



Norway
Health Tech

Annual report 2021



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Thoughts from our CEO —

Despite another challenging year with the pandemic influencing the work we do for- and with our members and partners in Norway Health Tech, we leave behind us a year with many success stories for our members and a few challenges.

The pandemic has forced us to think and work differently, the digitalization has accelerated in many fields, also within health and health technology.

Our international programs were expanded in 2021, and connections with new markets and stakeholders were established. Norway Health Tech facilitated introductions of Norwegian health tech solutions to European, Asian and American markets, all done digitally.

Technology allowed us to invite the whole world to demo days and company pitches, as well as introduce experts to the Norwegian Healthtech community.

We have engaged our members through events focusing on; procurement, funding, new regulatory requirements (MDR and IVDR), and test facilities needed throughout the product lifecycle (i.e Nordic Proof), in our role as facilitator. →

Discussion between Lena Nymo Helli and Raymond Johansen (Oslo municipality). Photo: Spekterkonferansen ↓



Thoughts from our CEO —

↓ Lena Nymo Helli, CEO



Another important role we have is to focus on better framework conditions for our members. We have given input in public hearings and been vocal with politicians and other stakeholders throughout the year. Some topics raised have been: speeding up the time from pilot to scaling, importance of private - public cooperation to ensure solutions address needs faster, and educating and connecting the health ecosystem on the untapped potential of the health industry.

The new Horizon Europe program expected in 2021 was delayed. We started a collaboration with NTNU on the EIT (European Institute of Innovation and Technology) Health program which will give companies opportunities in coming years.

Another major milestone was that we received the funding for and status as “Mature Cluster” from Innovation Norway. This enable us to continue help build a thriving industry and bring the best, sustainable, innovative solutions to the hospitals and municipalities.

We have also worked on our strategy together with the board moving forward as a mature cluster. Key focus areas will be to work closer with our members, engage them more and facilitate members to support each other.

We will also strengthen our own team and competence. Cooperation is a key word, and we have initiated many new in 2021, both with other clusters, innovation Hubs, financiers, industry associations and academic institutions.

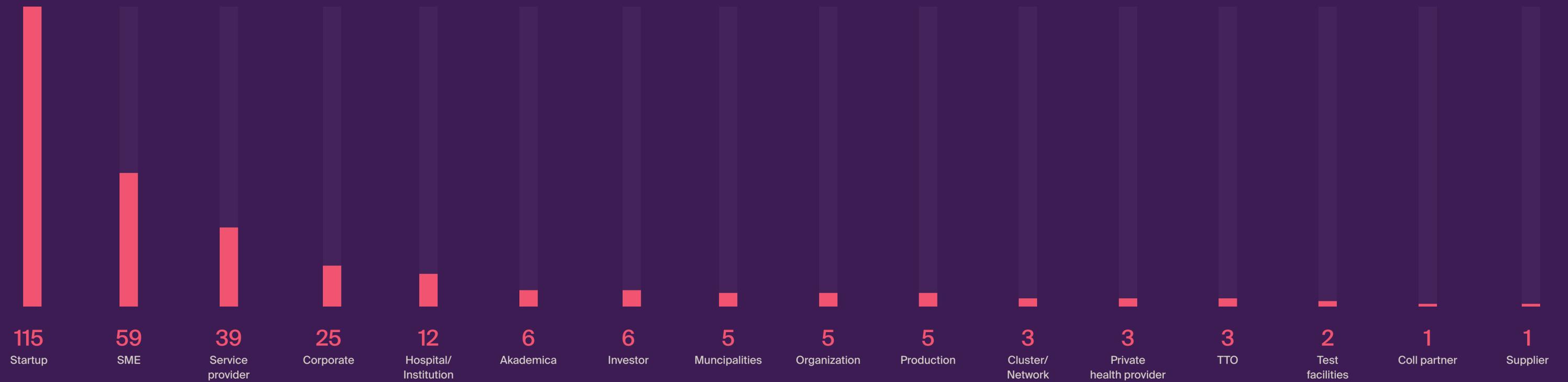
With the world opening up, I am really looking forward to working with my great colleagues supporting you even more in 2022 and meeting and getting to know our members, partners and financiers better. /

Lena Nymo Helli
CEO

Our members —

Our members are the core of the cluster. And also, its owners. By the end of 2021, we had 286 members. They represent the full value chain of health and are categorized as follows.

↓ Our members



Financial partners —

We are grateful for the support that enables us to deliver on members' needs.



Norway Health Tech

The Team —

Please meet the team. All our employees have skillsets that will help the members reach their goals. Some joined in 2021 and some went on to new challenges.

Here is the team as it was at the end of 2021, full and part-time resources:

Employees (full time):



Lena Nymo Helli
CEO



Katrine Halvorsrud
Finance Manager



Anita Moe Larsen
Head of Communication



Trine Radmann
Head of International Affairs



Sergio Ferreira
Senior Innovation Advisor



Irene Chelliah
Medical Advisor



Kari Anne Dehli
Senior Project Leader



Theologos (Theo) Xenakis
EU Project Manager



Magnus Lund-Vang
Test and Market Access
Coordinator

Advisors and part-time employees:



Bent-Håkon Lauritzen
Senior Innovation Advisor



Odd Arild Lehne
Senior Innovation Advisor



Haakon Skar
Senior Innovation Advisor and
Head of Trondheim office



Snorre Grading
Project Assistant (student)



Gry Helene Stavseng
Advisor Innovation Projects



Siri Stabel Olsen
Senior Innovation Advisor



Jeremy McCrohan
Head of Investor Relations



Joanna Lane
EU Advisor



Dmitrii Rodionov
EU Advisor

Norway Health Tech

The Board —

The Board of Norway Health Tech consists of representatives from our members and helps us navigate and prioritize. The board consist of the following:

Observers:



Jacob Mathiesen
Otivo



Hilde Nebb
UIO



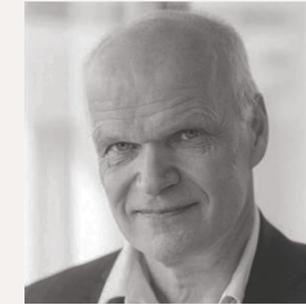
Kjell-Are Furnes
Ably



Jan Olav Høgetveit
Oslo University hospital



Asbjørn Lilletun
NorInnova



Olav Bardalen
Innovasjon Norge



Cornelia Mender
GE Vingmed Ultrasound



Richard Aastrand
Oslo kommune



Ellen C. Andersen
EpiGuard



Heidi Blengsli Abel
Checkware



Rune Siemensen
Helse SørØst



Tom Skyrud
Forskningsrådet

Nordic Proof —

Nordic Proof is a network of partners from renowned health institutions and testing hubs in healthcare in the Nordics. The Nordic Proof network offers one initial entry point for contact with the test facility partners.

Nordic Proof has three overall ambitions:

1. Bringing down barriers for testing and verification of new products and services.
2. Open the Nordic as a home market for companies by making it easier to get insight and start collaboration with health care institutions abroad.
3. Increased number of companies testing their solutions in the Nordics.

To attract desired attention amongst the stakeholders, Nordic Proof created a graphic profile and a website. Furthermore, Nordic Proof held events, meetings, virtual and physical, and where typically 20 – 50 companies participated. These events resulted in several new inquiries.

From 2018 to 2021, Nordic Proof has been approached by approximately 100 companies filling in the inquiry template asking for test services. 58% of these inquiries were from Nordic countries. Furthermore, 56% of the solutions are classified as medical device and 20% is categorized as e-health solutions by the companies. In addition, approximately 150 more companies have approached the partners directly. Almost all inquiries have led to further dialogue directly with one or more of the test facilities. Looking at the results from four years of operation, Nordic Proof has managed to address the industry's ambitions and given many companies the opportunity to get their products tested and verified at Nordic hospitals.

Read more about how Nordic Proof has reached the goals and set the standard for testing in the Nordic Proof has report on the results and experiences in the time period 2018 – 2021. /

Sveinung Tornås (Sunnaas sykehus), Lene Mosberg (Sunnaas sykehus), Mikko Savola and Jan Prokofjeff from the Finnish company Monidor. Photo: Siri Stabel Olsen ↓



Bent-Håkon Lauritzen
Senior Innovation Advisor



Siri Stabel Olsen
Senior Innovation Advisor

Moving towards EU with support from Norway Health Tech's EU team —

Sergio Ferreira discussing EU funding . Photo: Norges Forskningsråd

With the start of Horizon Europe - the EU's largest Research & Innovation program - the year 2021 was meant to be a year of transition; and it certainly was!

New projects!

Two large EU funded projects put together by Norway Health Tech (NHT) kicked off beginning of the year and will be running for the coming 3-4 years bringing value to the Norwegian and European Health ecosystems:

- SMILE, a ca 6MEUR project led by Sykehus Innlandet, dealing with Smart Living Environments for patients with dementia, COPD and post-surgery recovery
- Carematrix, a 6MEUR project, led by Innovation Skåne, conducting pre-commercial procurement for patients with multimorbidities

EIT Partner together with NTNU

NHT has also established a strategic partnership with NTNU to become associated partners of EIT Health, one of the largest life science initiatives world-wide. EIT Health is an unparalleled ecosystem, a perfect steering engine to bring innovation to the healthcare market. Through this collaboration, NHT and NTNU will try to engage the entire Norwegian health tech ecosystem →



Moving towards EU with support from Norway Health Tech's EU team —

↓ Member Bio-Me working in the lab. Photo: Norway Health Tech



(industry, academia, and public/governmental organizations) in creating better conditions for innovation in the health sector.

Launch of Horizon Europe

The launch of the new Horizon Europe Program was another landmark of 2021. There was great anticipation towards the largest ever Research and Innovation program from the EU; though, delays and mixed messaging made for a challenging start. Less so for the research actors but very challenging for SMEs (Startups and Scale-ups). One of the flagship programs for SMEs, the EIC Accelerator, was plagued by delays and confusion. It also became more complex than its

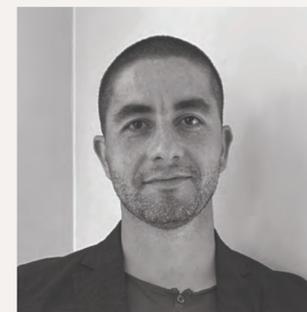
predecessors (EIC Accelerator Pilot and SME Instrument) and it is now much more demanding to prepare and submit a winning application, creating a lot of frustration and discouragement among potential applicants.

Is EU funding always the answer?

Norway Health Tech continued supporting organizations looking out for EU funding. Rather than a means to an end, EU funding should be an intrinsic part of a company's strategy not to become a distraction and a burden. It is in this perspective that we instill our members to think about EU funding which may not always be the best option at their current stage of development.

Given the turbulent start of Horizon Europe and the increased complexity, there is a stronger need than ever to support NHT's members, demystify the path towards EU funding and build winning stories to bring value into Norway's Health Innovation Ecosystem.

NHT has strengthened our EU Team by end of 2021 and the collaboration with other health clusters, Innovation Norway, and the Research Council of Norway to enhance value delivery to members: get in touch! /



Sergio Ferreira
Senior Innovation Advisor

Networking in times of Covid-19 —

The pandemic made innovation necessary, not only when it comes to new products and solutions, but especially for communication and networking across the globe.

On a global scale, Norway is a small market, and it is only natural for companies to look to expand internationally. Norway Health Tech has continued its popular Market Entry Programs, made possible by funding of Stiftelsen Teknologiformidling. The two focus markets for 2021 were Germany and the UK, and we're looking back on several online events, hybrid events, as well as physical meetings and attendance at conferences when it was possible. The foundation for success was laid in 2020 and grew substantially in 2021, and further into 2022.

Participants rated the Market Entry Programs and connected activities with an average of 4.1/5 stars.

In the UK, we continued to work closely with multiple AHSNs, the academic health science networks in England, Scotland and Wales, as well as NHS Trusts, ESNEFT (East Suffolk and North Essex NHS Foundation Trust), and SEHTA (South East Health Technologies Alliance). Through these networks we were able to make introductions to experts, hospitals, care homes, municipalities, and procurers. This has also led to a unique opportunity to meet physically in Oslo during the Health Tech Conference. In addition, selected companies were able to showcase their solutions and products in life demonstrations with partners.

VAR Healthcare, with its widely popular solution, continues to be successful in the UK. They have deepened their connections and signed up for the acceleration program at Leeds Innovation Pop-up, the first Norwegian company to do so. The same with Dignio, Norse Feedback and DNV Imatis and others. →

Anne-Karine Hjortnæs and Rebekka Sørli from VAR Healthcare ready to meet hospitals in Leeds. Photo: Xxx ↓



Networking in times of Covid-19 —

↓ Cornelia Kørber from Hannover Impuls testing the JodaPro camera at a site visit in Germany. Photo: Trine Radmann



In our efforts towards Germany, we've seen good progress in 2021, despite the continuous restrictions around Covid-19. Adding a new resource to Norway Health Tech's team has sped up the program considerably and we were able to expand our existing network. Thus, we could gain insight on important topics and spread knowledge on topics like reimbursement, regulatory compliance, and financing. Many of the participating companies in our Market Entry Program towards Germany have been successfully matched with relevant contacts in our network and received help in their efforts to market access. →

Networking in times of Covid-19 —

One of the highlights of 2021 was our partnership with the German-Norwegian Chamber of Commerce in a Norwegian Pavilion at MEDICA 2021, the largest international trade fair in health-care. We were finally able to meet up physically with contacts in our network. To name a few –clusters such as HealthCapital Berlin, Medizin. NRW, Biopro Baden Württemberg, and the business development agencies Hannoverimpuls and Germany Trade&Invest. All 9 exhibitors at the Norwegian Pavilion were able to join these networking meetings. Aside from our German contacts, we also had networking meetings with organizations from the USA, Sweden, Austria, the UK.

However, both the UK and Germany are large healthcare markets in Europe, and patience and persistence is of essence. We need to continue working insistently and continuously, as results can take several years to achieve. We're looking forward to some exciting developments in 2022 and 2023.

Another international project worth mentioning is the Post-Covid-19 project, funded by the Oslo Municipality. Networking was key in making it happen. Through our existing global network, we were able to put together panels of high-profile experts working with Covid-19. In total, we worked together with more than 10 countries. →

The webinar crew at work: Gry H. Stavseng, Kari Anne Dehli and Irene Chelliah. Photo: Gry H. Stavseng



Networking in times of Covid-19 —

↓ Kari Anne Dehl. Photo: Xxx



A market we had not previously worked with, Austria, played a key role in the pandemic, and we therefore started to plan a visit from an Austrian delegation to exchange experience with Norway. Unfortunately, we had to postpone this to 2022 because of yet another rise in Covid-19 infections.

The Nordic countries continue to be some of the most interesting markets for Norway Health Tech's members, as confirmed via a survey in 2021. Despite cultural similarities, healthcare markets are different from Norway and not always easy to navigate. In 2021 we worked towards the Swedish healthcare market and arranged a webinar to inform about its structure. Working closely with

Nordic markets will continue to be a strategy focus for 2022 and 2023 since we have a project funded by Viken who is focusing on the Nordics for digital health companies.

USA Next is a project starting up in 2022 with the focus on the USA for Norwegian health tech companies. Norway Health Tech, together with the other three health clusters in Norway, will develop a roadmap to the US for the Norwegian companies.

Singapore has been a difficult market to visit physically during the pandemic, but we support the new Med Tech HUB in Singapore and are able to onboard new companies to this very interesting market in Southeast Asia. /



Irene Chelliah
Medical Advisor



Trine Radmann
Head of International Affairs

Helseteknologikonferansen – a strong collaboration and important platform —

For the 5th year in a row, we hosted the Health Technology Conference with Tekna and Norwegian Smart Care Cluster. The conference gathers personnel from municipal and hospital sector, as well as industry. The program spans from national and regional challenges and innovation to international matters.

Every year, the conference honors one company that has shown excellence and progress. The Healthcare conference Entrepreneur prize 2021 went to Norse Feedback, who is continuously taking leaps with their technology.

The conference is a meeting point for the industry and the public sector where matters close to home are discussed. →

Norse Feedback – winners of The Healthcare Conference Entrepreneur Prize 2021. Photo: Norwegian Smart Care Cluster/Jofrid Åsland ↓



Helseteknologikonferansen – a strong collaboration and important platform —



↑ Therese Oppegaard (Norwegian Smart Care Cluster), Arild Ulseth (Tekna) and Anita Moe Larsen (Norway Health Tech) - the dynamic trio behind the conference.

← Exhibition area
Photo: Norwegian Smart Care Cluster/Jofrid Åsland

EHiN Innovator's pavilion —

The Startups have wanted a pavilion at EHiN for a long time. EHiN (E-Helse i Norge) is the largest e-health conference and exhibition in Norway, and is where you meet everyone. Norway Health Tech has had a long standing collaboration with EHiN through work in the program committee and now, on the "Innovator's pavilion".

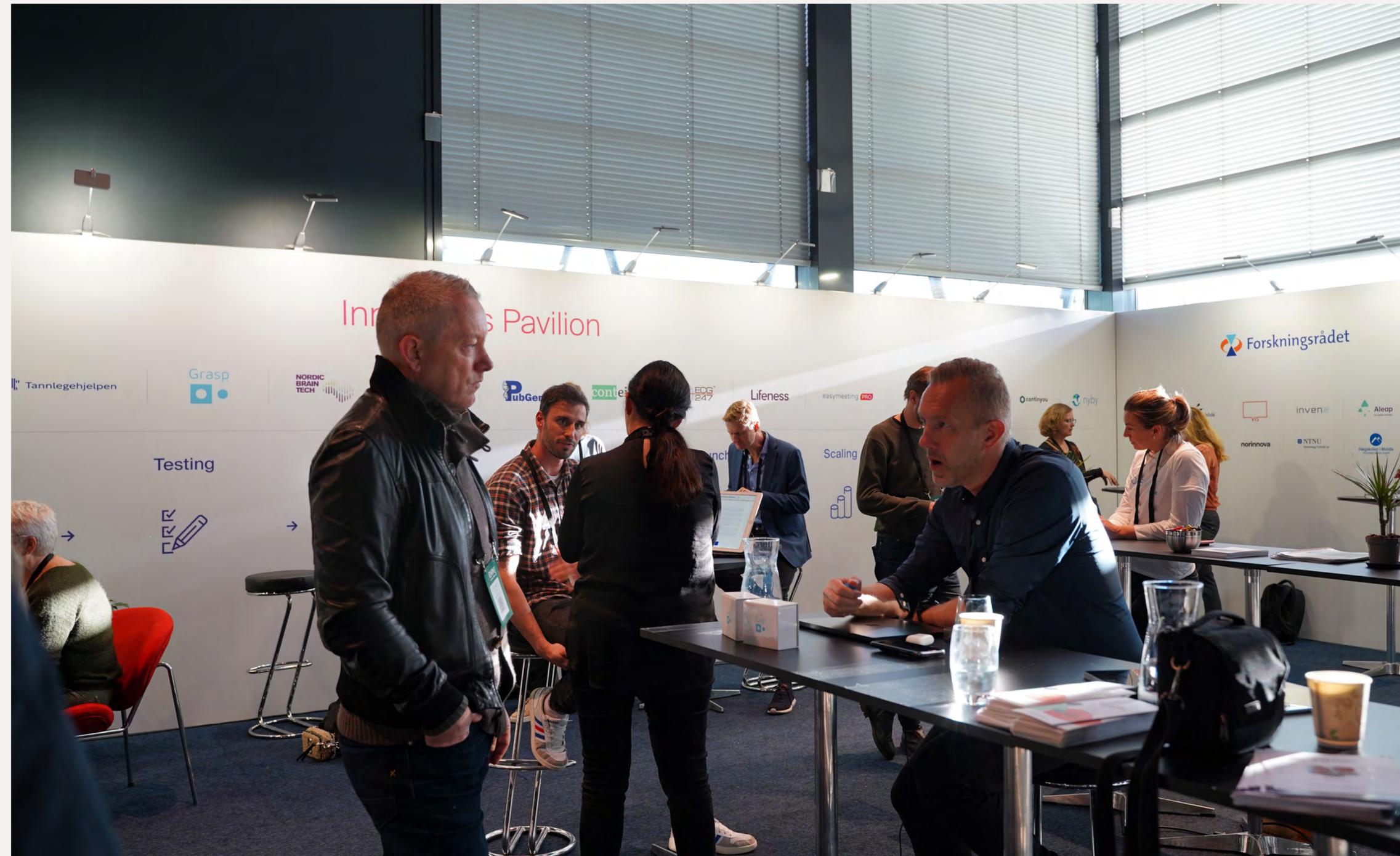
Making a pavilion like this is not something you do alone, we collaboration with Innovation Norway and Norwegian Smart Care Cluster. Also, TTOs from all around the country were invited to share the booth with us. EY supported us as well.

The pavilion was about 70 square meters and housed 17 exciting companies, as well as 15 projects from the TTOs. It was situated between the two main conference halls on the first floor.

The companies responded that they enjoyed being there and met people they wanted to meet.

It had been a while since the last EHiN, so we were all excited to meet and greet, and enjoyed the comprehensive program in the conference. /

EHiN Inovator's pavilion. Photo: Therese Oppegård



Meet Tidewave: Grandfather's idea was the answer to a big health challenge —

Interview Tidewave, Dec 2021 by Anita Moe Larsen Daniela Centonze (CCO), Bjørn Lorentzen (CEO)

Based on an invention from the oil and gas industry in the 80's, a clever student team realized a lifelong dream through a project during their master studies. The curved Tidewave turning mattress can reduce the large problem with pressure ulcers and give patients better quality of life, at the same time make the working day for healthcare personnel a lot better.

It started in the 80s when Audun Haugs, the grandfather of one of the founders of Tidewave, made a sketch based on an invention from the oil and gas industry. He developed a soft gripping tool for large but fragile objects, almost like a hand. Together with medical staff at Haukeland Hospital he realized the technology could be turned around to develop a curved turning mattress. The first prototype at the time weighted over 25 kilos and a new patent was registered. But the time wasn't right, the world was not ready for an invention like this. When Audun Haugs passed away, the prototype went to his daughter and then to the granddaughter.

A new era was here, but the technology needed to be improved and the patent was now expired. The potential however was bigger than ever. A team, including Elen Haugs Langvik, the granddaughter, took up the invention during their master studies and built the foundation of what Tidewave is today. The company was formally established in 2017.

The product

The product is a curved turning mattress, built to relieve pressure on patients constricted to the bed and thereby reduce the occurrences, severance and need for treatment of pressure ulcers. The mattress has been thoroughly tested and through that validated what works and what needs to be adapted and changed.

The Tidewave turning mattress is a medical device class I and since October 2020 CE certified according to MDR*. Since launch the product is in use in several Norwegian municipalities, institutions and available through NAV for patients living at home. Through the local production partner Westcontrol the product ensures high quality made in Norway and is distributed through Bardum all over the country. →

CEO Bjørn Lorentzen meeting with Norway Health Tech's Lena Nymo Helli at MEDICA. Photo: Tidewave ↓



Meet Tidewave: Grandfather's idea was the answer to a big health challenge —

Getting through the regulatory needle eye – and meeting the customer

The medical device market is heavily regulated, and the regulation demands vary. Being CE marked is a great benefit, it makes it easier to enter any market even if regulatory adjustments need to be made. You already have the stamp of approval from one of the more sophisticated markets in the world, the EU.

“It made a great difference when we could have physical meetings again, and actually show the product. The reactions are so positive, so much more than anticipated, and we are convinced that the mattress will be a success on international markets” says a very engaged Daniela.

Bjørn continues; “We are working on developing the best distribution strategy for the different markets.

Right now, we run international projects together with distribution partners at hospitals which builds trust, and they see that there is an interest in the new market already and that makes it easier for them to invest in the project.”

The value of Networks

We asked Daniela about the importance of belonging to networks like Norway Health Tech and

Norwegian Smart Care Cluster. “We have gained a lot through the networks we are a part of, and I believe we would not be able to move as fast as we have without it. One of things we'd like to emphasize is the value of cultural and system knowledge and the seminars Norway Health Tech hosted through the market entry program. We are much better prepared when going into a market that is different from ours. Even though I am German, I needed to learn how the health market works and how different regions operate as the German health care system is very complex, says Daniela. “Having sparring partners to discuss my thoughts with gives great value.”

The two clusters, Norway Health Tech and Norwegian Smart Care Cluster, work together on several market entry program and share network, knowledge, and experience. This is of great importance to the results of market entry programs, concludes Daniela. /

The Market Entry program is funded by Stiftelsen Teknologiformidling.

*MDR – Medical Device Regulative from EU.

↓ A Christmas inspired Tidewave team. Photo: Tidewave



HelseHub – a collaborative public-private initiative —

HelseHub is a collaborative project for research and education, operational institutions, and services, as well as industry in health care. The project is located in and around the Drammen region but has an ambition of national and international cooperation to best stimulate the environment in and around HelseHub.

Participants in the network are: The municipalities Asker, Drammen and Lier, the University of South-east Norway (USN), Viken County Municipality, Vestre Viken Health Enterprise and Drammen Health Park, Asker Business Association, the Business Association in the Drammen Region, Norway Health Tech, and Kongsberg Innovation. The goal is to find common opportunities and solve challenges related to health services. Think globally but act locally.

The collaboration in HelseHub identifies and develops joint projects, shares new knowledge and experiences, and establishes joint meeting places between the health service and business actors in a development process. →



HelseHub – a collaborative public-private initiative —

Photo: Gry H. Stavseng

HelseHub is financed by the participating partners. Project manager Janne Dugstad, USN has Bent-Håkon Lauritzen and Gry Helene Stavseng as coordinators in the project management, both hired from Norway Health Tech.

One area of focus is Response Center Services. The working group has been looking at alternative ways of how a response center should, or could, be organized. Should one use a shelf-ready solution, or do we need a regional platform? What should a response center include in the future?

Through open dialogue meetings we have reached out to the industry, and also invited four companies to present their visionary look at tomorrow's response center. They were in turn challenged by the director for prehospital services in Vestre Viken, to think of holistic and coherent health services. There has also been dialogue with the procurement department in Drammen municipality to share experience from previous processes. Through different ways of collaborating, such as work in small, cross-functional teams and ideation around challenges from different patient groups, HelseHub has defined what the future's response center must adhere to. We can say that we now have insight we would not have had, had we not worked along so many different axis, involved so many different professions, stakeholders and patients.

Coming up next year is Asker and Lier municipalities each presenting their need and wants for a response center to their political leaders. The work above will be taken into consideration for the issue they present. /



**“Creativity is thinking up new things.
Innovation is doing new things.”**

— Theodore Levitt (1925 – 2006)

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