



The Norwegian
Directorate of eHealth

Comparative analysis 2021: National Health Portals in the Nordics

March 2021

sundhed.dk

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1177
VÅRDGUIDEN

Kanta

Summary: Nordic National Health Portals see large growth

Comparative Health Portal analysis Denmark Finland Norway and Sweden

- The last two years the four tracked National Health Portals have had a **growth rate** between 29 % to 70 % in **average per year**
- Portal **brands** are very **strong** and increasing
- The **coronavirus affected** citizens' portal **usage** in 2020 and introduced new functionality like self-diagnosing chatbots and automated Covid-19 test results
- Citizens in the Nordics **follow their own health** more:
 - More **administrative tasks** are done digitally; appointments, review of medication lists and renewing e-prescriptions are some of the most used services across all countries
 - Access to **patient journals** is also among the top services used by citizens
- Citizens **visit** their portals between 6-18 times per year, actual **logins** (with National ID or BankID) is between 5-9 times per year



Foto: Øyvind Elde

Key information – Nordic National Health Portals 2021

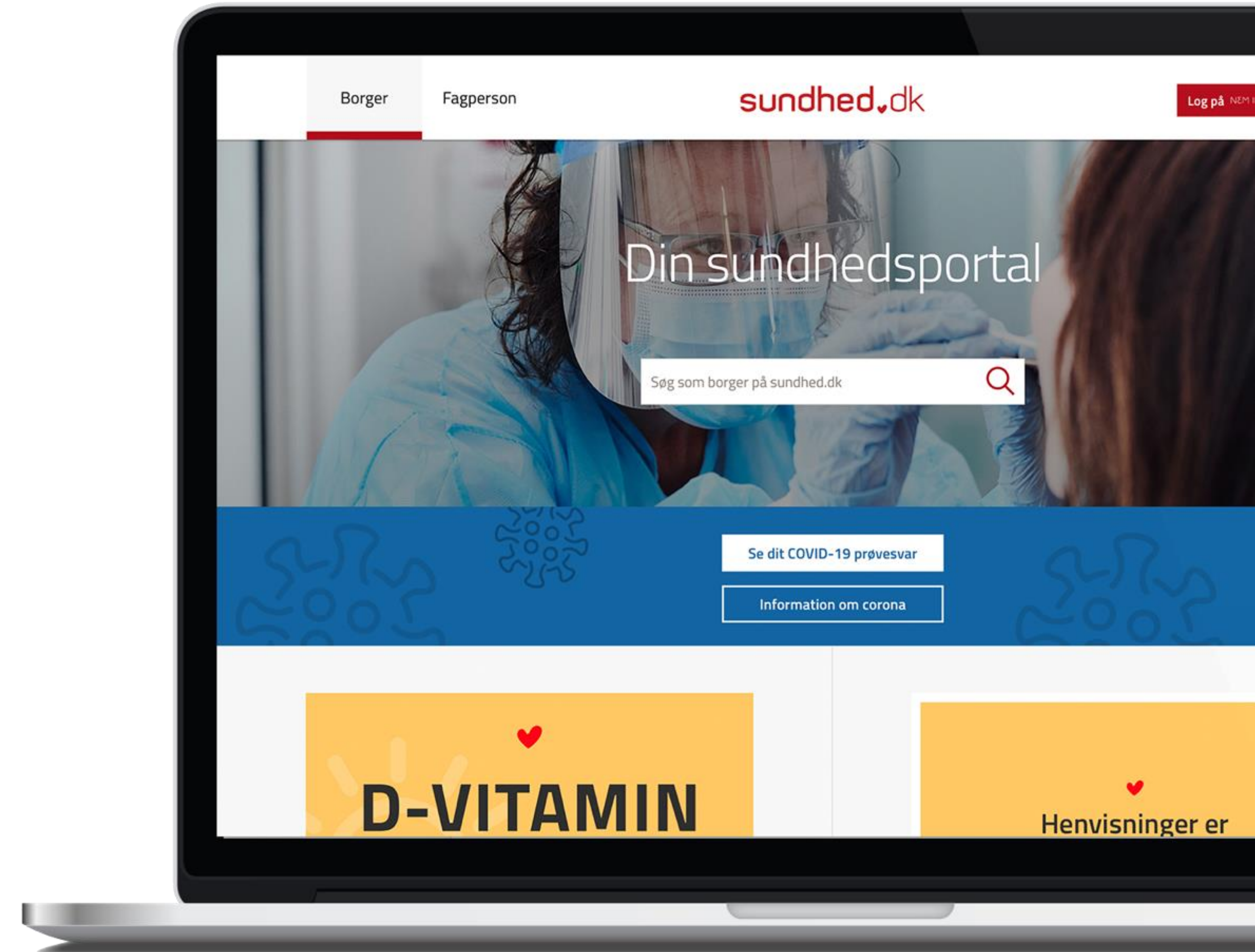
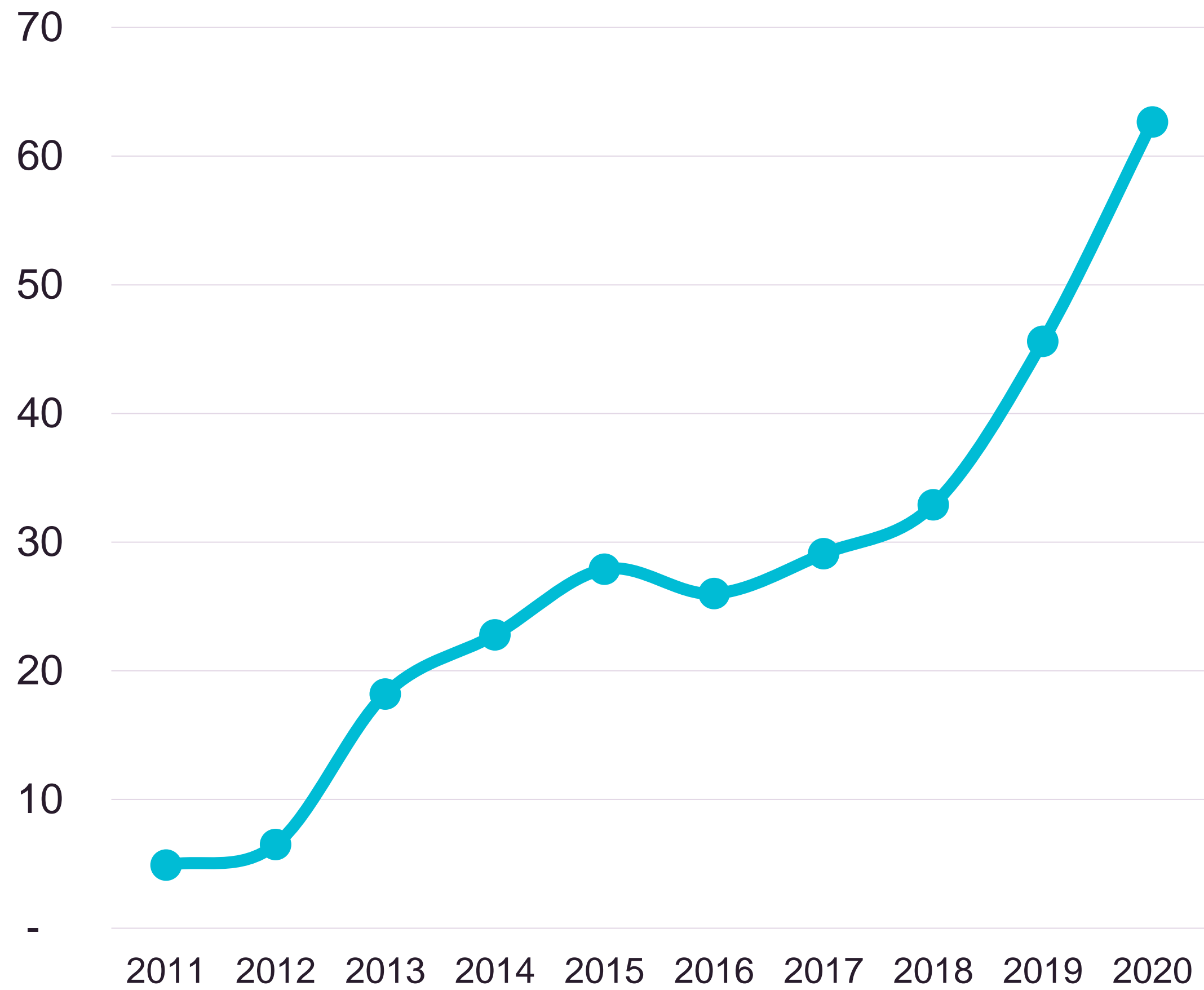
Comparison table

Services / content	Page:	Denmark	Finland	Norway	Sweden
Name of portal/URL	4-11	sundhed.dk	My Kanta Pages kanta.fi/en	helsenorge.no	1177.Se
Year started	-	2003	2007	2011	2013
Million visits 2020 (2019)	4-10, 13	63 (46)	31 (22)	73 (37)	191 (134)
Visits / logins per year per capita	13, 19	11 / -	6 / 5	14 / 8	18 / 9
Portal as app	17	Yes	No	Yes	Yes
Net Promoter Score / brand awareness	18	28 (good)	2 nd most respected site	6 (good)	46 (very good)
Target group(s)	20	Residents/Healthcare	Residents/Healthcare/Providers	Residents	Residents
Interactive channels available	22	Chatbot/Video	-	Message/Chatbot/Video	Video
Disease and treatment information	23	Yes	-	Yes	Yes
Medical record from hospital / GP	24	Yes/-	Yes/Yes	Yes (3:4 regions)/-	Yes/-
Organ donation / will expressions	25	Yes/Yes	Yes/Yes	Yes/-	-/-
Medication record (prescriptions)	26	Yes	Yes	Yes	Yes
Vaccines (immunizations)	26	Yes	No	Yes	Yes
Laboratory test results	26	Yes	Yes	Yes	Yes
View appointment for hospital or GP	27	Yes, only view	No	Yes, partly change	Yes, also change



Sundhed.dk

Annual visits to sundhed.dk (million)

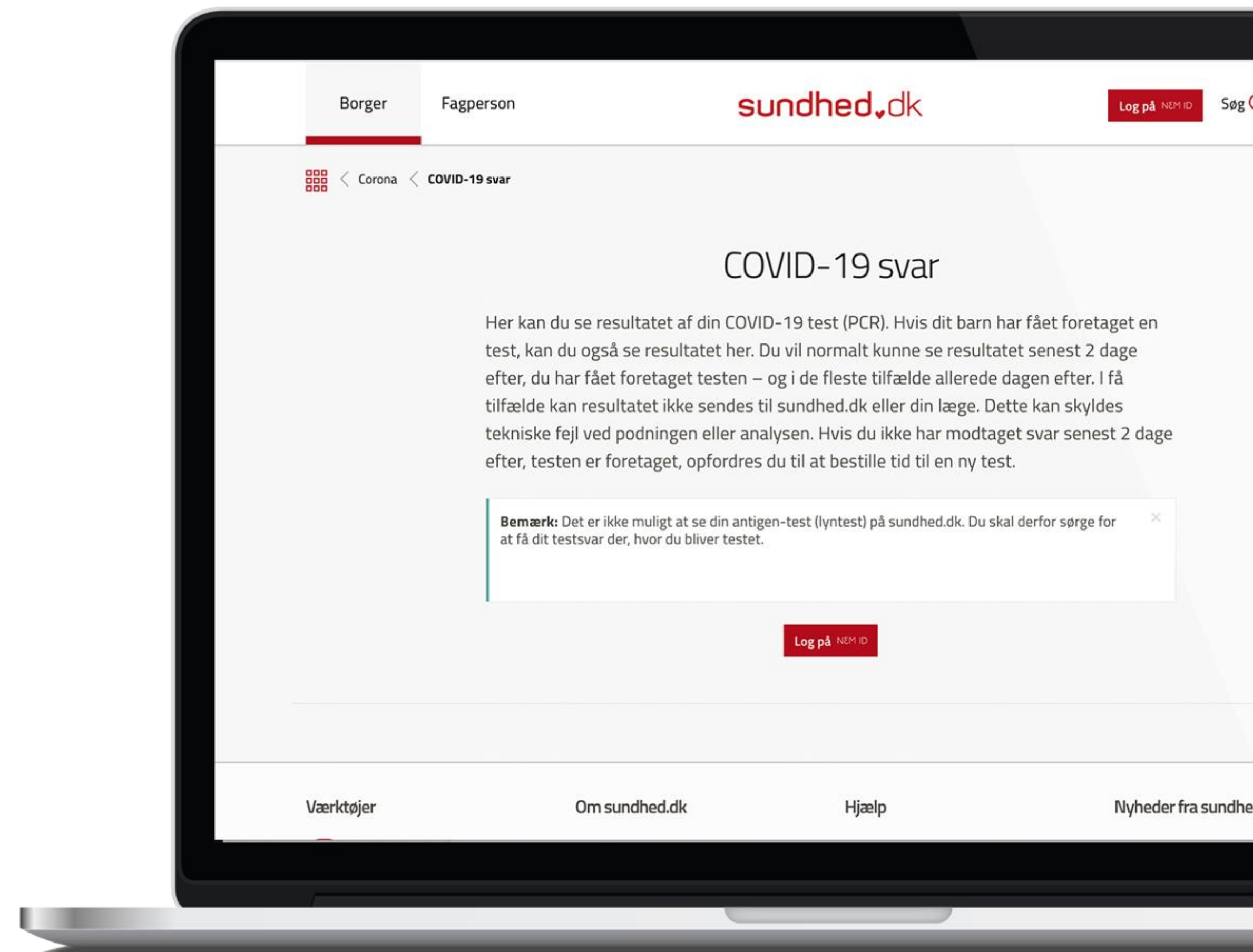




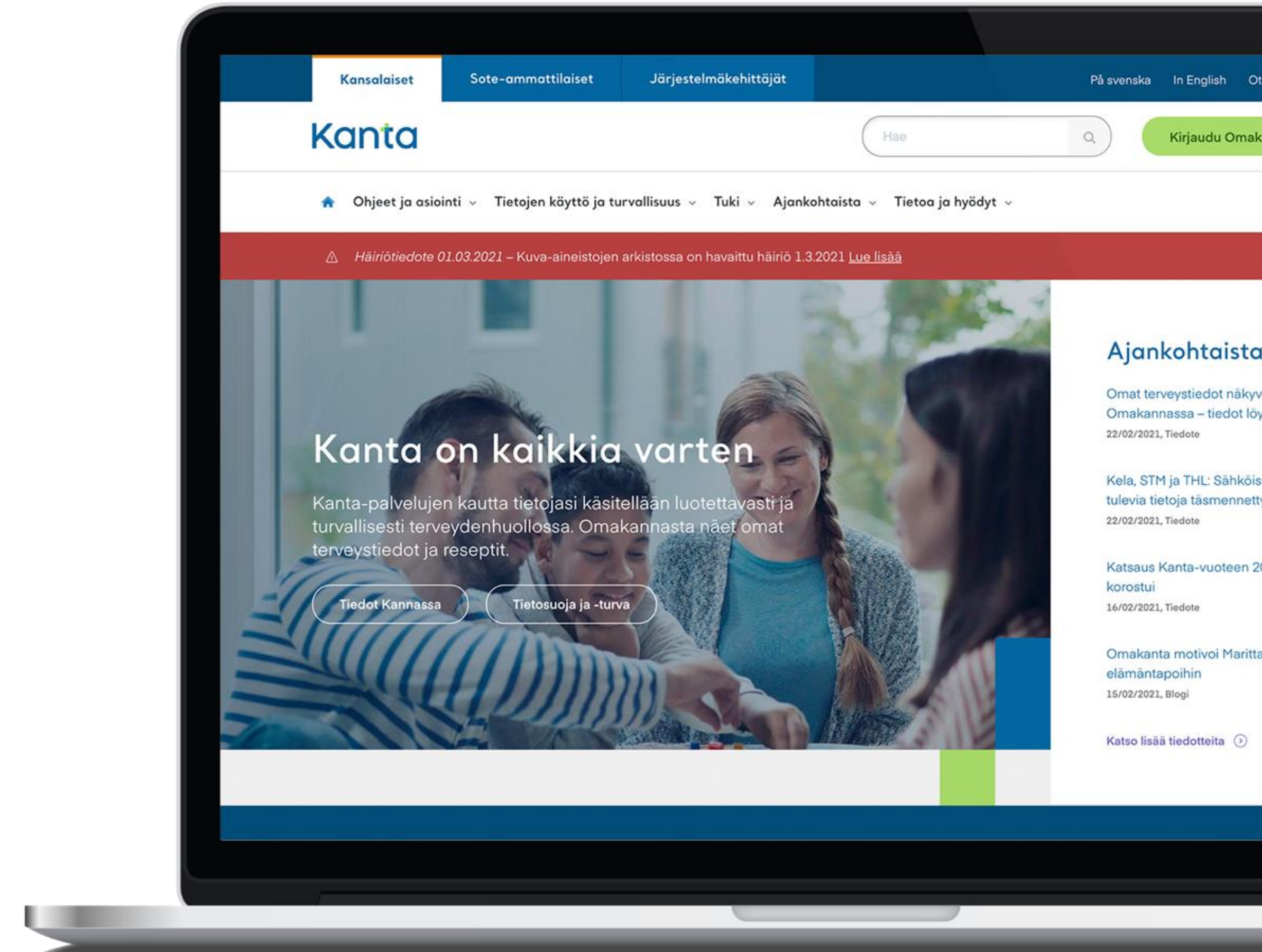
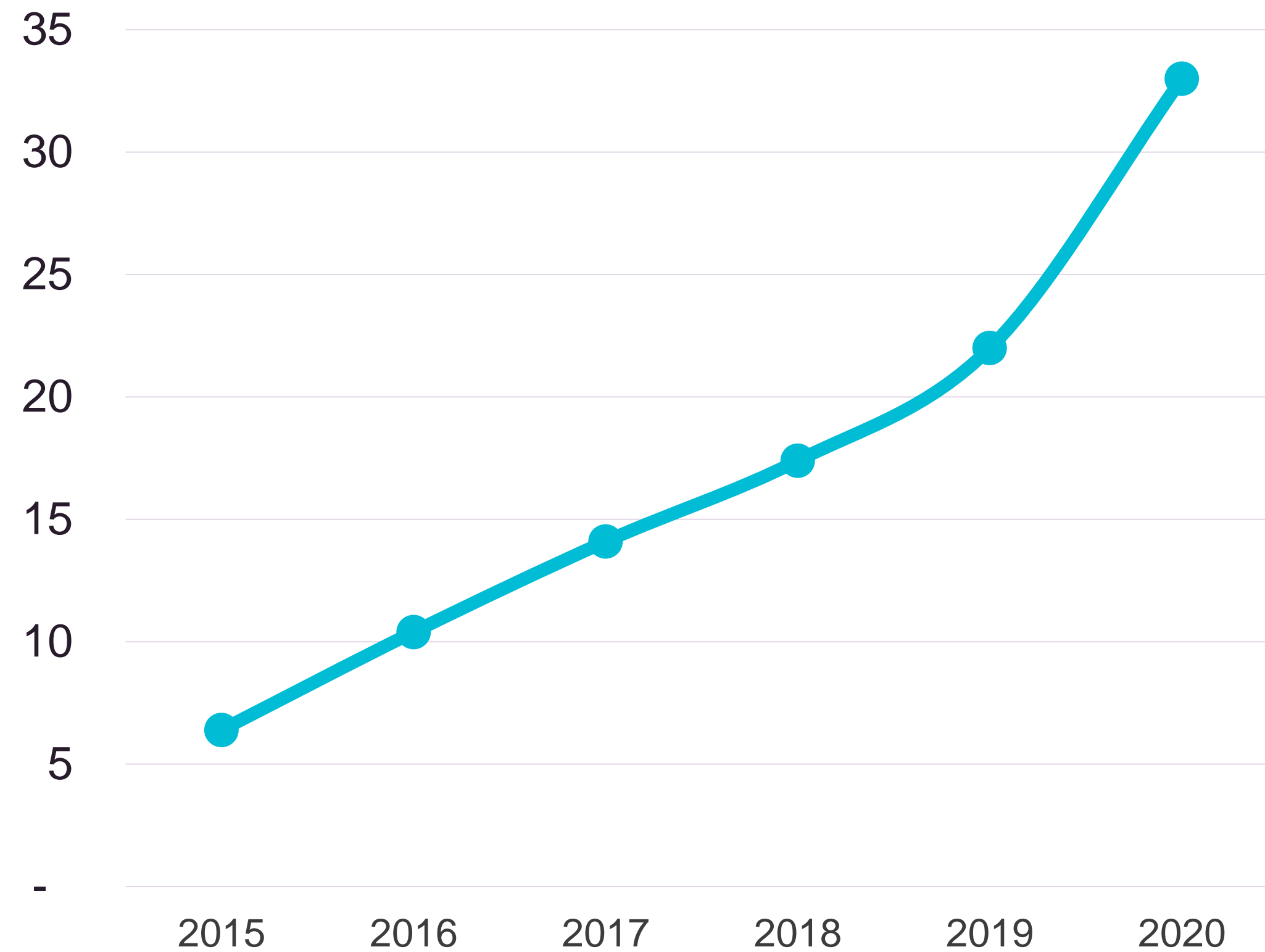
Sundhed.dk – most popular services

Most used services 2020:

1. Laboratory results (*incl. corona test*)
2. Patient handbook
3. Doctors' handbook
4. Medicine card
5. Patient journal
6. Vaccination
7. General practitioner
8. Image descriptions
9. Appointments



Annual visits* to Kanta (million)

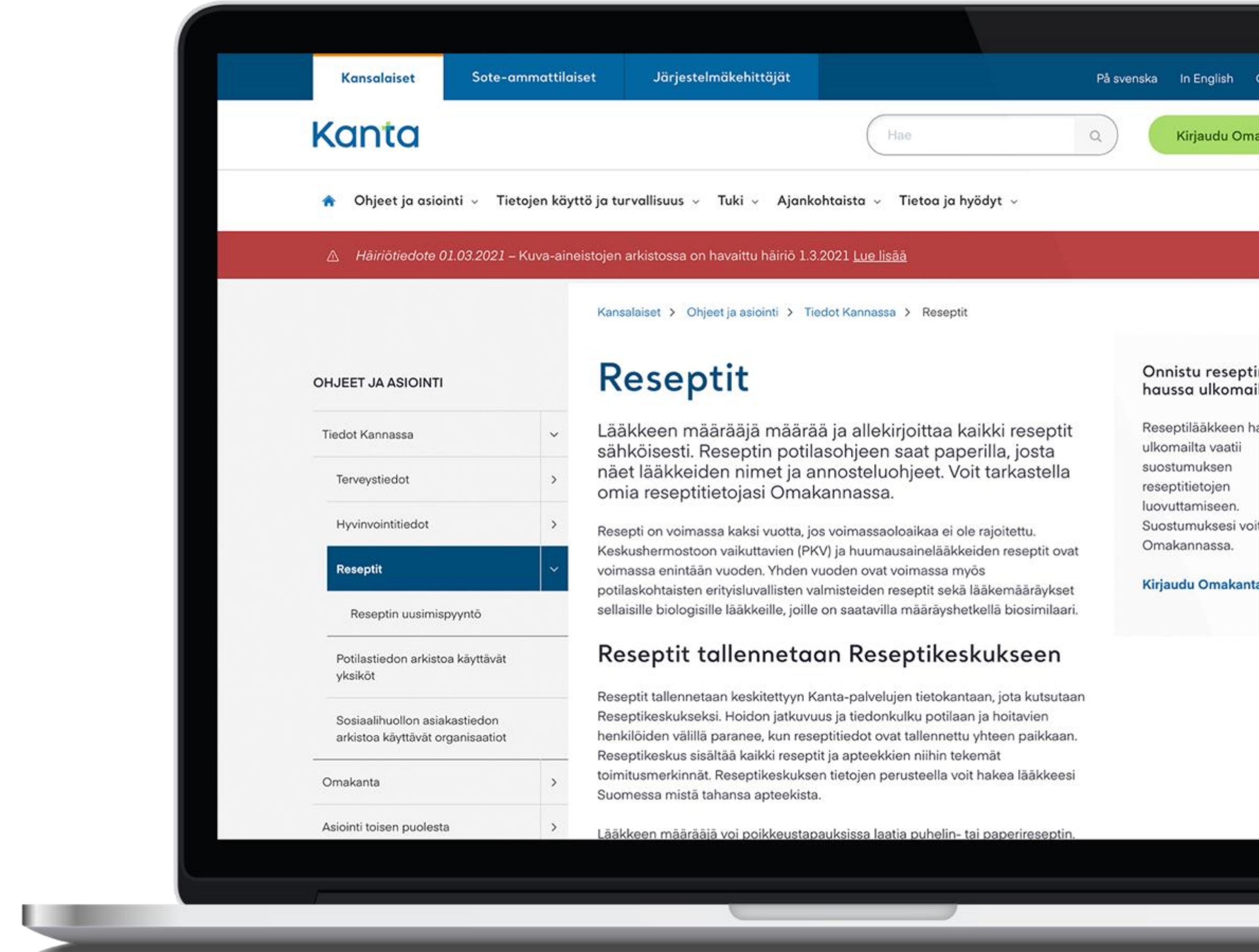
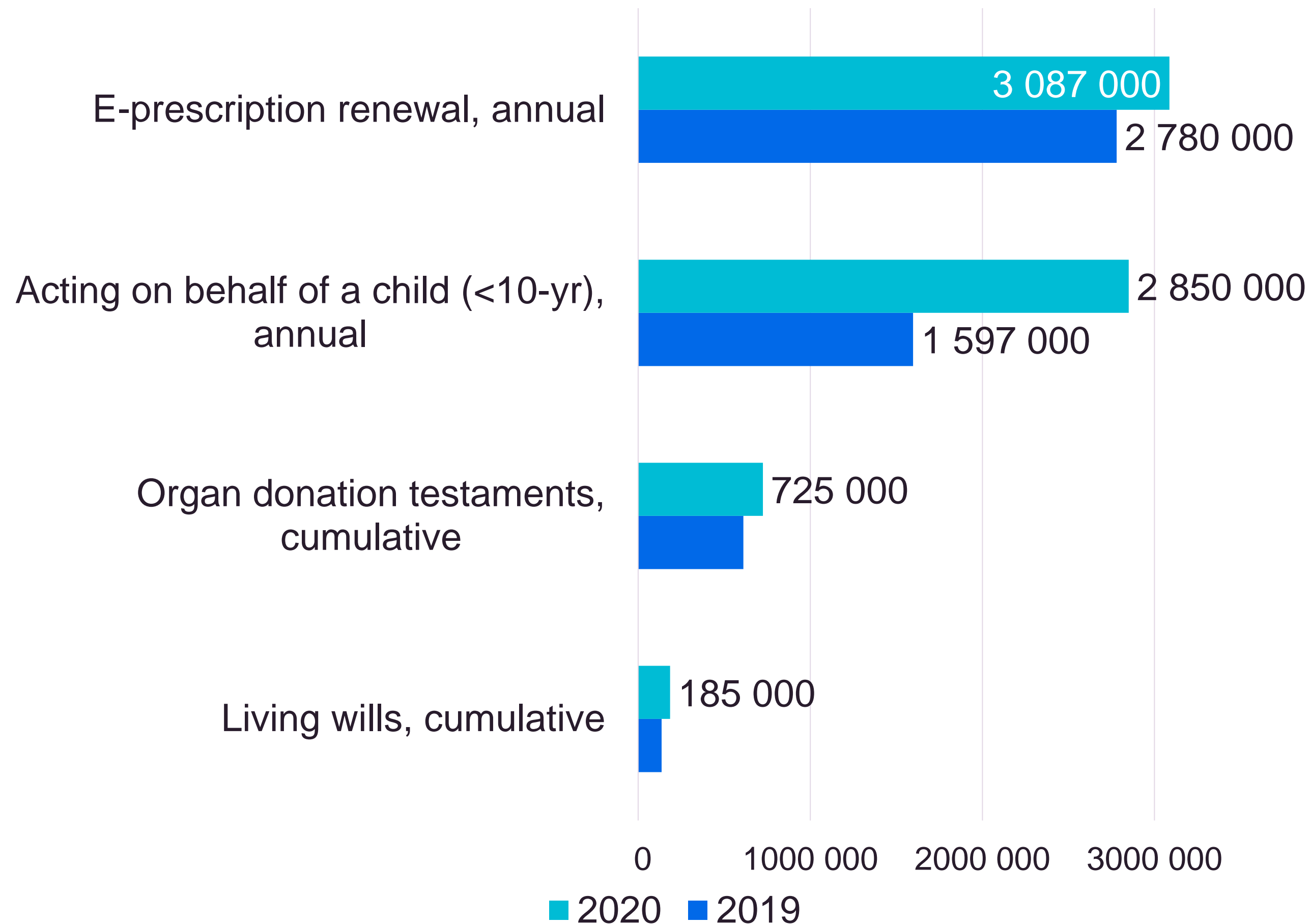


*The graph shows “visits” to Kanta.fi. Note that first “logins” were in 2011.



Kanta – most popular services

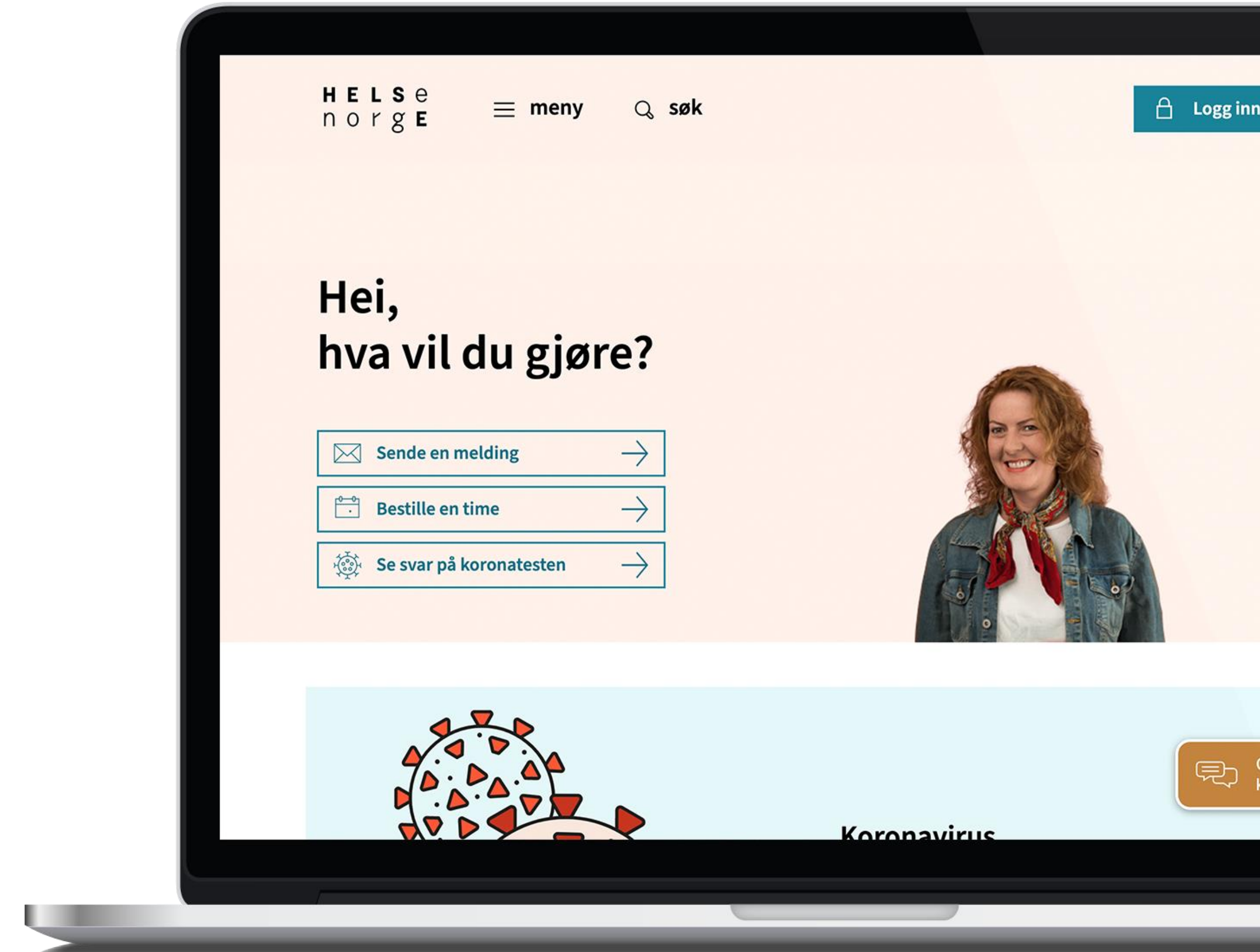
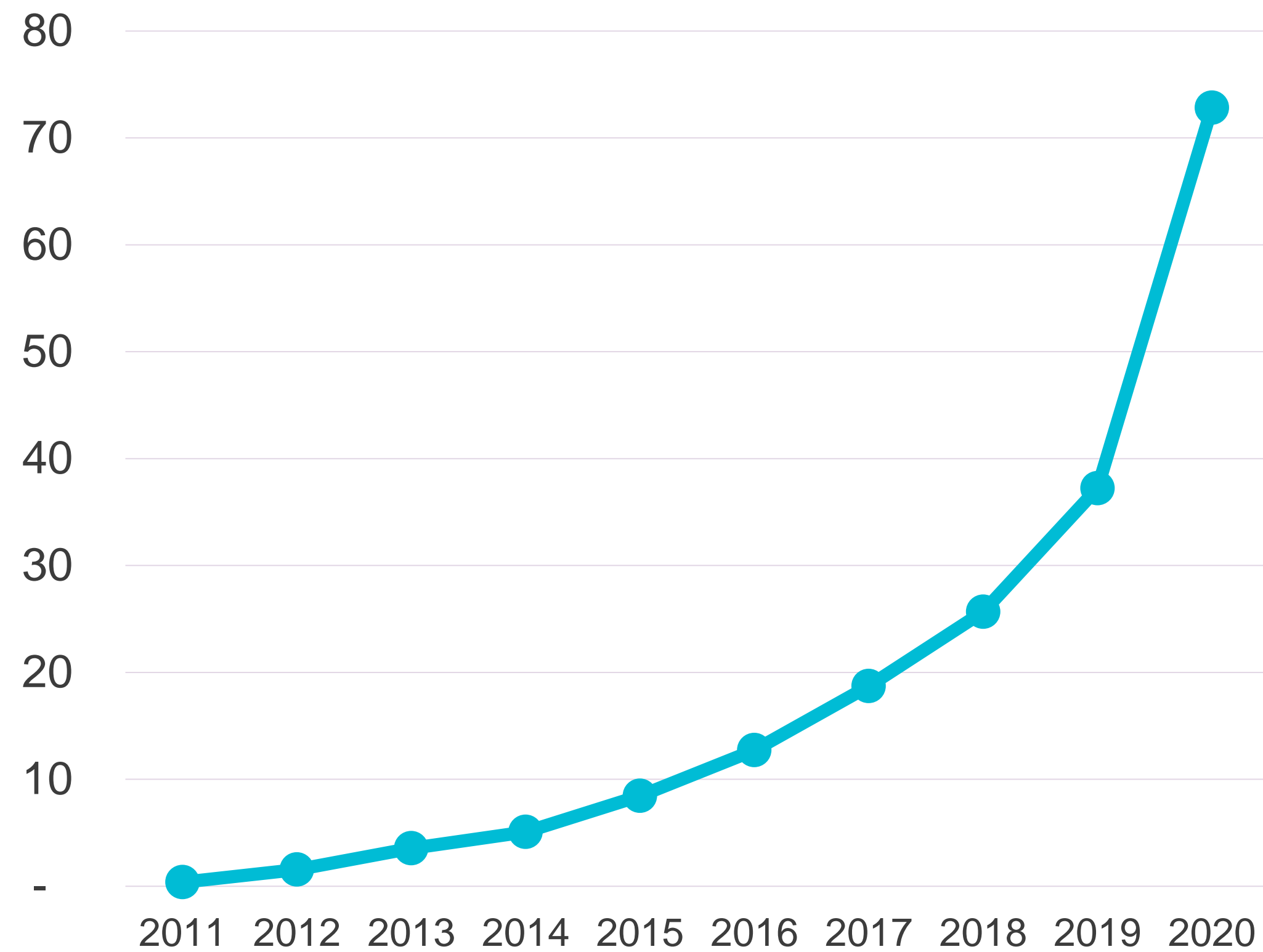
Kanta.fi - 4 most popular services in 2020 and 2019





Helsenorge

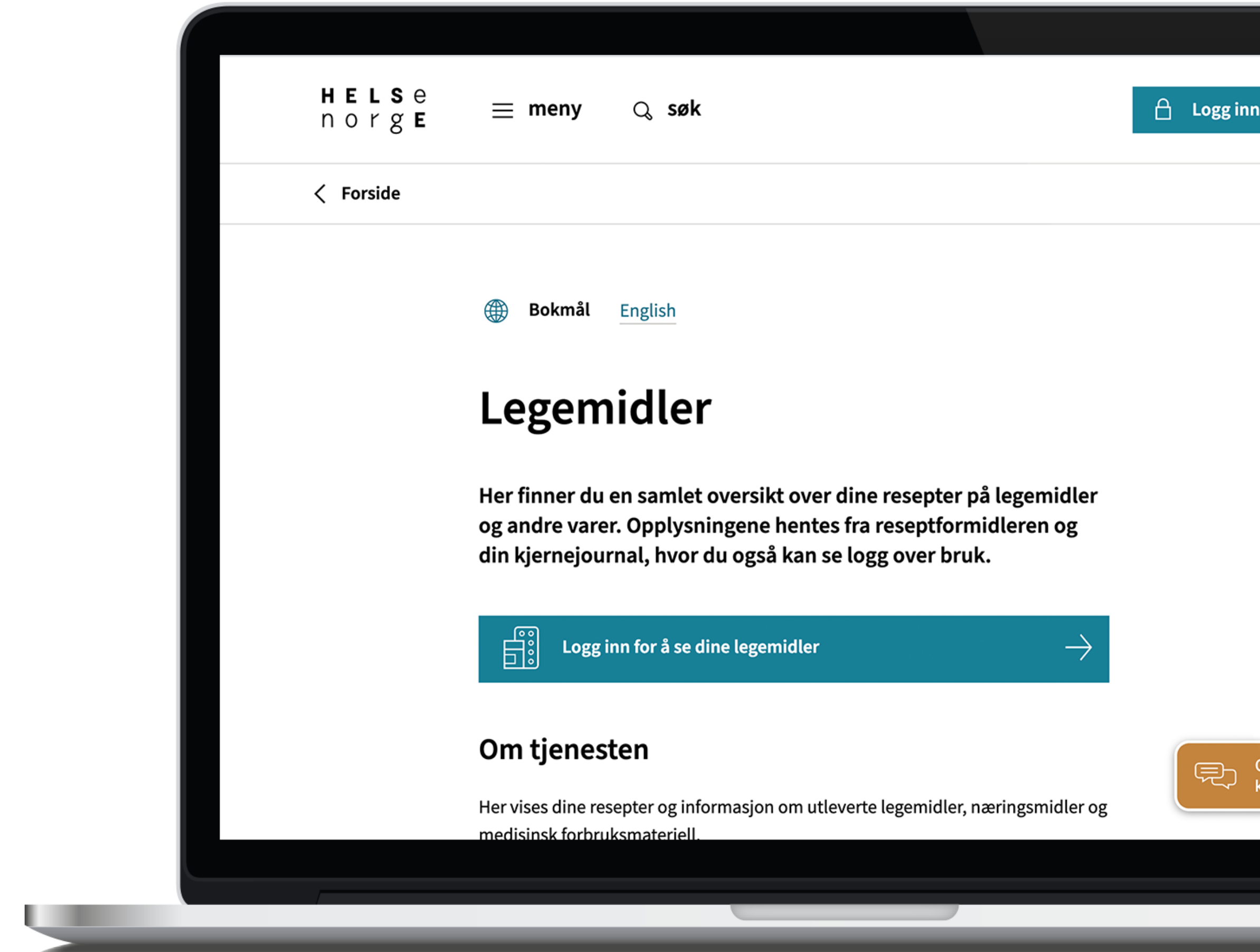
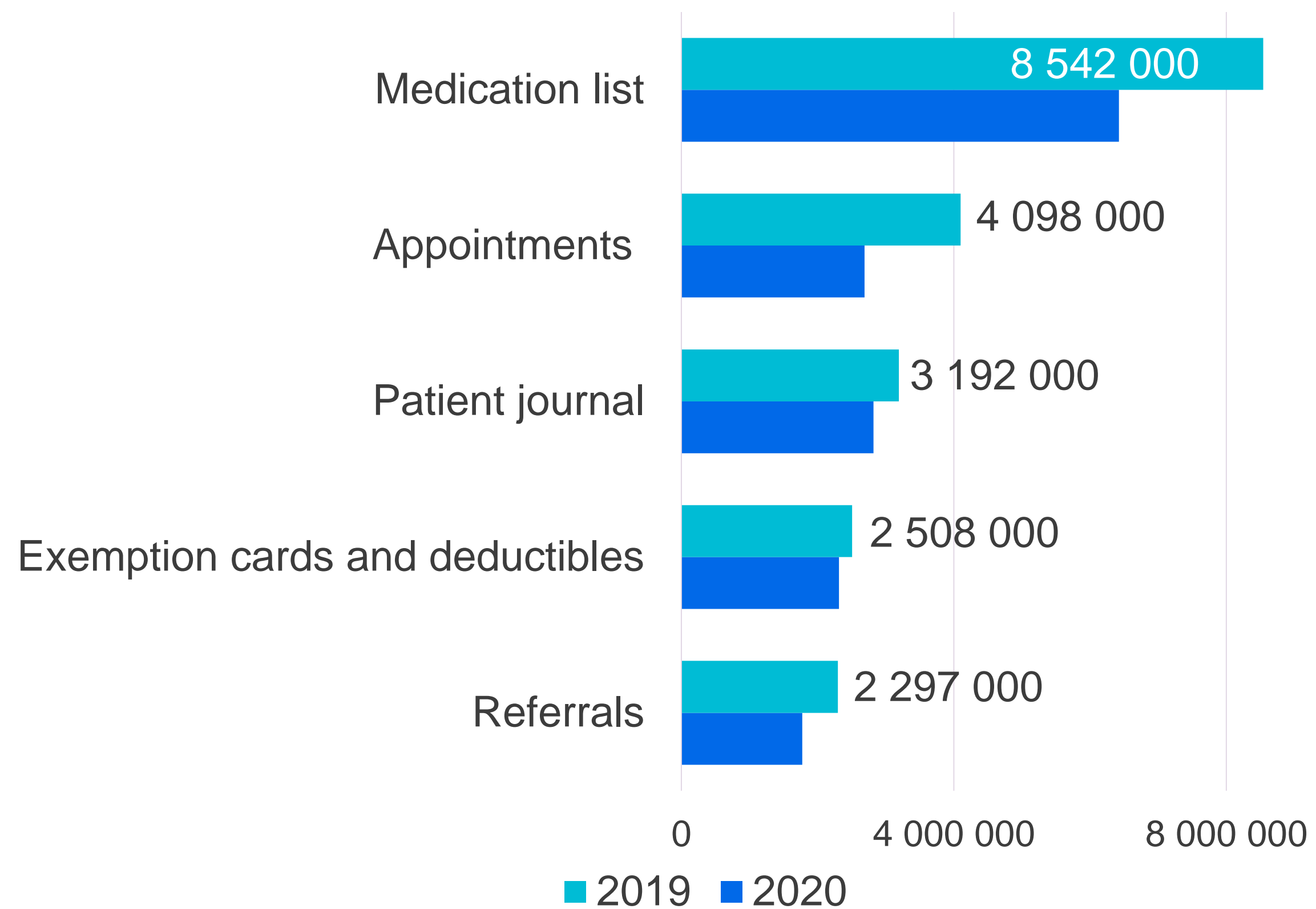
Annual visits to Helsenorge (million)





Helsenorge – most popular services

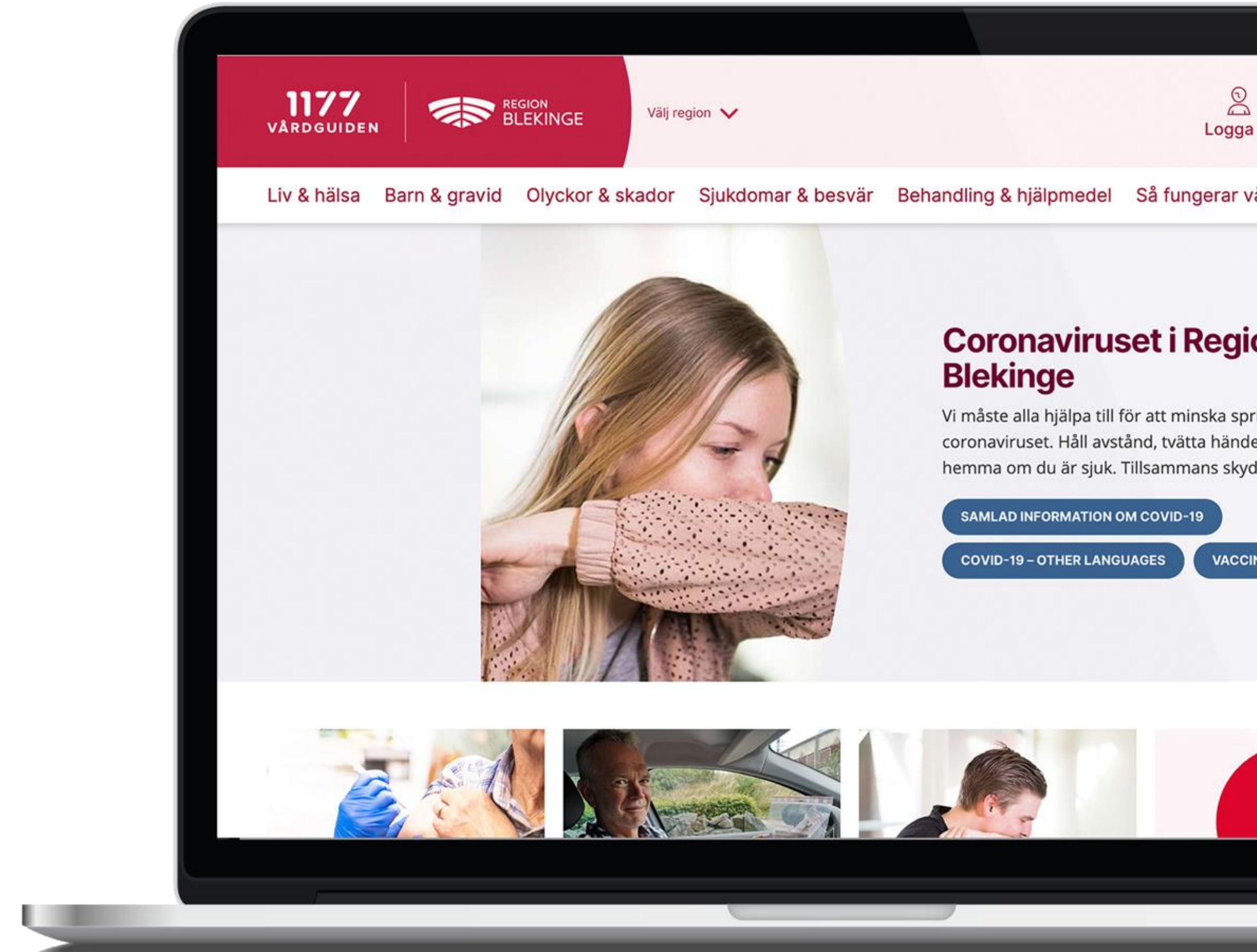
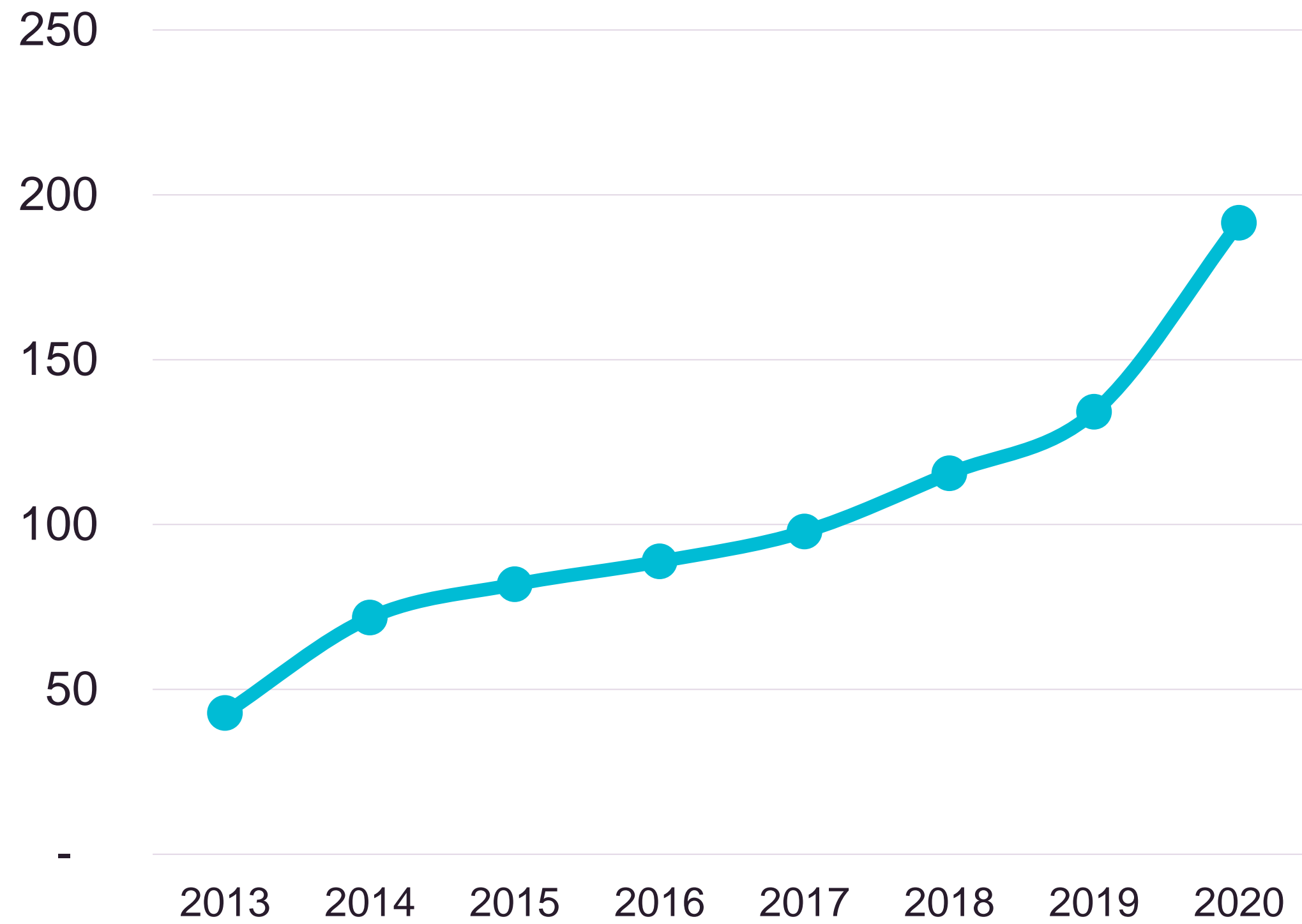
Helsenorge - 5 most popular e-services in 2020 and 2019





1177 Vårdguiden

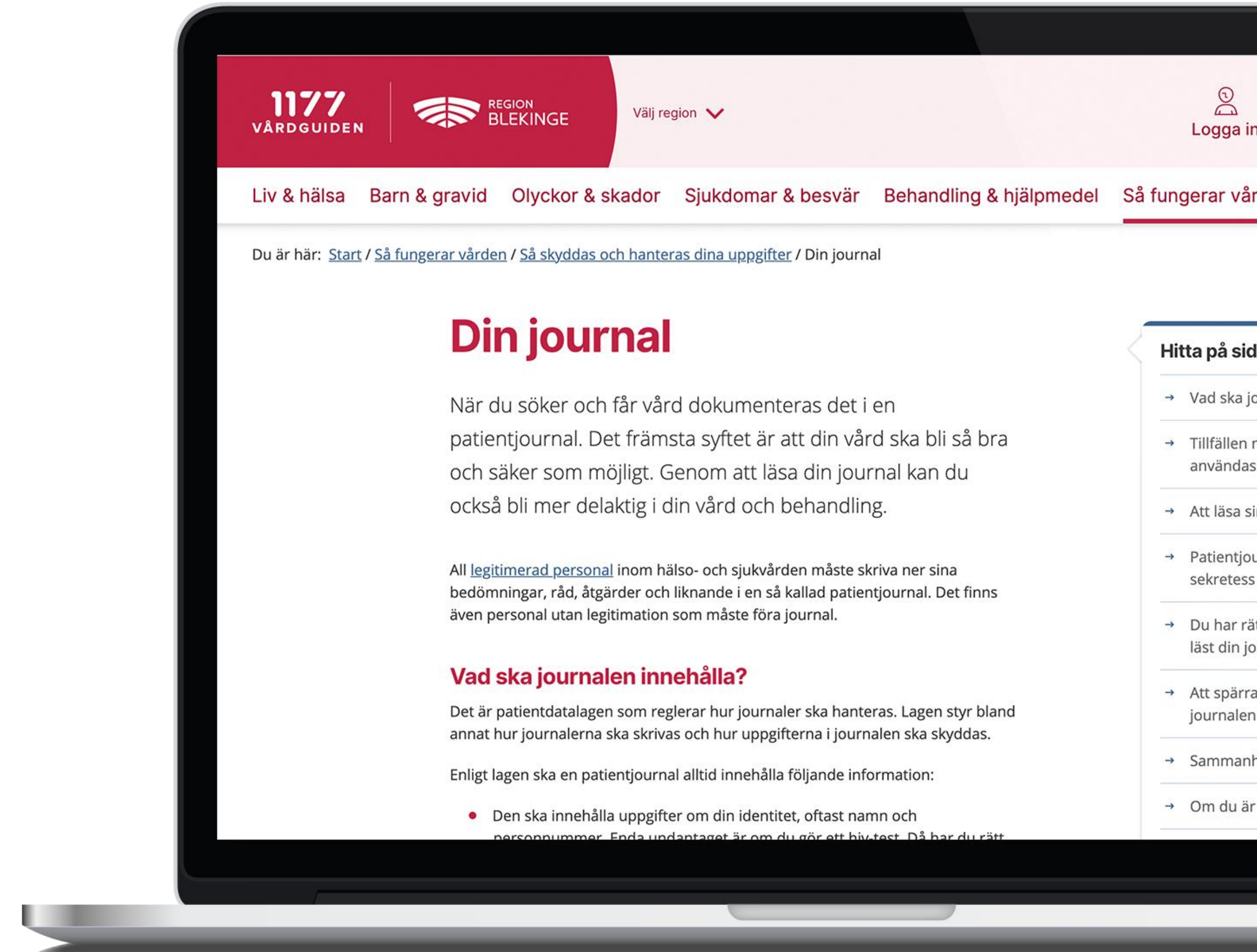
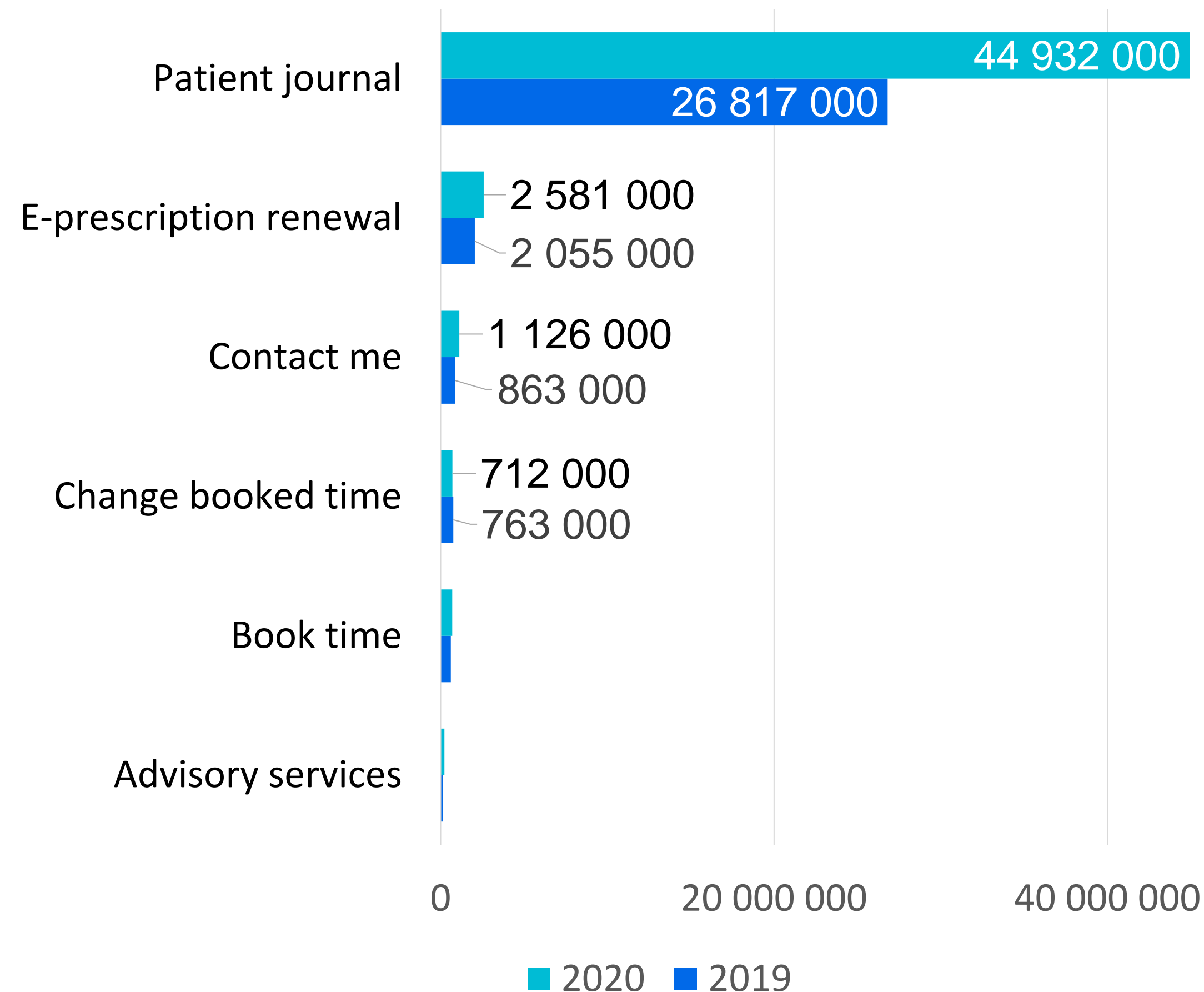
Annual visits to 1177 Vårdguiden (million)





1177 Vårdguiden – most popular services

1177 Vårdguiden - 5 most popular e-services in 2020 and 2019



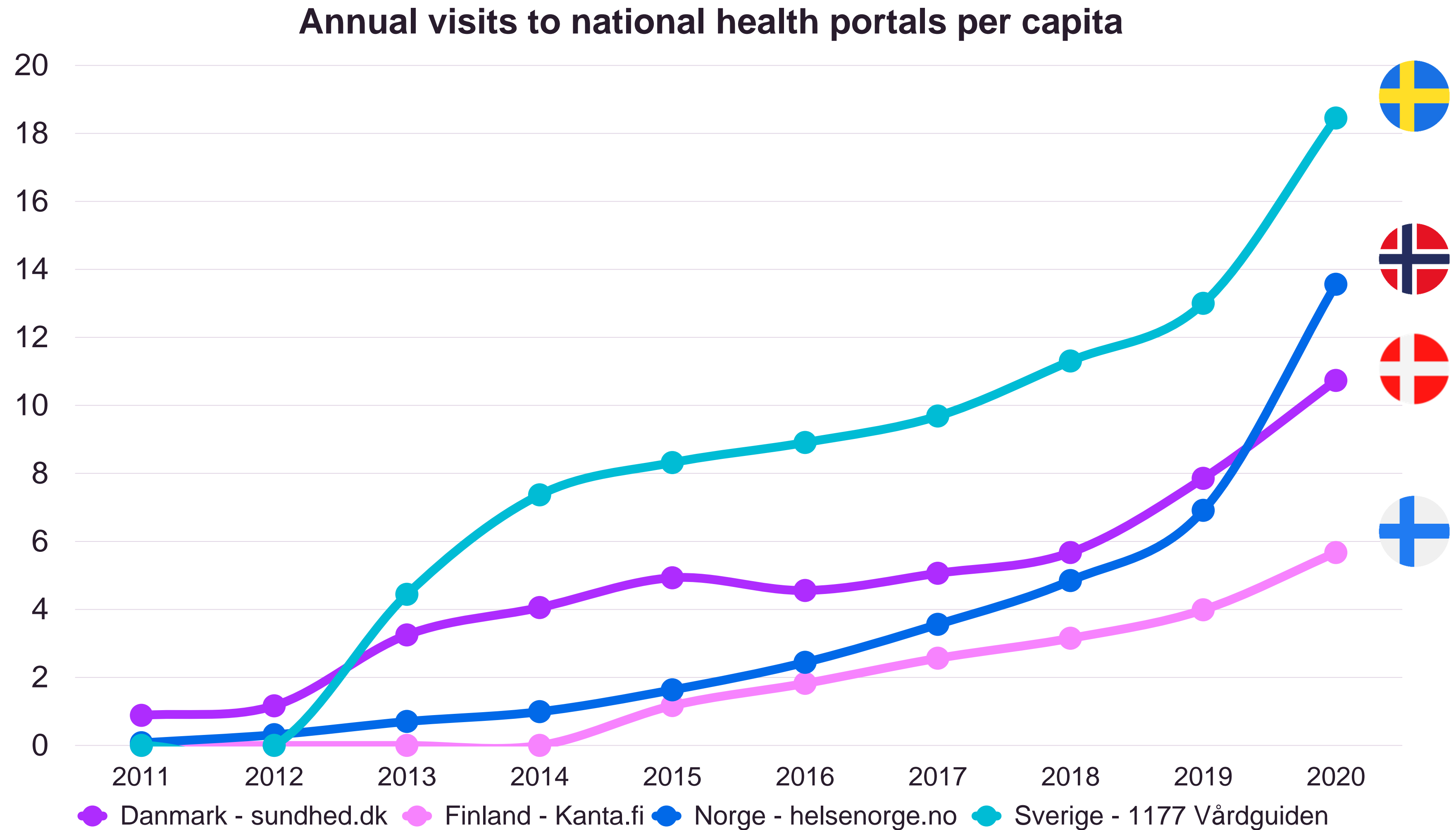
In addition, there are about 3 000 articles on symptoms, diseases, treatments and proactive healthcare and information about your legal rights as a patient

Annual visits growth hit new record in 2020 in all countries

There are many different drivers to the strong growth in visits. Some of these can be:

- All portals have developed new functionality and services since the 2019 report, keeping them relevant and up to date
- The Corona virus and recommendations on social distancing led to:
 - Citizens using available eHealth services like e-consultation, Covid-19 self-test, corona chatbots and checking their lab results etc.
 - Citizens seeking medical advice on the portals instead of seeking medical assistance physically
- Increased access for citizens to EHR records and self-service solutions
- Continuous web traffic analysis, search engine optimization, UI adaption
- Brand management and tracking
- User satisfaction and recommendations (see Net Promoter Scores later in this report)
- Citizen surveys from Norway indicate an increase in the interest citizens have in monitoring and administrating their own health
- The portals have strong Government support
- Healthcare staff refer patients to their respective counties' portals for healthcare-related information

Annual visits growth hit new record in 2020 in all countries



2020: Covid-19 timeline and portal analysis

February 2020: Covid-19 cases in the Nordics increases.

March: Denmark, Norway close schools and restaurants

March: Denmark ask public sector to work from home

March: Norwegian government point to Helsenorge as primary information source for Covid-19 news

March: Covid-19 information increases on 1177 Vårdguiden

April: Corona test results available on sundhed.dk

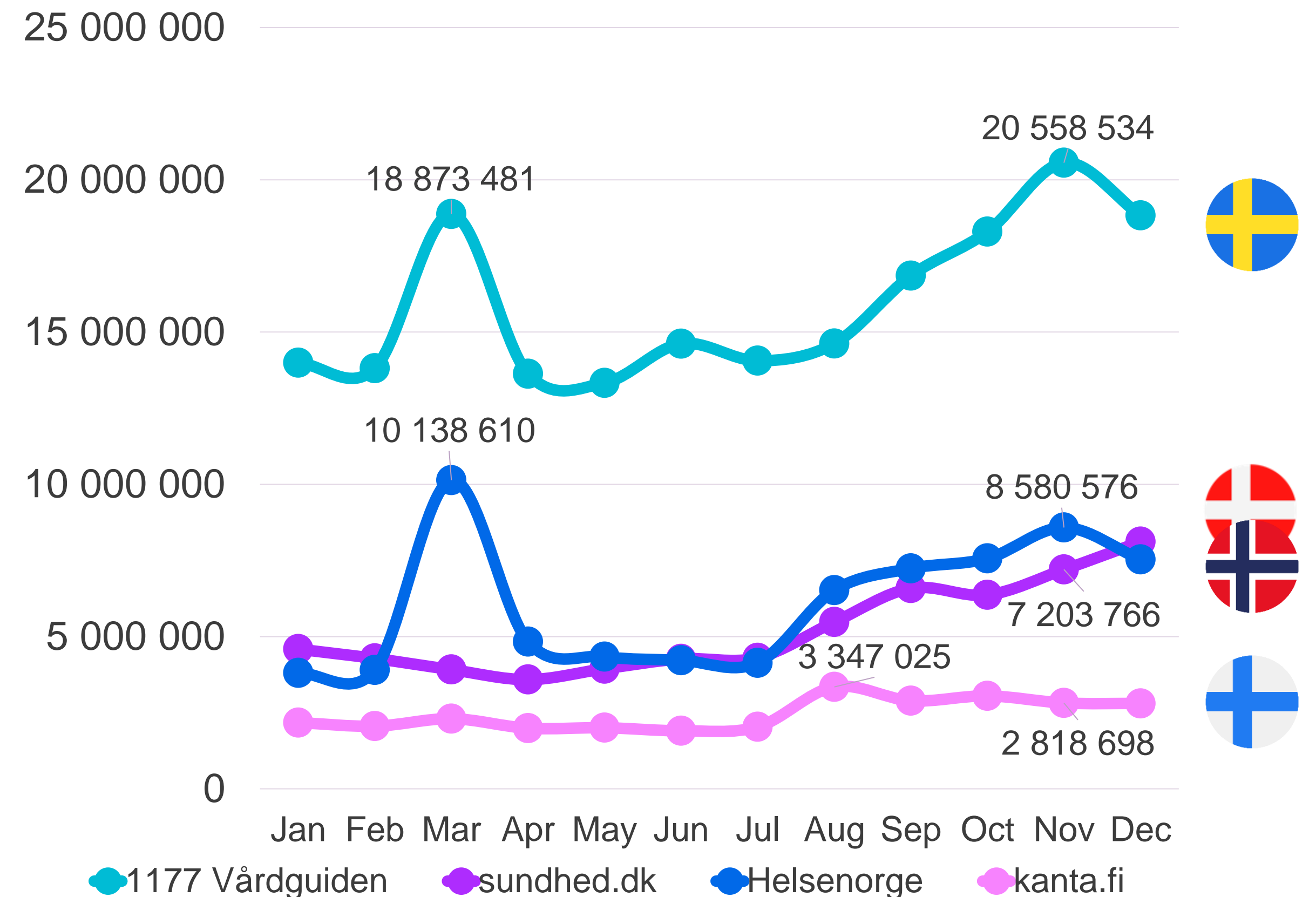
July: Corona test results available on Helsenorge

July: Corona tests with SMS result on 1177 Vårdguiden

August: Denmark's Municipal Corona test centers operational

December: SMS with result link available on Helsenorge

Portal visits per month 2020



Population



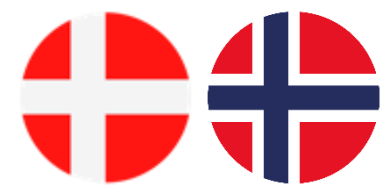
 H E L S E
n o r g e
5,3 Million

 **Kanta**
5,5 Million

 **sundhed.dk**
5,8 Million

 **1177**
VÅRDGUIDEN
10,3 Million

Denmark, Finland, Norway and Sweden all have national health portals



Denmark and Norway primarily have national services available through the portals, although there are some regional differences in Norway.



Sweden has an extensive national content of knowledge information with the option to add regional information. The available services through the portal differ between the regions, since they have the autonomy to choose which services they want to prioritize for their residents through 1177 or elsewhere on their regional web.



In Finland, Kanta is the national health portal, but it has limited services as most cities/municipalities or regions also have their own portals via which residents can access service directories, book services etc.

Denmark, Norway and Sweden also have apps with various functionality

Denmark

- New Colonoscopy-app (TarmTjek) and Muscle / skeleton app

Finland

- No Kanta app available
- 3rd party apps allowed to retrieve and insert data in Kanta EHR solution

Norway

- App has similar interface and all functions found on portal

Sweden

- App has similar interface and all functions found on portal
- No services outside login system (for security reasons)
- Chat planned



How well known are the portals?

Denmark

- Net Promoter Score 28 (Q4 2020)
- 73% has heard of sundhed.dk (2019)

Finland

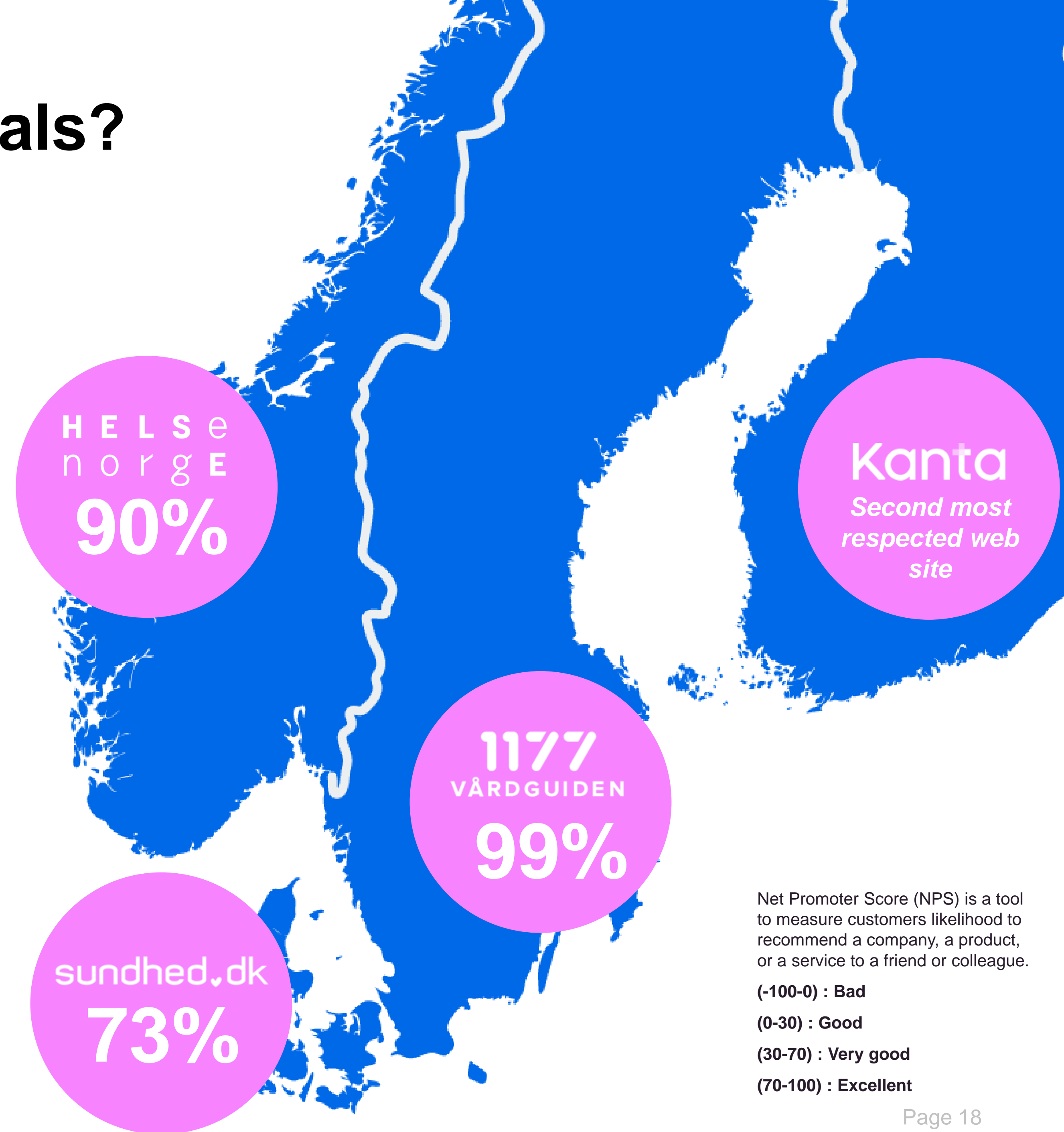
- Second most respected web site (2020)

Norway

- Net Promoter Score: 6 (2020)
- 90% has heard of Helsenorge (2020)

Sweden

- Net Promoter Score: 46 (2020)
- 99% has “heard of 1177 Vårdguiden» (2020)



Net Promoter Score (NPS) is a tool to measure customers likelihood to recommend a company, a product, or a service to a friend or colleague.

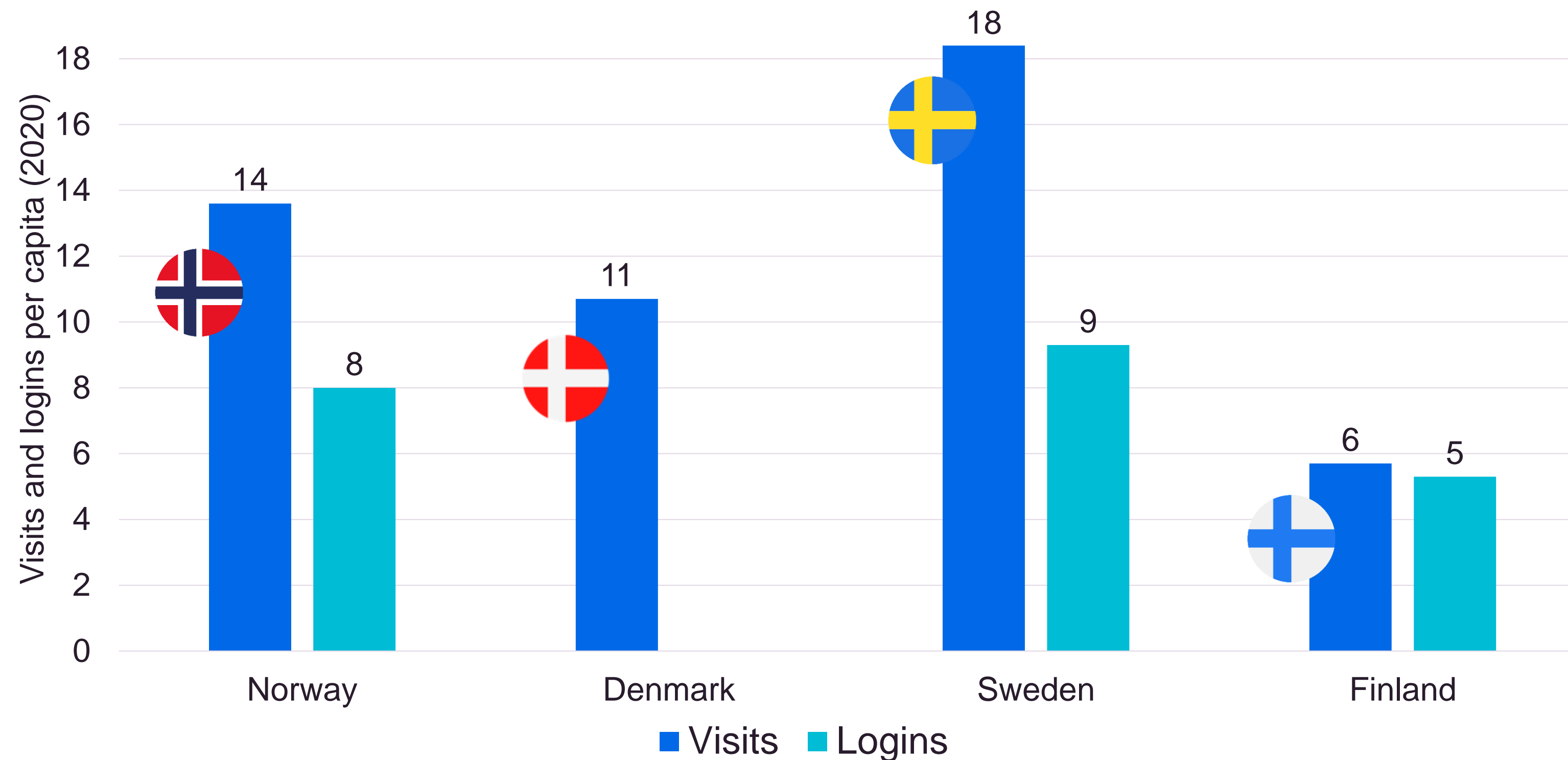
(-100-0) : Bad

(0-30) : Good

(30-70) : Very good

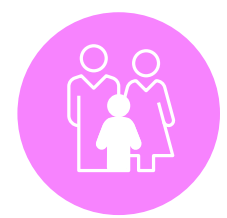
(70-100) : Excellent

Visits per capita is similar between countries with similar health portals (Norway, Denmark and Sweden)



The countries use different methods for counting visits and logins, but the numbers give an indication of usage. Kanta.fi do not distinguish between visits and logins: Kanta.fi offers primarily services that require logging in and offers limited open information pages compared to the other portals.

The portals' main target group is residents, but Finland and Denmark also target other groups



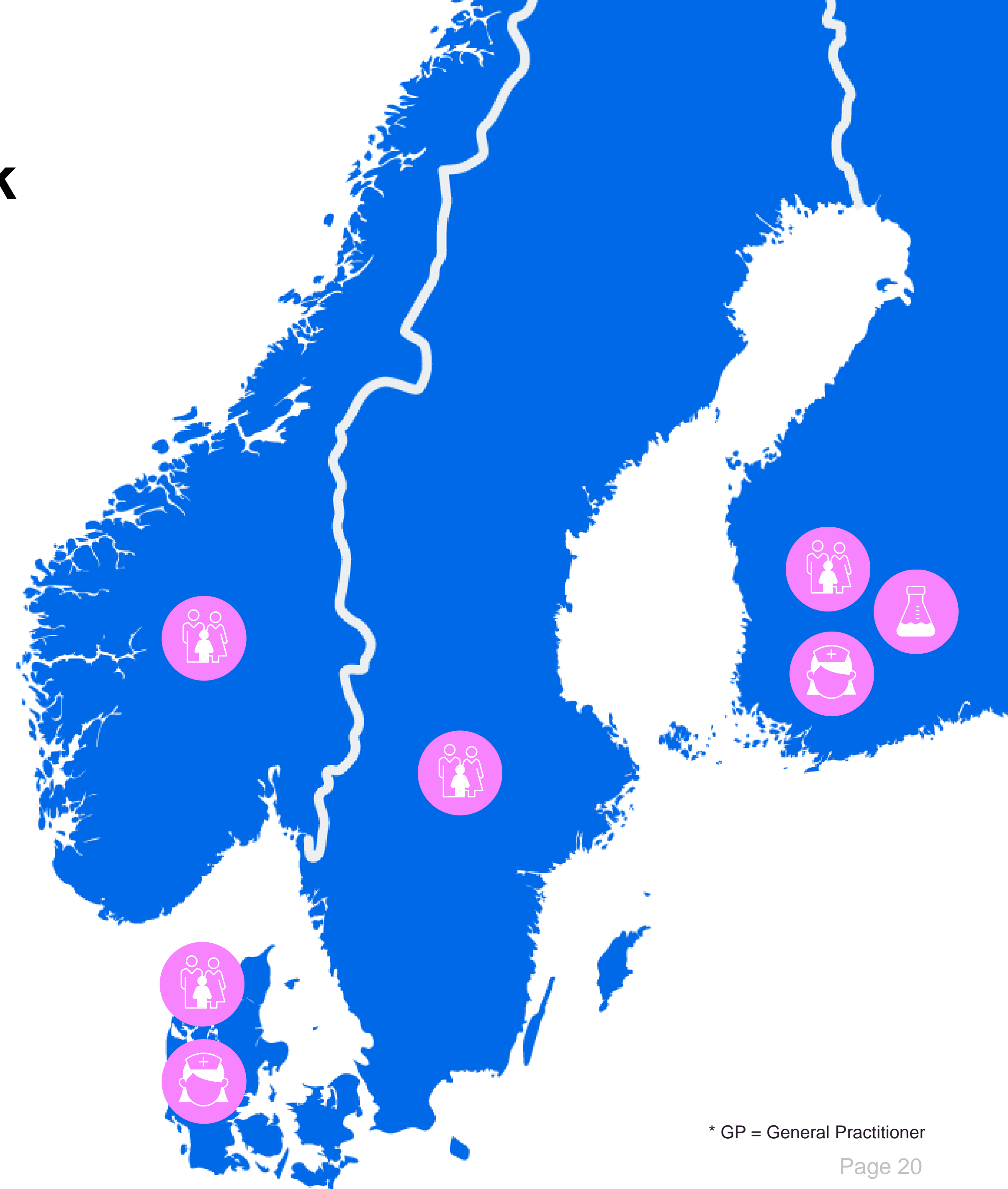
The national health portals are primarily aimed at serving the countries' residents.



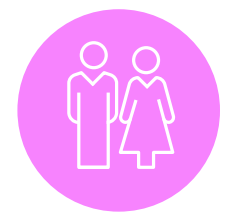
In Denmark and Finland, there are also services for healthcare professionals, such as access to journal documents and information about diseases and treatment (Doctor's Handbook). Sundhed.dk was originally targeted to GPs*, but now targets health professionals and residents equally.



Finland has in addition service providers as part of the target group, in addition to residents, pharmacies, and health services.



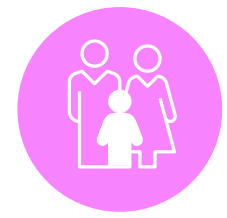
Women use the portals the most, and the open information pages are the most visited



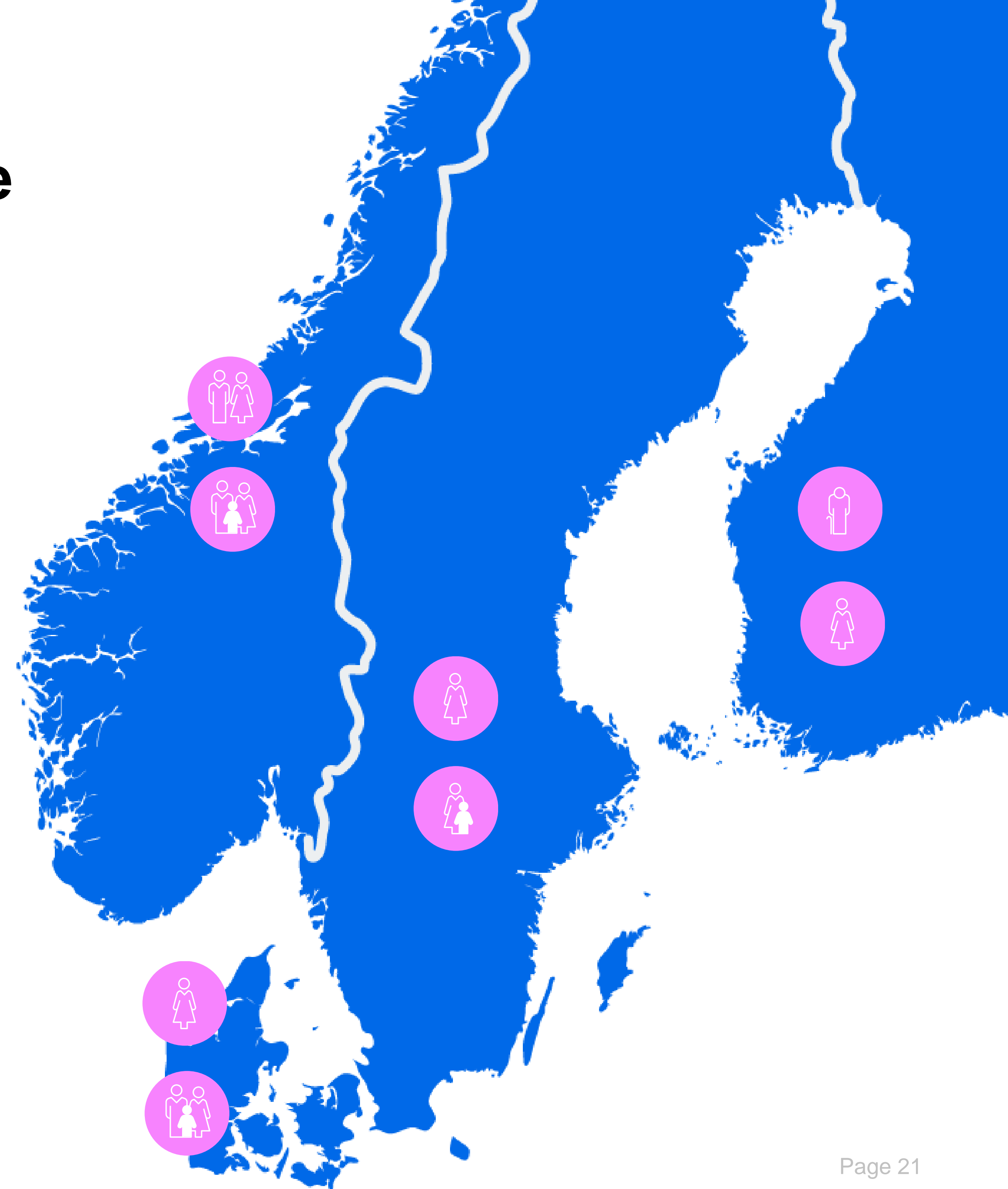
In Finland, Sweden, and Denmark, women are the most frequent users of the portals. In Norway, there are no major gender differences.



In Sweden, younger and middle-aged female residents use the services the most, while in Finland the services are used more by the elderly.



In Denmark and Norway, there are no major differences in usage between age groups.



Use of interactive channels of communication with healthcare professionals is increasing



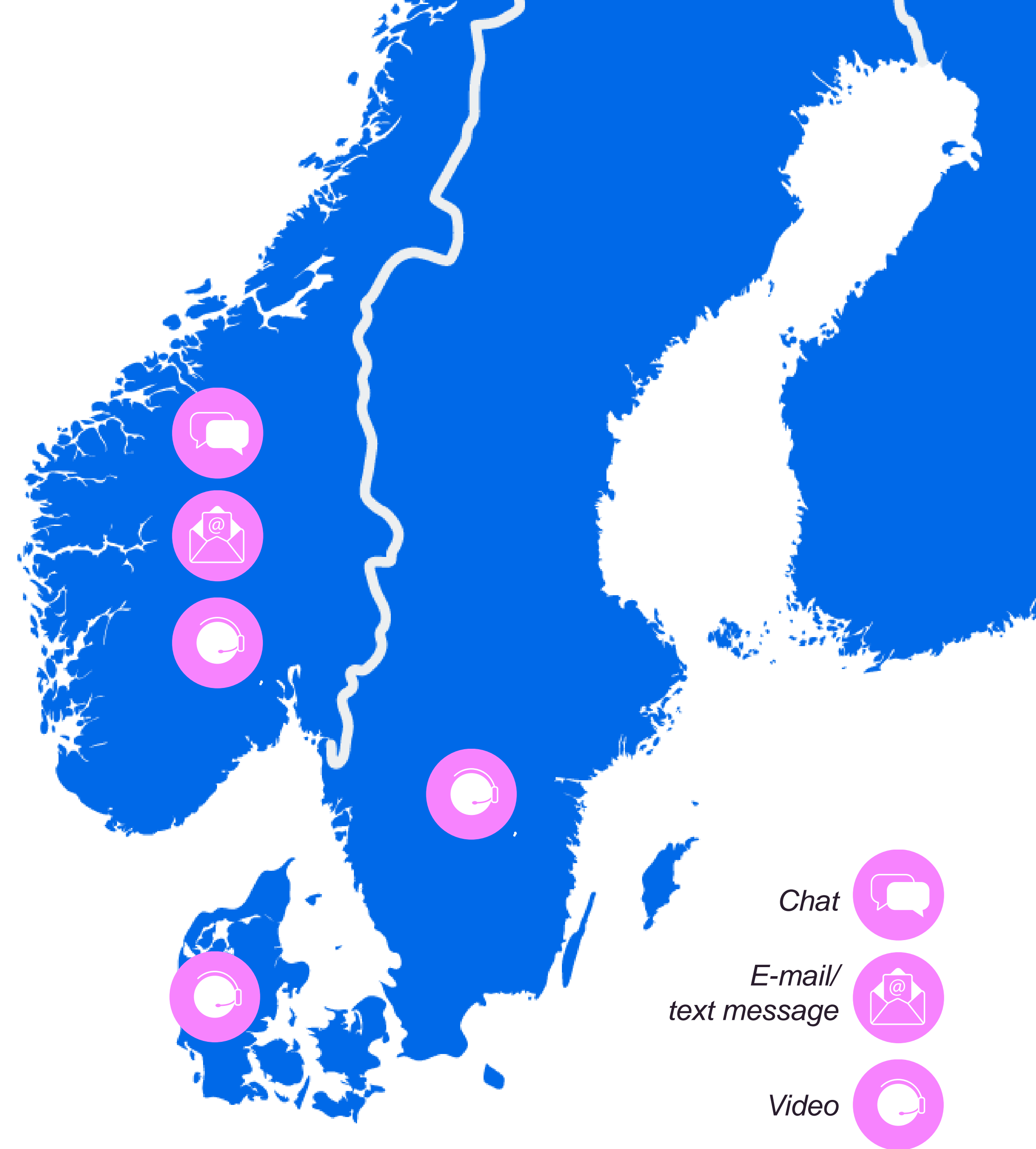
In Norway, Helsenorge offers a platform for asynchronous communication with GPs and other entities. Video and chat capability is being rolled out.



In Sweden, residents can chat with a healthcare professional directly through the service. 1177 is undergoing testing for synchronous chat and video with nurses. They are also planning to test a solution that allows residents to send photos to nurses during phone calls.



In Denmark during the corona pandemic, video consultation functionality to cover psychologist, chiropractor, physiotherapist and dental hygienist has been developed. Video to own doctor is covered outside sundhed.dk (MinLæge).



*Asynchronous communication = e-mail, text message

**Synchronous communication = video, telephone, direct chat messaging

Denmark, Norway and Sweden's portals provide **informational pages** on disease and treatment



The portals provide information about diseases, symptoms and treatment. They are the most visited portal pages in Denmark, Norway and Sweden.



Denmark, Finland and Sweden provide a list of treatment providers, while Norway only partially offers this.



Kanta in Finland does not have information about diseases or treatment.







Denmark, Norway and Sweden also provide information about patient rights on their portals.

Some of the portals also include lifestyle advice on how to stay healthy.



All countries now offer citizens access to their patient journals

-  In Denmark, parts of the hospital journal are available. Journals from GPs and municipalities (care journals) are not accessible yet, but this is in the pipeline.
-  In Finland, the entire journal is available through the portal.
-  In Norway, hospital journals are available in three out of four health regions.
-  In Sweden, journals are available, but each region decides what information is shown, and therefore the content varies from region to region.



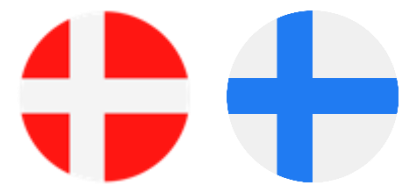
Donor cards are available in Denmark, Finland and Norway



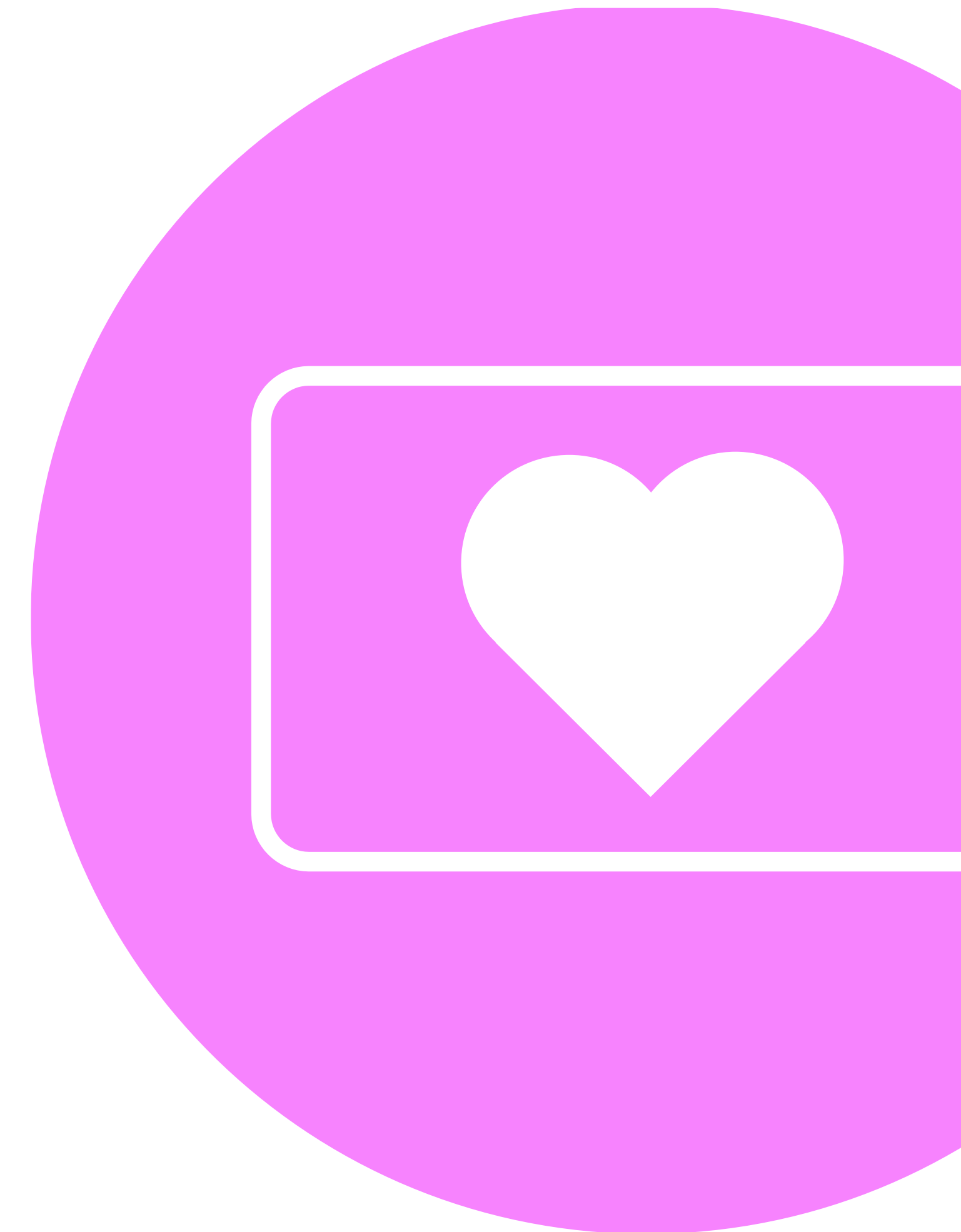
Donor cards are available in Denmark, Finland and Norway.



In Sweden, 1177 links to Swedish National Donor Register



Denmark and Finland also provide documentation of advance directives, which allow residents to decide in advance whether they want to receive life-prolonging treatment or resuscitation in the event of cardiac arrest.



Information about prescriptions is available in all countries. Overviews of medications and vaccines vary












Medication 	Vaccines 	Laboratory 
 <p>Overview of prescribed medication, prescribed treatments, and prescriptions two years back in time available. Prescription renewal available.</p>	<p>Vaccination status is available. Residents can self-register vaccines, for example vaccines taken abroad but not approved by health care professionals.</p>	<p>Yes</p>
 <p>Prescription renewal and an overview medication is available.</p>	<p>Vaccination status is not available.</p>	<p>Yes</p>
 <p>Overview of prescriptions available, but not a complete overview of medications. Prescription renewal available.</p>	<p>Vaccination status is available.</p>	<p>Yes</p>
 <p>Overview of selected prescriptions for all regions available. Prescription renewal available.</p>	<p>Vaccination status is now available in 14 of 21 regions.</p>	<p>Yes, in 19 of 21 regions.</p>



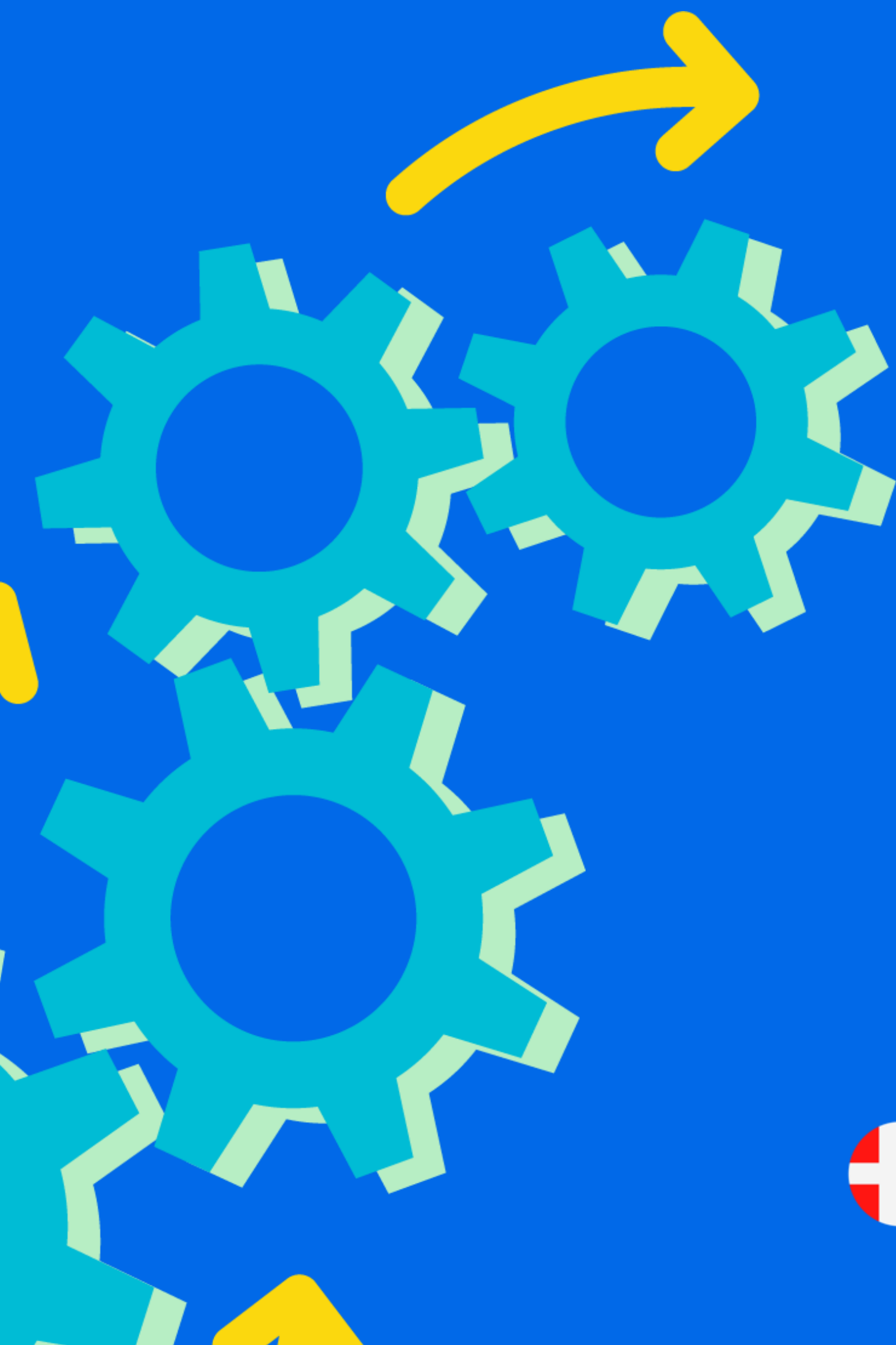
Foto: Øyvind Eide

Overview of appointments with health services is partially available in Denmark, Sweden, and Norway

-  Overview of booked appointments currently available in two of five regions, all regions will be covered in 2021. Possibility to change booked appointments or make new ones not available.
-  Overview of booked appointments or possibility to book appointments not available.
-  Overview of booked appointments available in some parts of the health services and some health regions. Possibility to change certain types of appointments in these regions available.
-  Access to and possibility to change booked appointments available, but only at some health receptions, as each reception decides which services they want to offer through 1177.



Further plans and development



Further development



Sundhed.dk is currently adding more information about disease prevention on the portal. Sundhed.dk is also working on the possibility to become the main hub where residents can upload or register their own health data generated from personal smart devices. Several new apps have been launched.

sundhed.dk



Further development



In Finland, the content of the patient data archive is continuously expanded, for example to dental information and on a longer term, information from pre-hospital and social services. Self-registering of measurement data will also be possible soon.

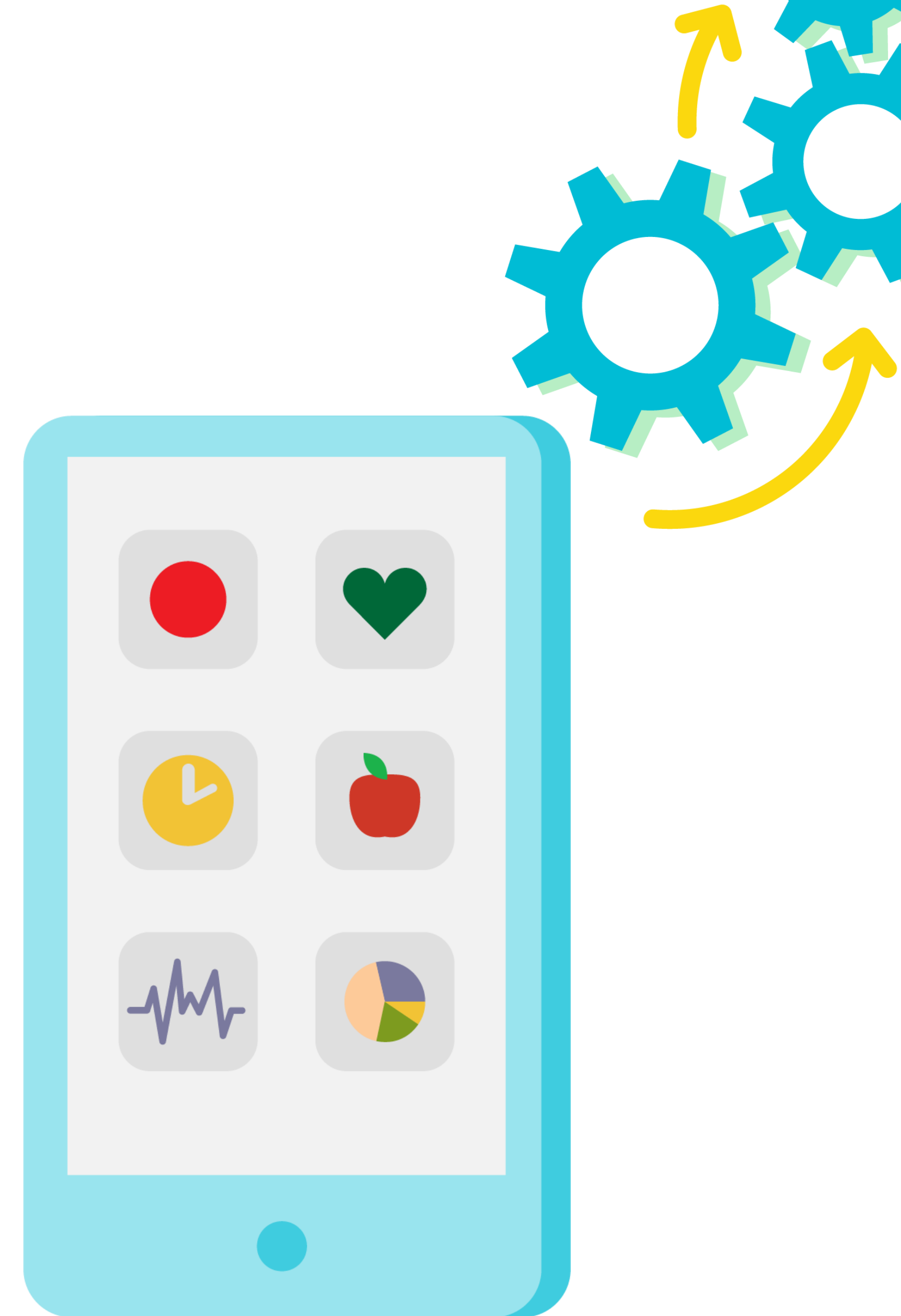
Kanta



Further development



Helsenorge will add declaration of consent for sharing data for research purposes, tools and apps for self-help to youths, including mental health and other services. Corona services (vaccination passports, test passports). Helsenorge is working on a new and improved app that among other things will simplify login by use of personal code and biometrics.

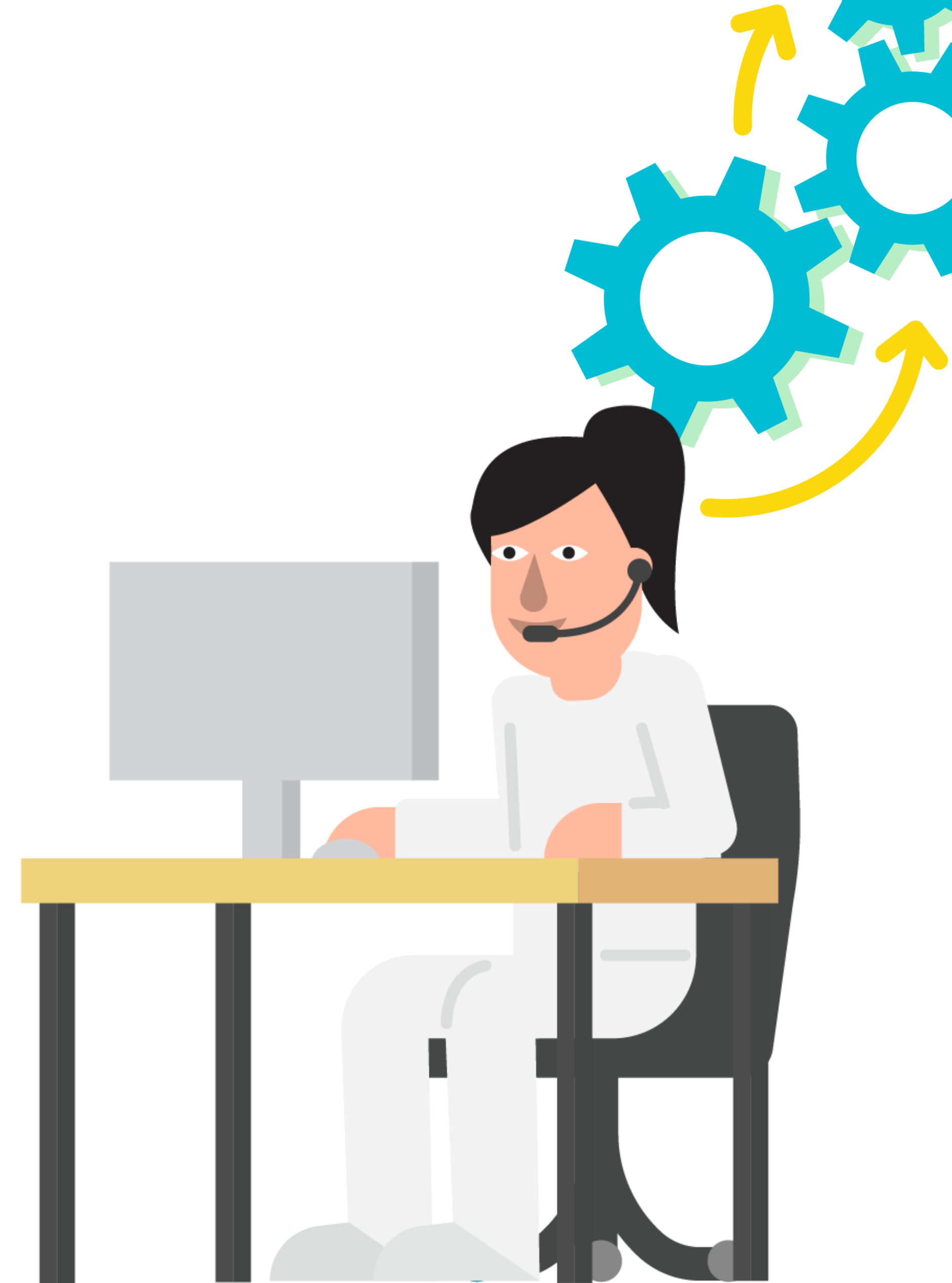


Further development



In Sweden, synchronous chat and video with nurses is being tested, and there are plans to enable patients to send photo documentation to a nurse during phone calls within the 1177 Vårdguiden portal. The strategy going forward is to continue developing, improving and connecting the various services to give the resident improved and more coherent health care experiences.

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