this conference is important. 20 companies are selected to pitch before a highly qualified panel and an audience consisting of investors, fellow entrepreneurs, corporates and friends. Professionals from our network and other clusters come together to ask the presenters questions to explain more in detail the specifics of their product – making them even clearer to the investors and scouts. Also, DNB select the winner of their Healthcare Prize of 1 MNOK, a contest the finalists have been through several rounds to compete in. The winner of 2017 was Boneprox, an Aleap member, and we were all caught by the infectious joy from the winners.





Aleap – the health incubator

On October 12, 2016 we opened Aleap, the health incubator. Together with Inven2 and Oslotech, Norway Health Tech (then Oslo Medtech) was able to obtain funding and crew to start the first broad health incubator in Norway, and the response did not delay. It was clear that healthcare entrepreneurs needed this, with all the activity going on in health innovation. Aleap was established as a non-for-profit entity with three equal owners: Inven2, Oslotech and Norway Health Tech.

We went into 2017 with 7 companies. One year later, 200 companies, projects and ideas have been evaluated by Aleap. The incubator is almost at capacity, but with successful companies scaling, their door is always open to potential new members. At any given time between 40 and 50 companies call Aleap home. They operate with fixed and flexi desk options to create the most buzzing environment possible for its community. There are between 45 and 80 people connected to the incubator dependent on team size. All members receive daily follow-up from the team of 3 business developers and 1 community manager. Its clear the activity in Oslo has not gone unnoticed and there is a need for this type of centralized network and competence across Norway as a whole. TTOs, Coworking spaces, Universities' and hospitals across Norway are sending their startups to Aleap to utilize the resources you can find there. - Aleap is a health incubator for Norway, not just the region. 8 companies have moved on and left the incubator, taking their companies to the next level.

Norway Health Tech works closely with Aleap and has been appointed chairman of the board. Together, we constitute the driving force in the environment we have called Medical Growth House, where many of Norway Health Tech's members, who have come out of the incubator phase, are also located. The heart of Medical Growth House is the social zone where we have created an informal venue for official, professional and social events. By creating a collaboration arena like this, the cluster provides for the dissemination, processing and building of knowledge across companies and fields of expertise. This is how you make both early phase and more mature companies ready for the next step.



The Aleap team from left: Erling Nordbø (Managing Partner), Andrea Nicol (Community Manager), André Hansen (Partner), Ove Solesvik (Partner).



Demo Day 2017

— Norway Health Tech and Oslo Municipality invited health managers, politicians and the health care industry to meet for a national Demo Day in November.

Oslo, Kristiansand and Bergen municipalities and the procurement collaboration initiative between the 10 largest municipalities in Norway (K10) presented their strategy for future implementation of health care technology.

Companies were invited to show and demonstrate their products and solutions in the main hall of Oslo Science Park and pitch their solution to the audience.

Over 200 people participated at the Demo Day, which turned out to be one of the largest networking events Norway Health Tech facilitated at Oslo Science Park in 2017.





Member of the year and Company of the year

— We were delighted to present Attensi and Sunnaas Hospital with the Norway Health Tech awards “Company of the Year” and “Member of the Year” at the cluster meeting in December.

Every year, Norway Health Tech looks at the activities in the cluster and identifies the members who have contributed more than expected the past year. Although it is challenging to choose between so many hardworking and active cluster members, it was not difficult to notice the gaming technology company Attensi, and the way they have pushed the company forward, created jobs and grown the industry. Therefore, Attensi was selected as “Company of the Year” and states an example to follow. Also, Sunnaas Sykehus, working solely in rehabilitation, has shown its ability and willingness to be an innovative and open hospital, valuing the cooperation between public and private sector. They show in practice what it takes for us to build a working market for new health innovation. It was the obvious choice to make Sunnaas “Member of the Year”.

Norway Health Tech want to thank both Attensi and Sunnaas for the formidable contributions to the cluster and wider network, we are pleased and very proud to have such strong drivers in our network.



Sales Director at Attensi, Sølve Johannessen and Innovation Director at Sunnaas Hospital Sveinung Tornås





Our ambition is to make
Norwegian health technology
available all over the world



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0349 Oslo

norwayhealthtech.com

