



The Norwegian
Directorate of eHealth

Comparative analysis 2022: National Health Portals in the Nordics

June 2022

sundhed.dk

H E L S e
n o r g E

1177

Kanta

Summary: Nordic National Health Portals see large growth

Comparative Health Portal analysis Denmark Finland Norway and Sweden

- Last year (2021) the four tracked National Health Portals had **growth rates** ranging between 32 %(DK) to 93 %(NO)
- Portal **brands** are **stronger** than ever and increasing
- The **coronavirus raised** citizens' portal **usage** in 2020 and this has continued to increase in 2021, introducing new functionality like the **corona passport** and **booking** of vaccination time
- Citizens in the Nordics **follow their own health** more:
 - A growing number of **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 still among the top services used by citizens
- **Visits** to the portals differ between the countries, from 8 visits per year in Finland up to 26 visits per year in Norway per capita
- **Logins** (with National ID or BankID) vary from 8 times per year in Finland up to 16 times per year in Sweden



Foto: Øyvind Elde

Key information – Nordic National Health Portals

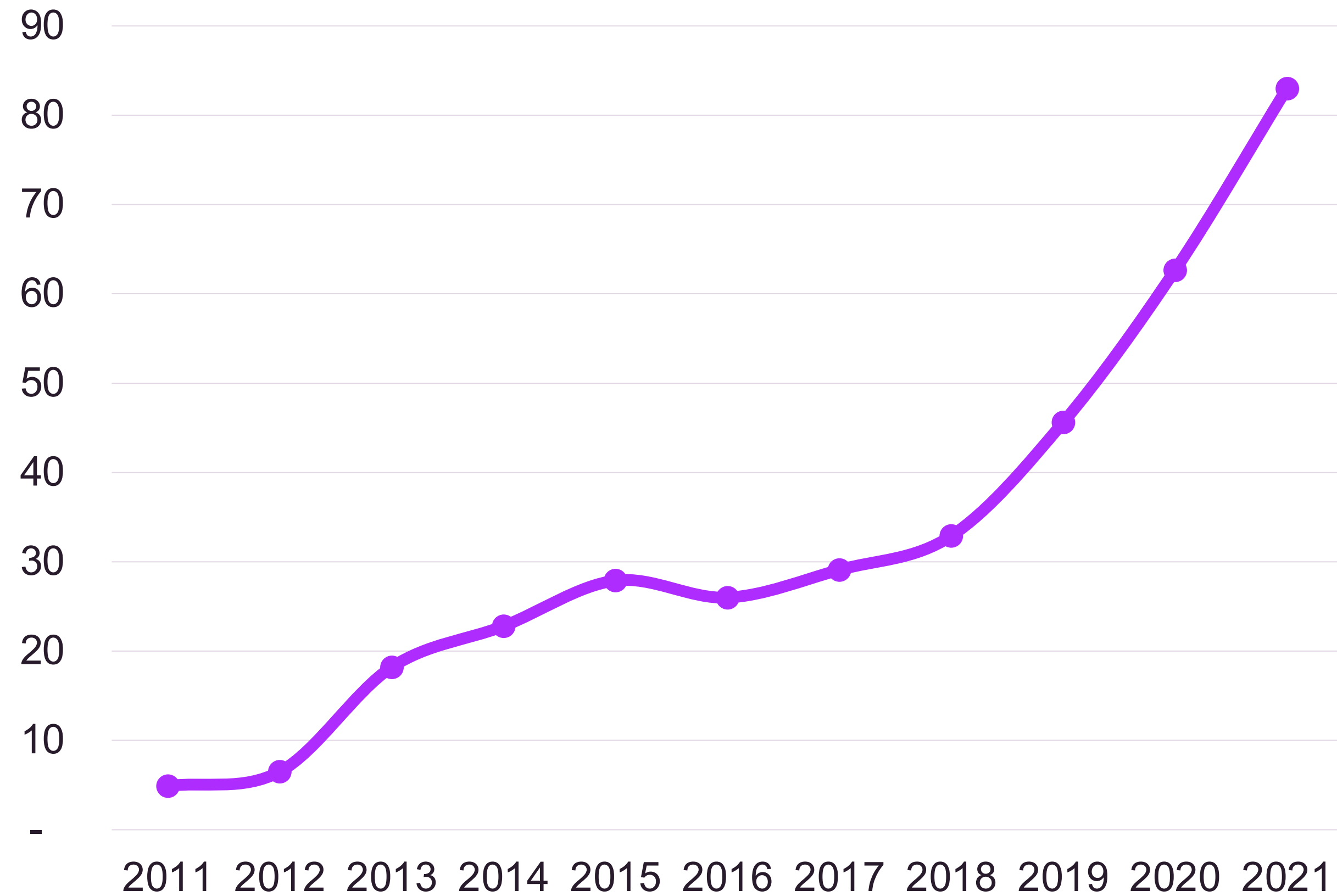
Comparison table (figures from 2021)

Services / content	Page:	Denmark	Finland	Norway	Sweden
Name of portal/URL	4-11	sundhed.dk	My Kanta Pages kanta.fi/en	Helsenorge	1177.se
Year started	-	2003	2007	2011	2013
Million visits 2021 (2020)	4-10, 13	82 (63)	46 (31)	140 (73)	260 (191)
Visits / logins per year per capita	13, 19	14 / 10	8 / 8	26 / 14	25 / 16
Portal as app	17	Yes	No	Yes	Yes
Net Promoter Score / brand awareness	18	21 (good)	52 (very good)	48 (very good)	45 (very good)
Target group(s)	20	Residents/Healthcare	Residents	Residents	Residents
Interactive channels available	22	Chatbot/Video	-	Message/Chatbot/Video	Message
Disease and treatment information	23	Yes	-	Yes	Yes
Medical record from hospital / GP	24	Yes/-	Yes/Yes	Yes (3:4 regions)/no	Yes/-
Organ donation / will expressions	25	Yes/Yes	Yes/Yes	Yes/-	-/-
Medication record (prescriptions)	26	Yes	Yes	Yes	Yes
Vaccines (immunizations)	26	Yes	Yes	Yes	Yes
Laboratory test results	26	Yes	Yes	Yes	Yes
View appointment for hospital or GP	27	Yes, only view	No	Yes, and partly change	Yes, also change



Sundhed.dk

Annual visits to sundhed.dk (million)

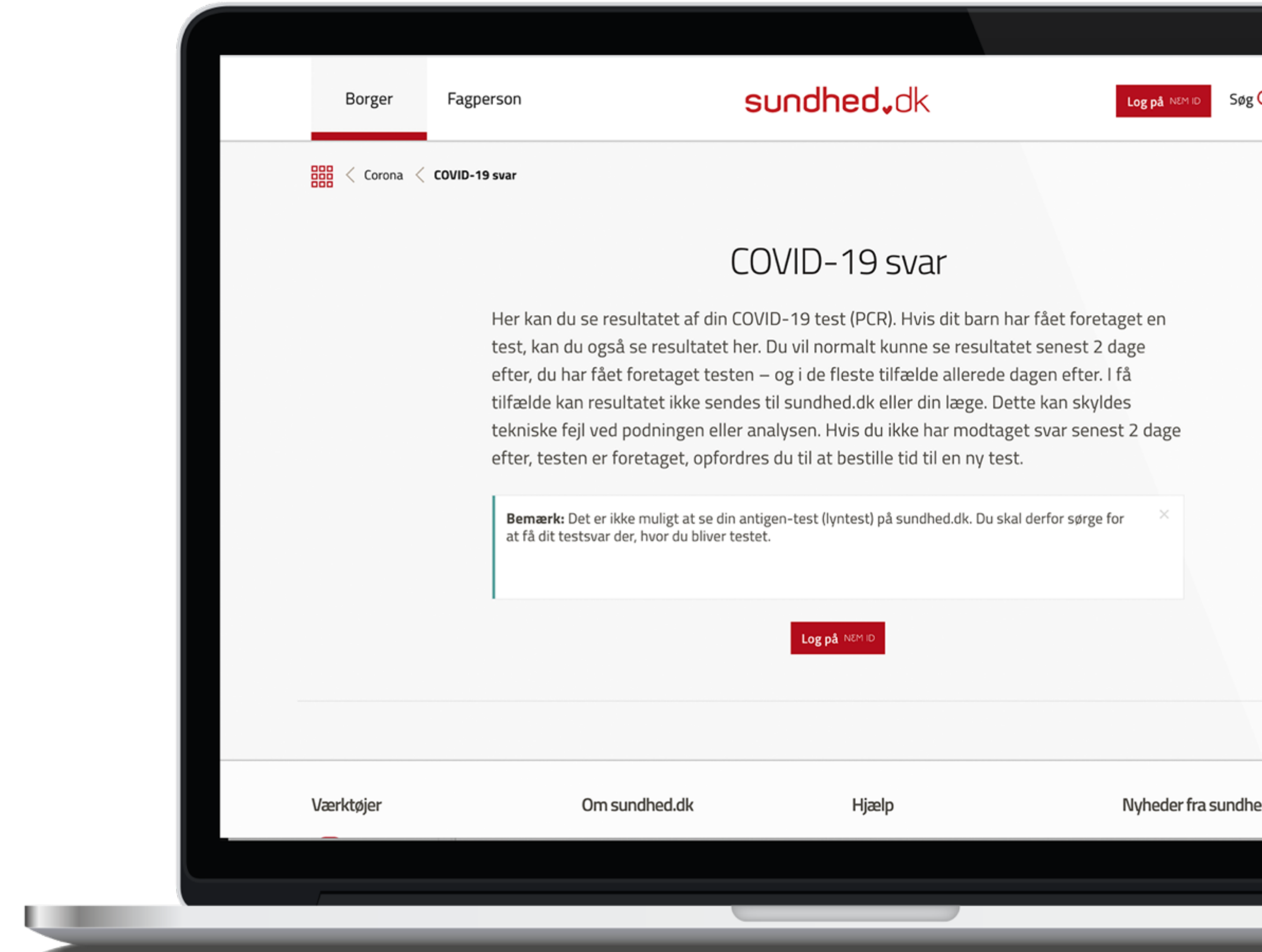




Sundhed.dk – most popular services

Most used services 2021:

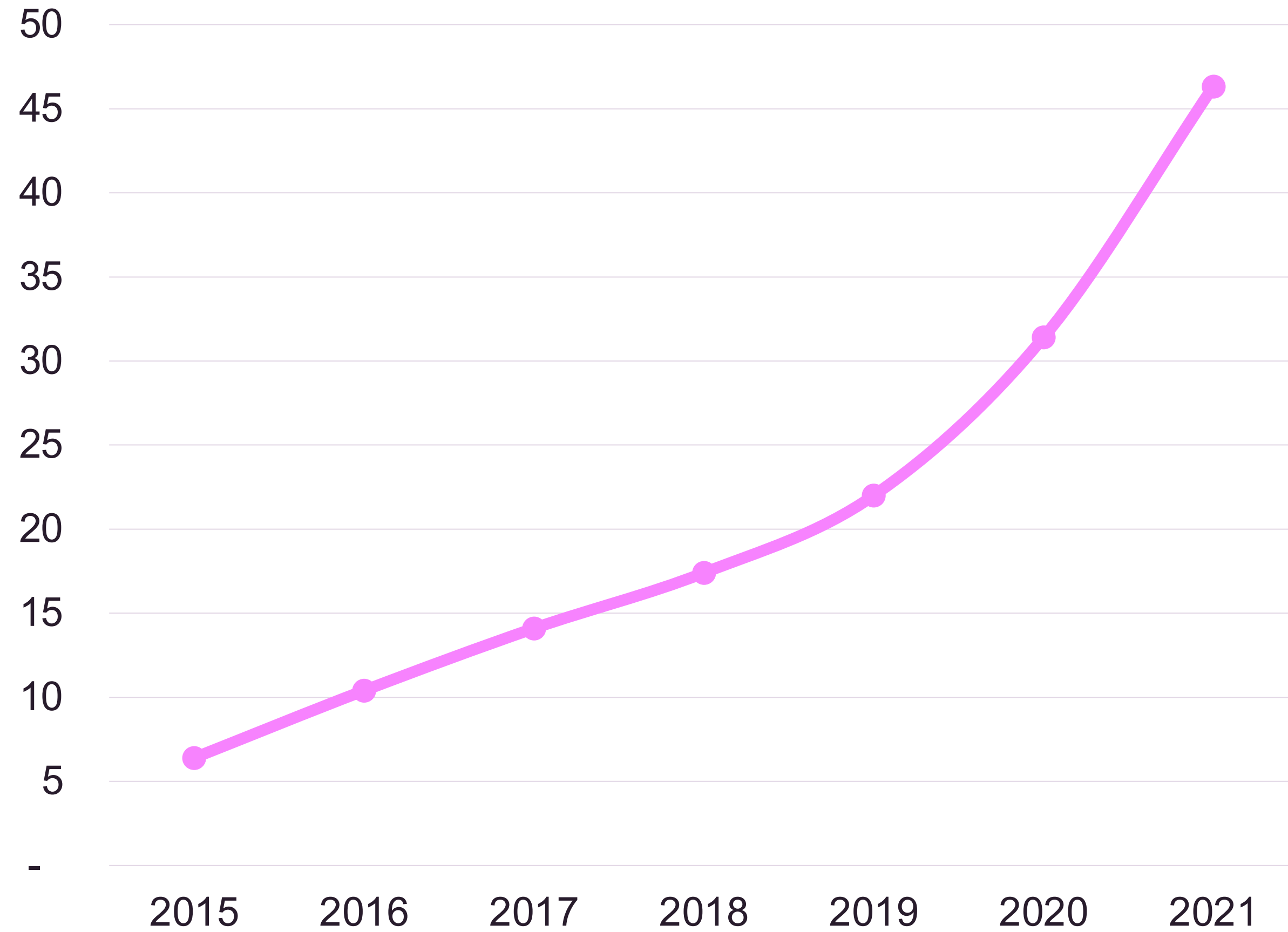
1. Laboratory results (corona test results included)
2. Patient journal
3. Medicine card
4. Patient & Doctors handbook
5. Image descriptions
6. Appointments
7. Find a practitioner
8. Warrent
9. Find a health offer
10. Dentist prices





Kanta

Annual visits* to Kanta (million)

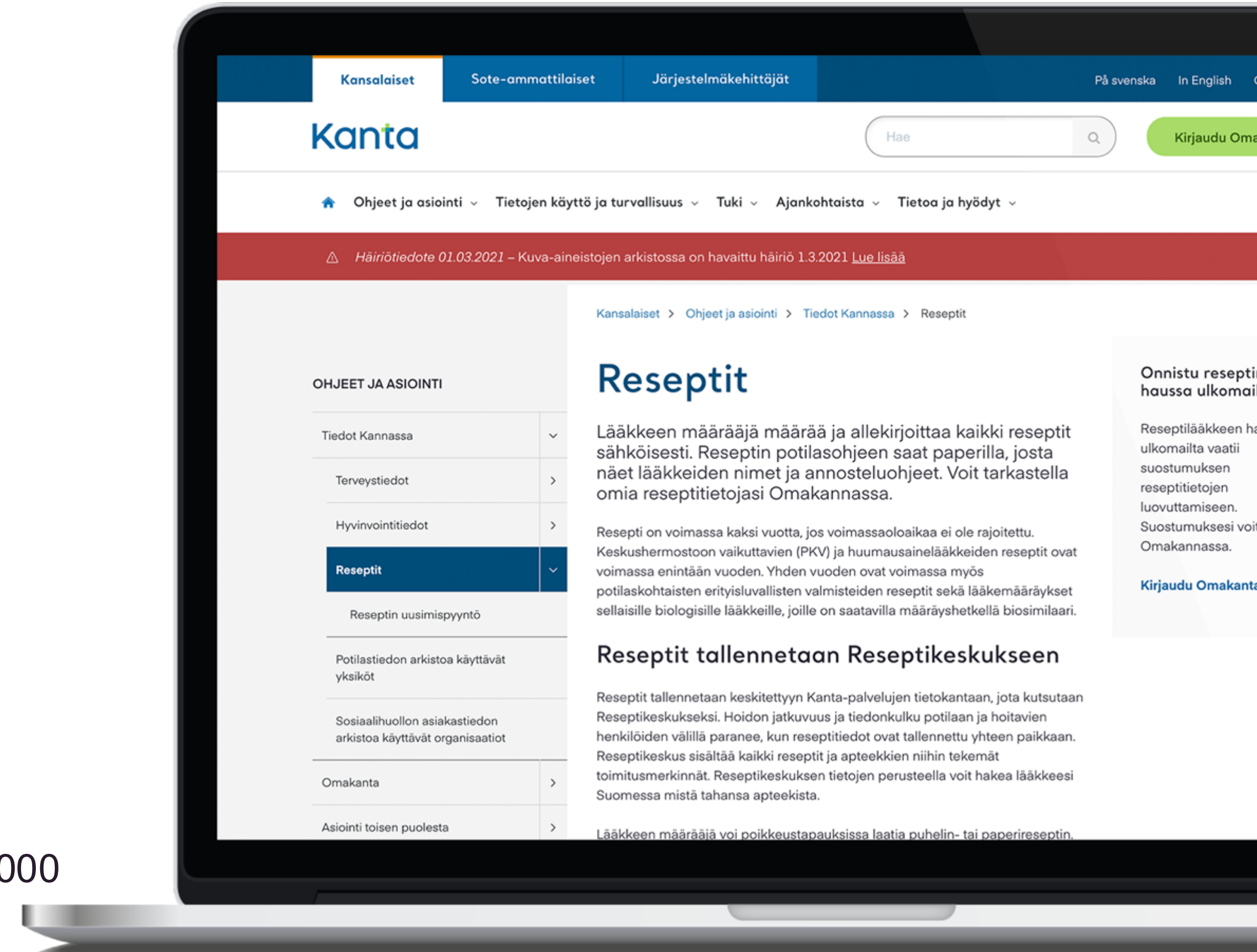
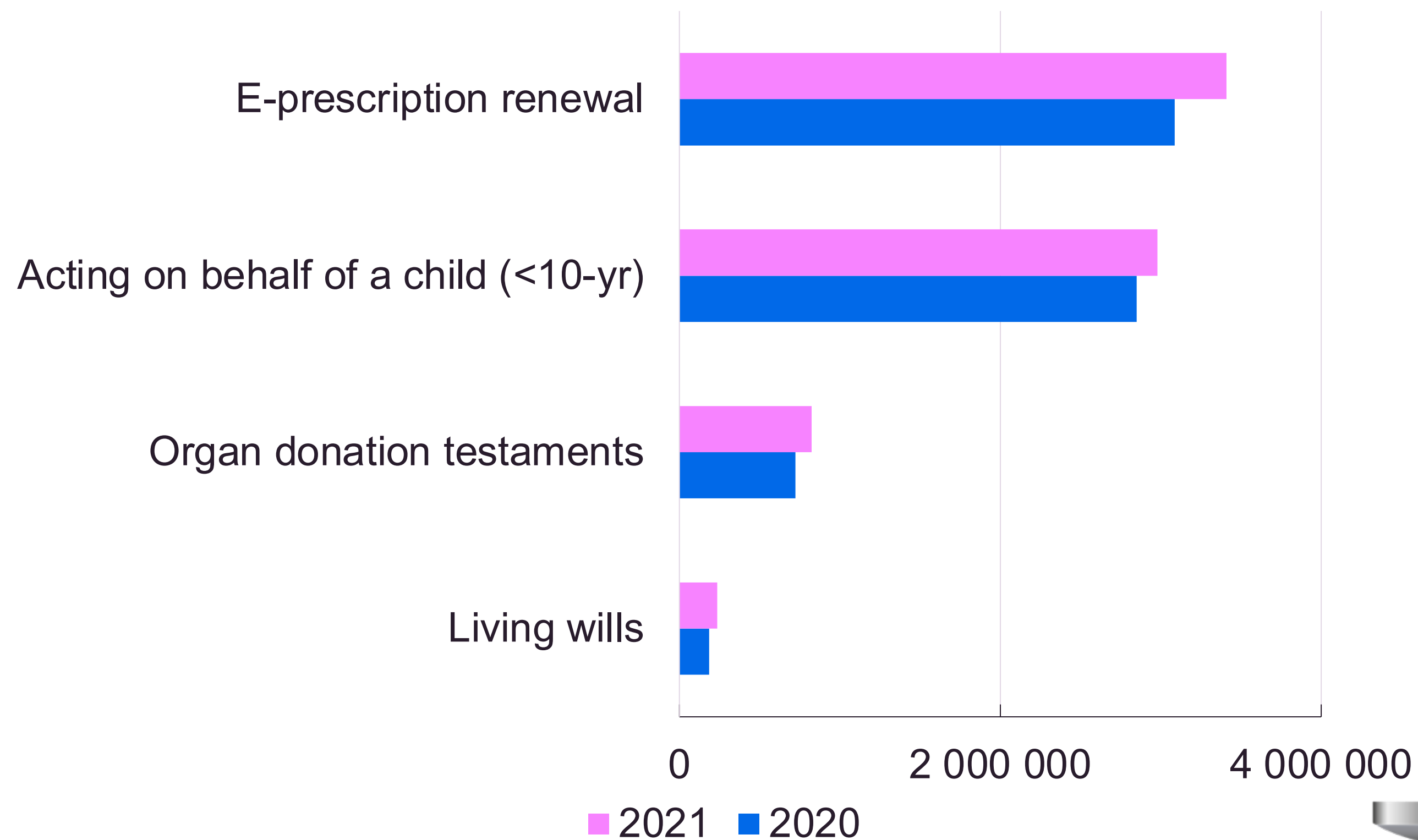


*The graph shows “visits” to Kanta.fi. Note that first “logins” were in 2011.



Kanta – most popular services

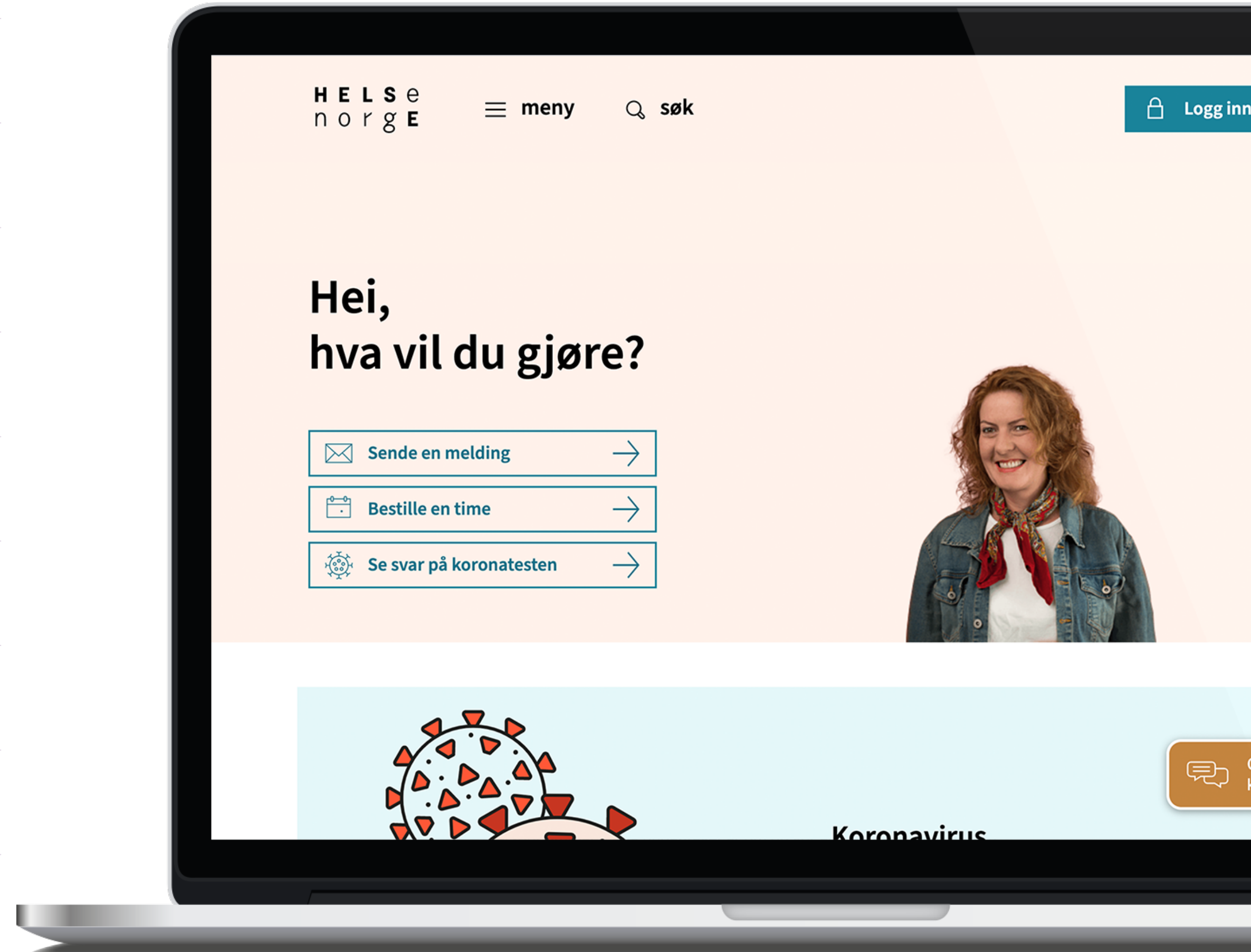
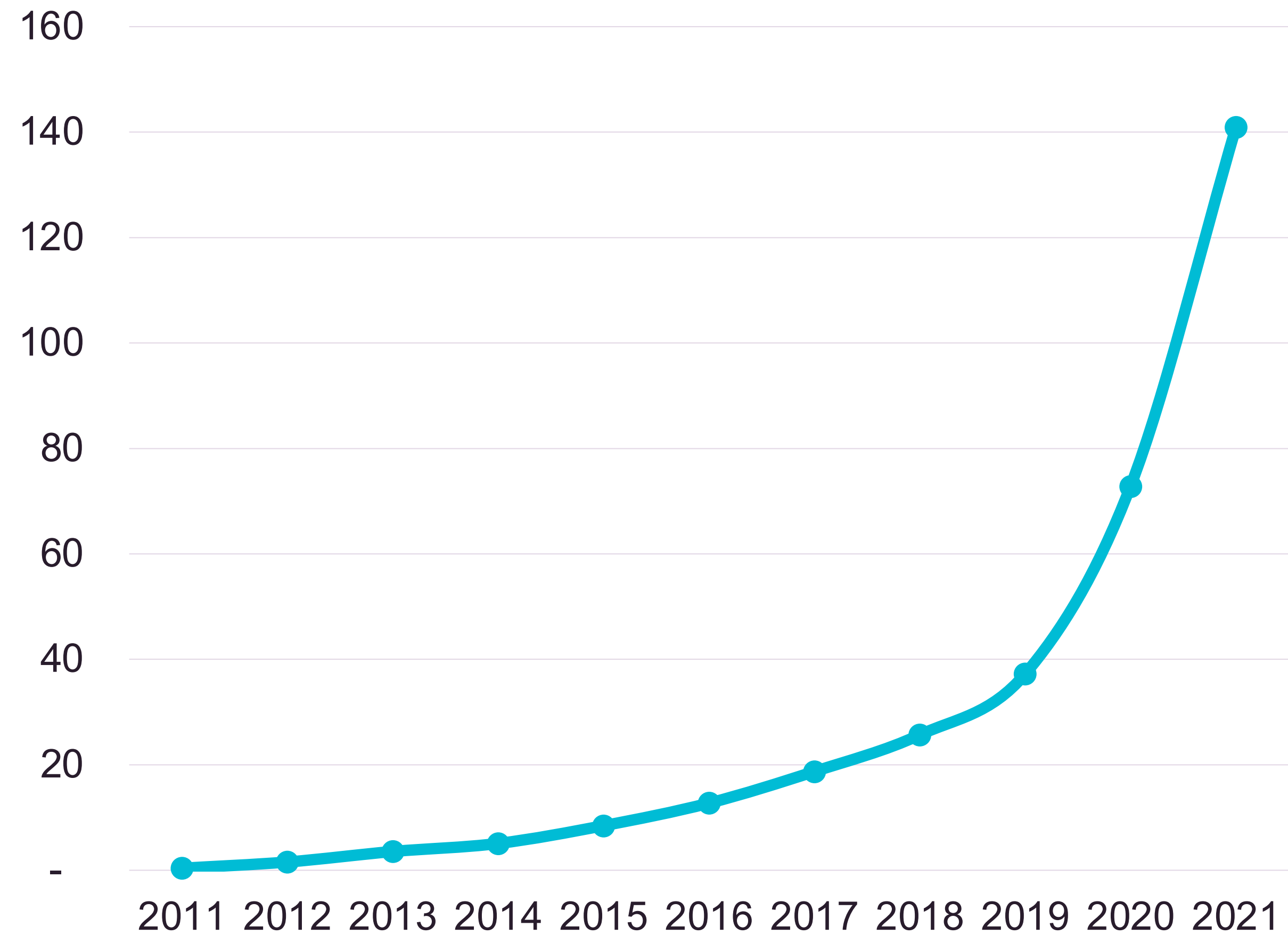
Kanta - 4 most popular services in 2021 and 2020





Helsenorge

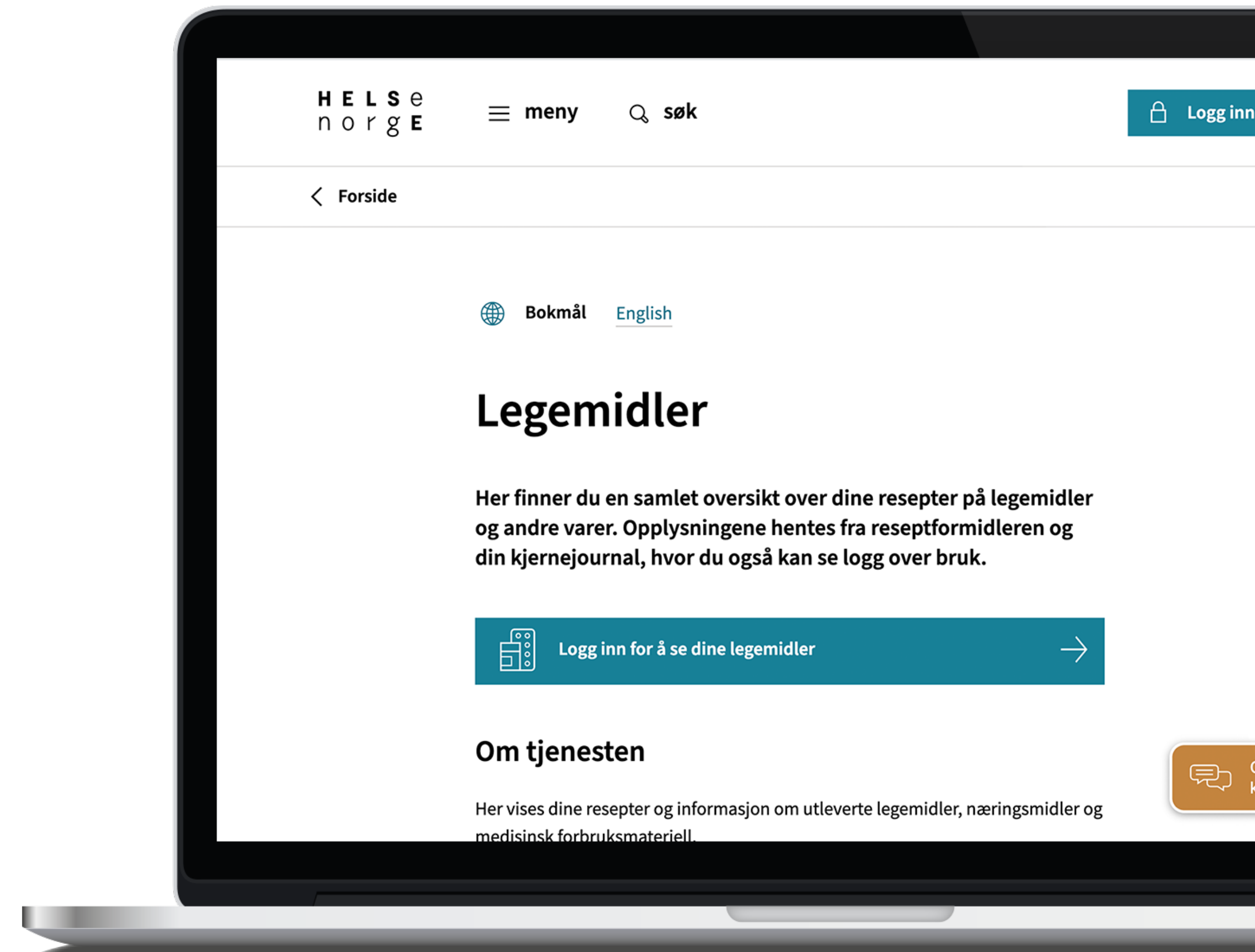
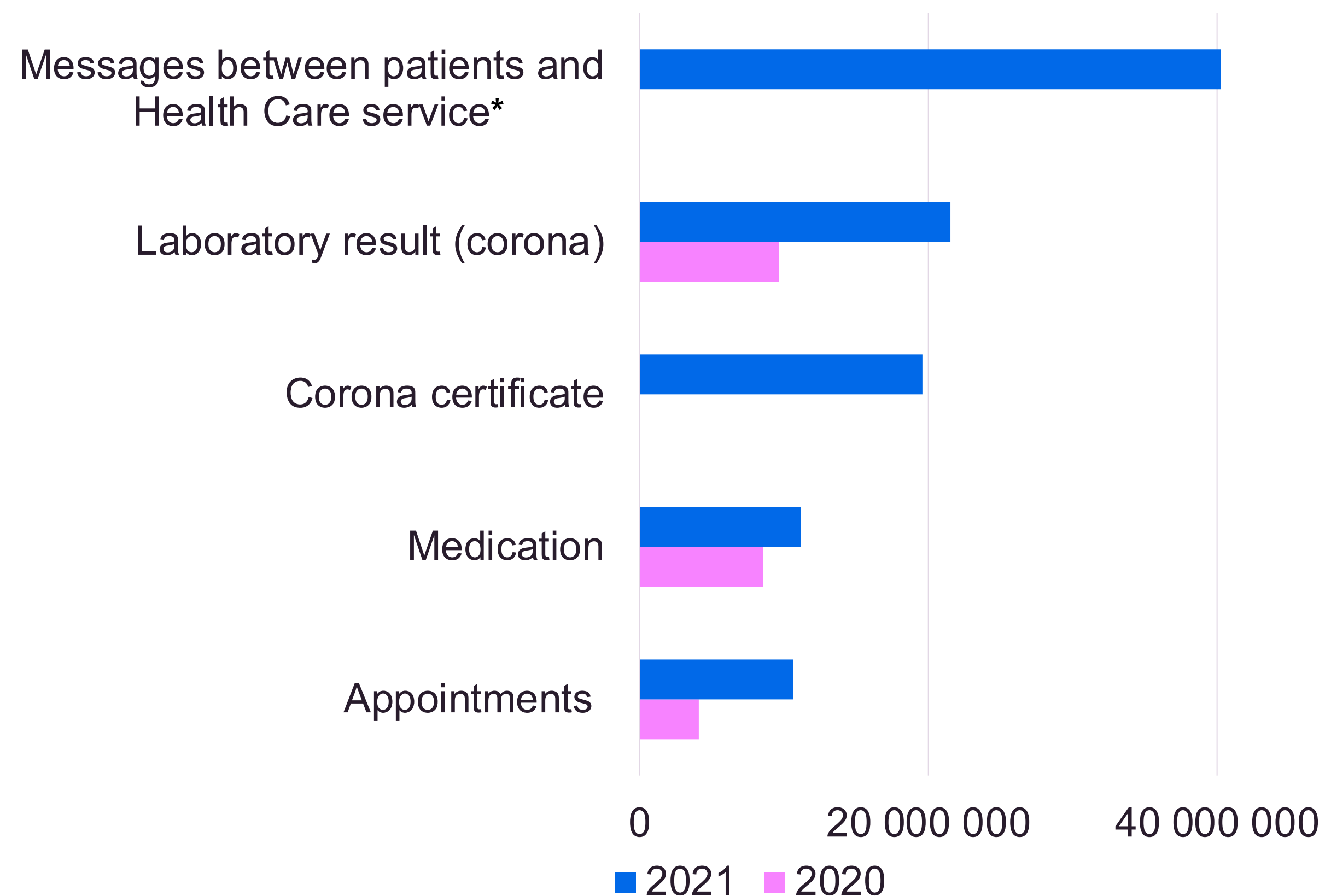
Annual visits to Helsenorge (million)





Helsenorge – most popular services

Helsenorge - 5 most popular services in 2021 and 2020

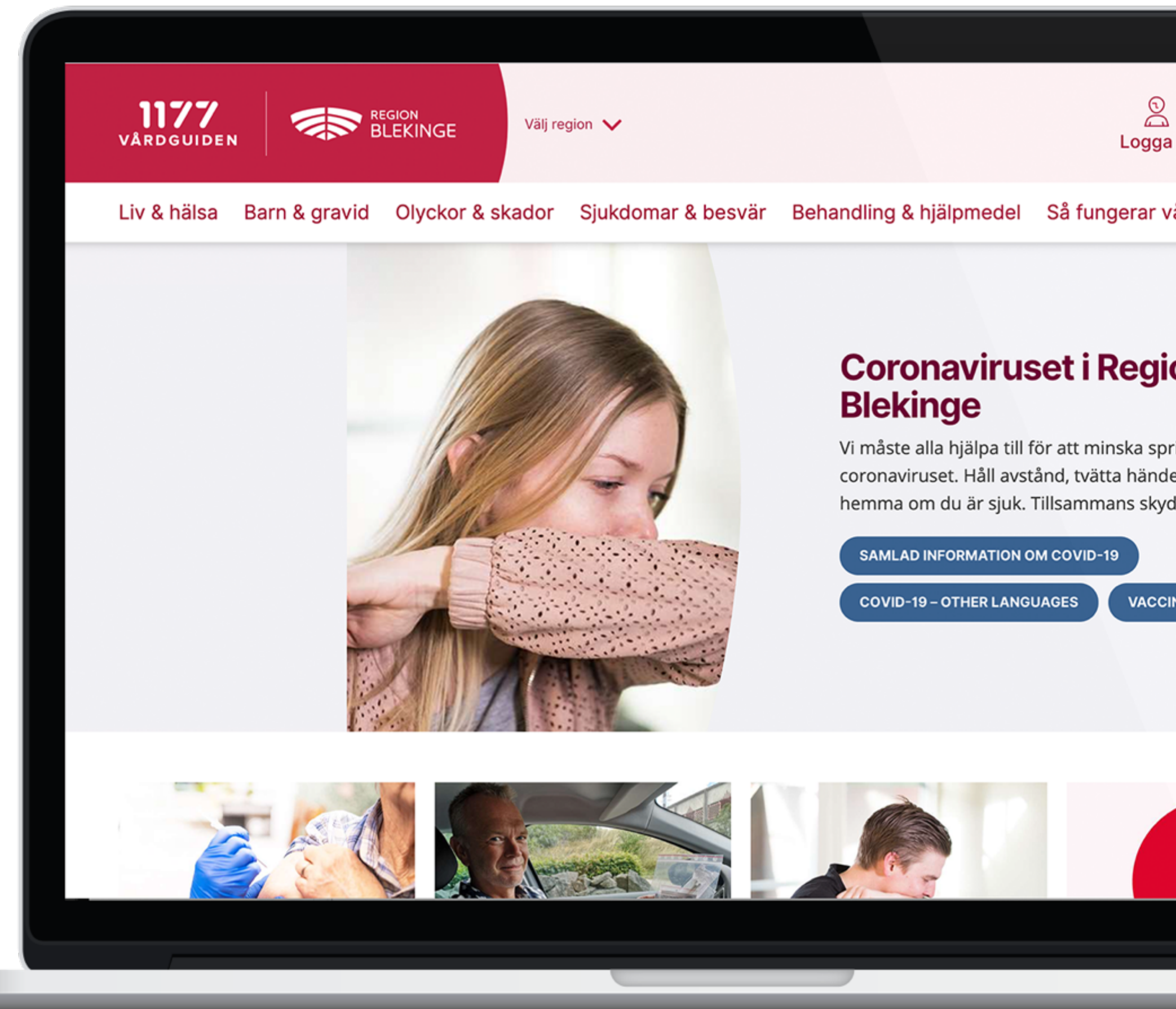
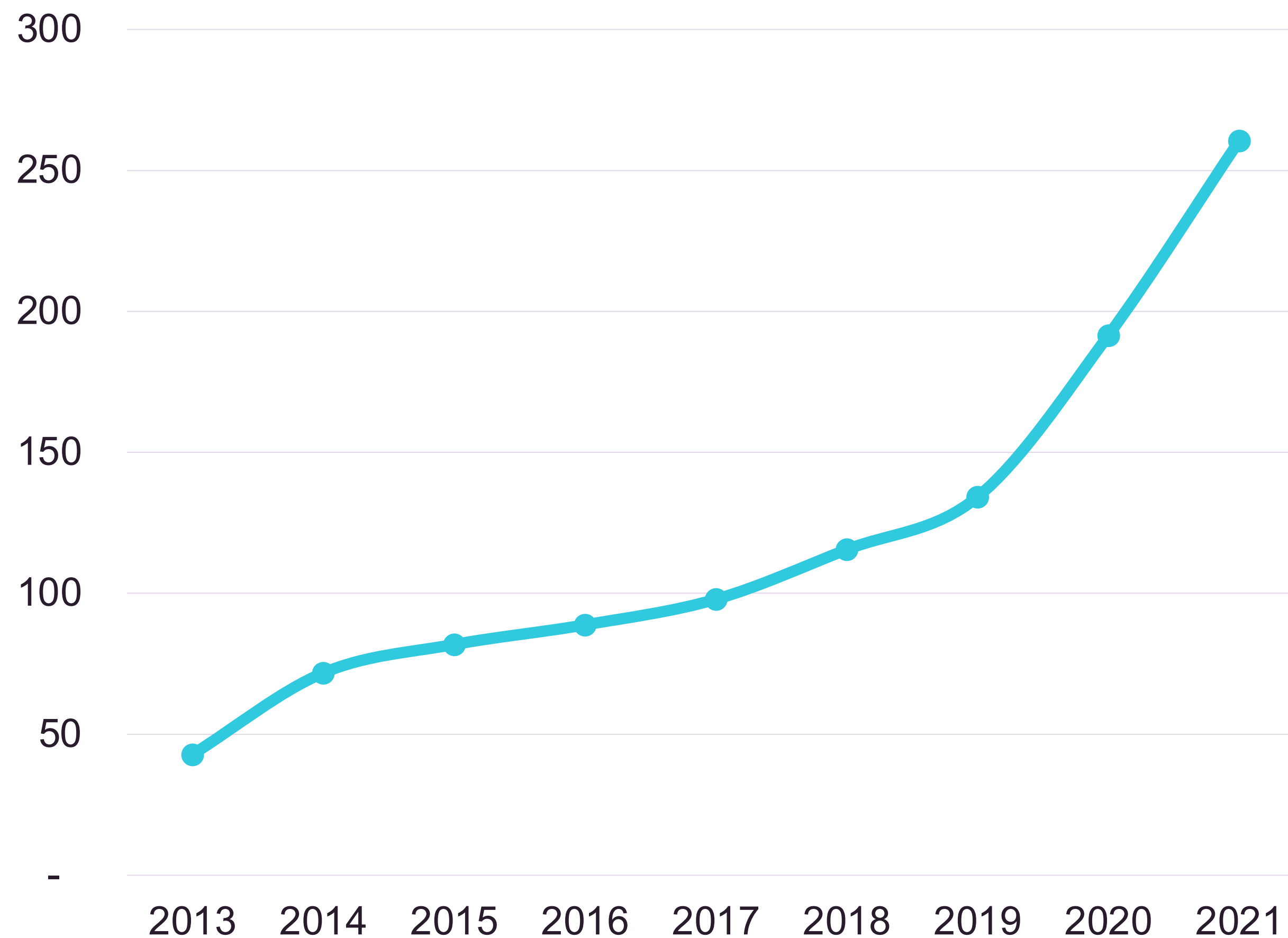


* "Messages" was not part of the 2020-report as a messages was not considered as a "service" in itself at that time. After a reconsideration we have decided to include it to show how this functionality develops over the years.



1177

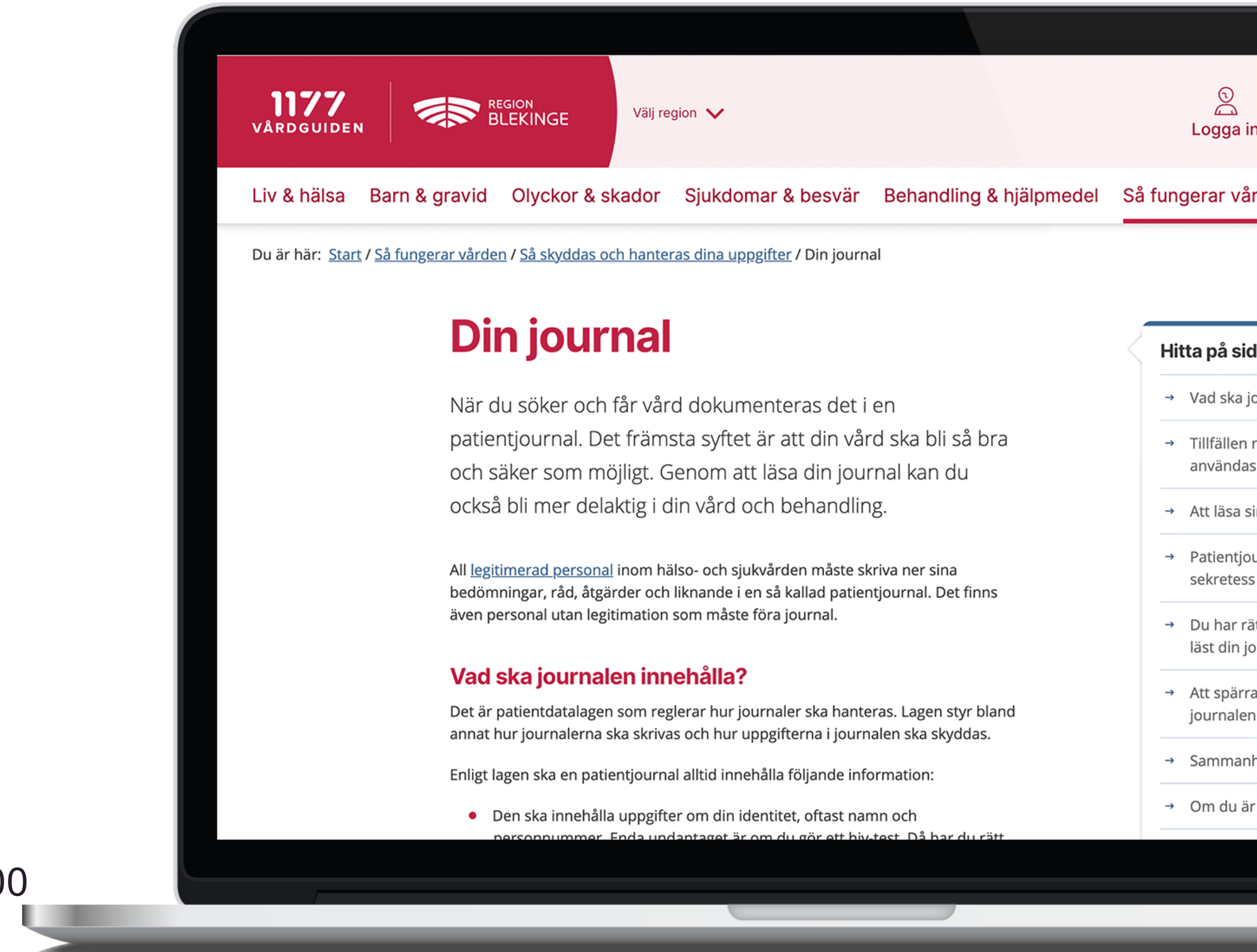
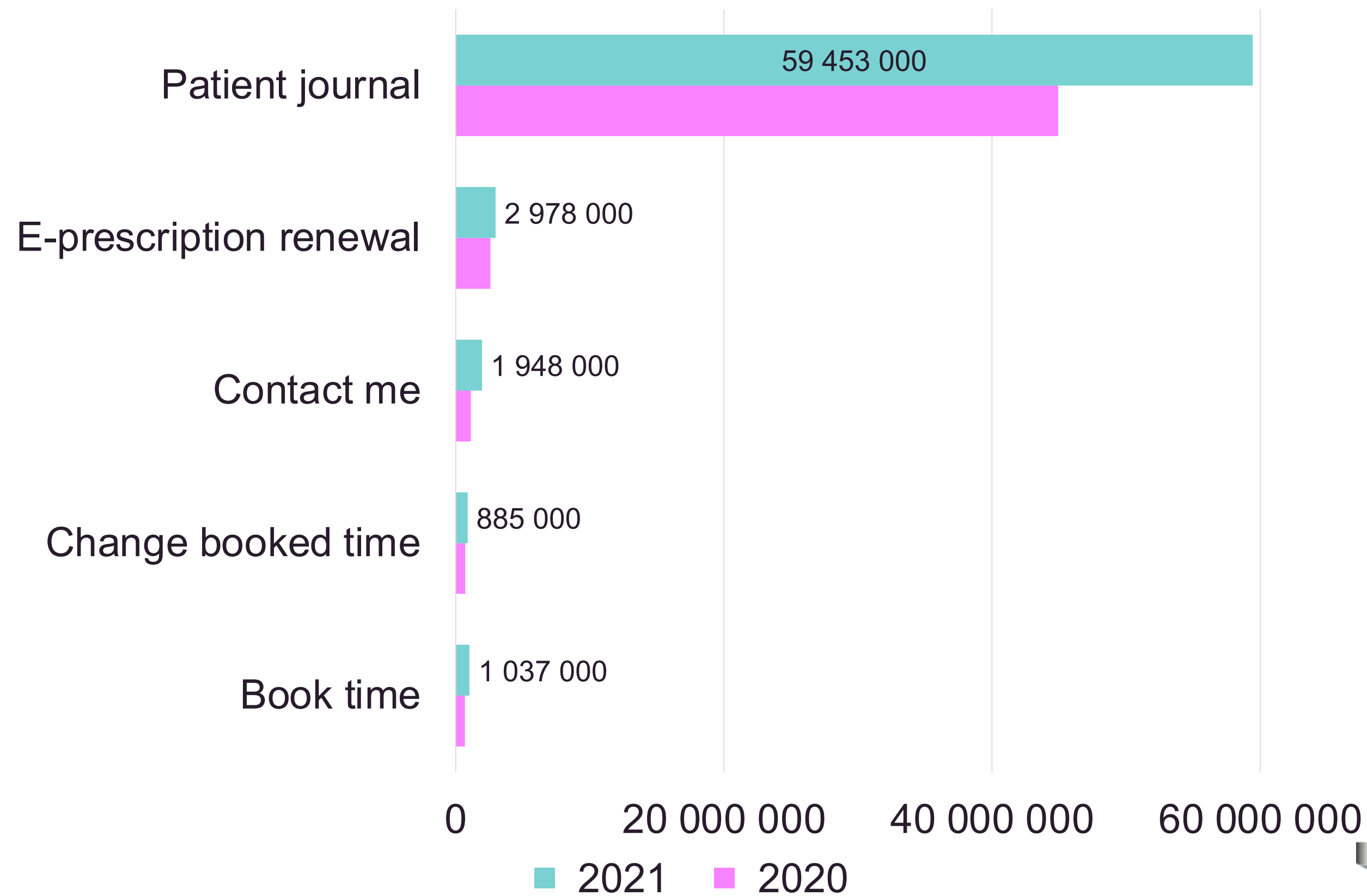
Annual visits to 1177 (million)





1177 – most popular services

1177 - the 5 most popular services in 2021 and 2020



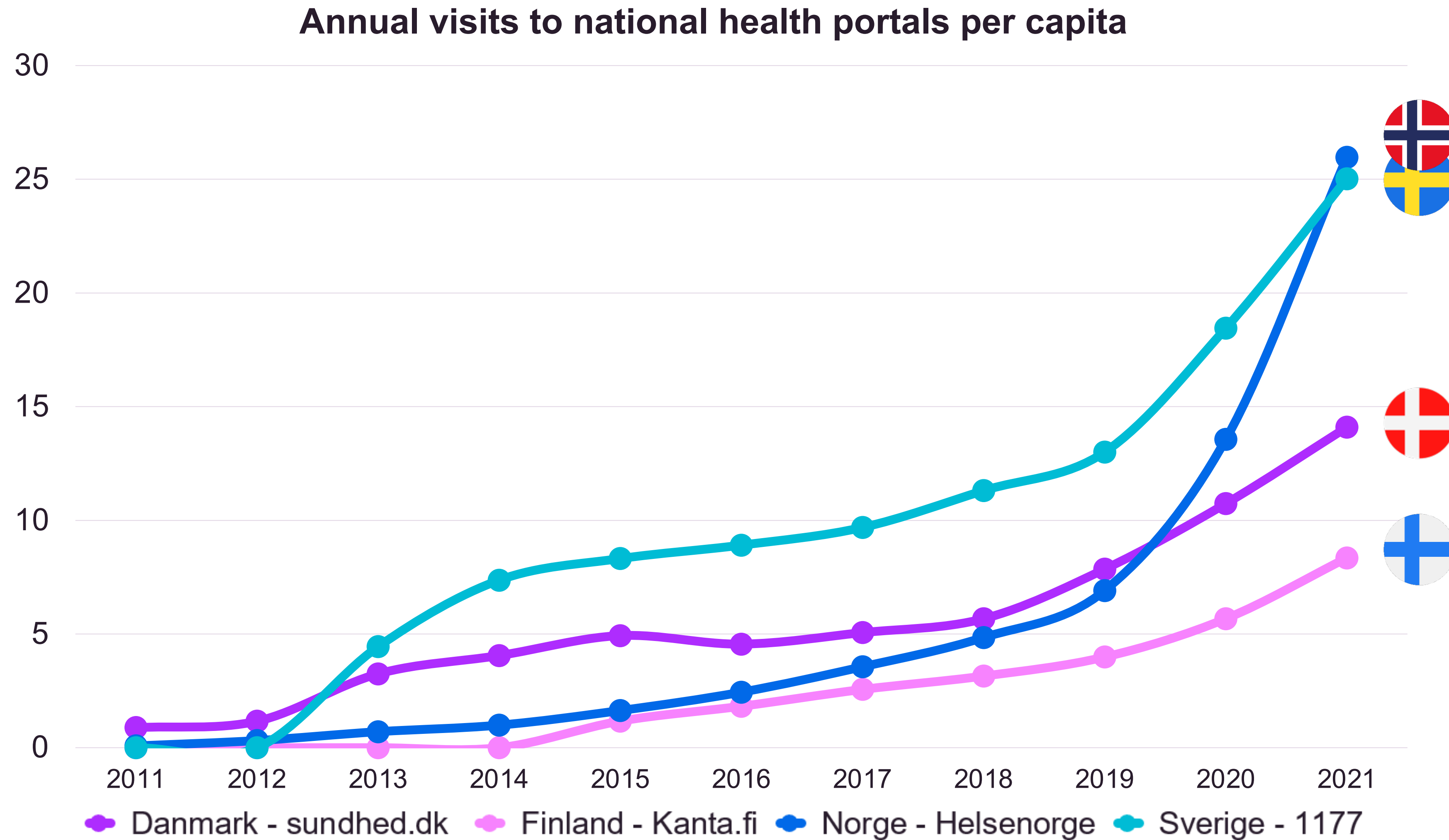
In addition, there are about 3 000 articles on symptoms, diseases, treatments and proactive healthcare and information about your legal rights as a patient

Annual visits growth hit new record in 2021 in all countries

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

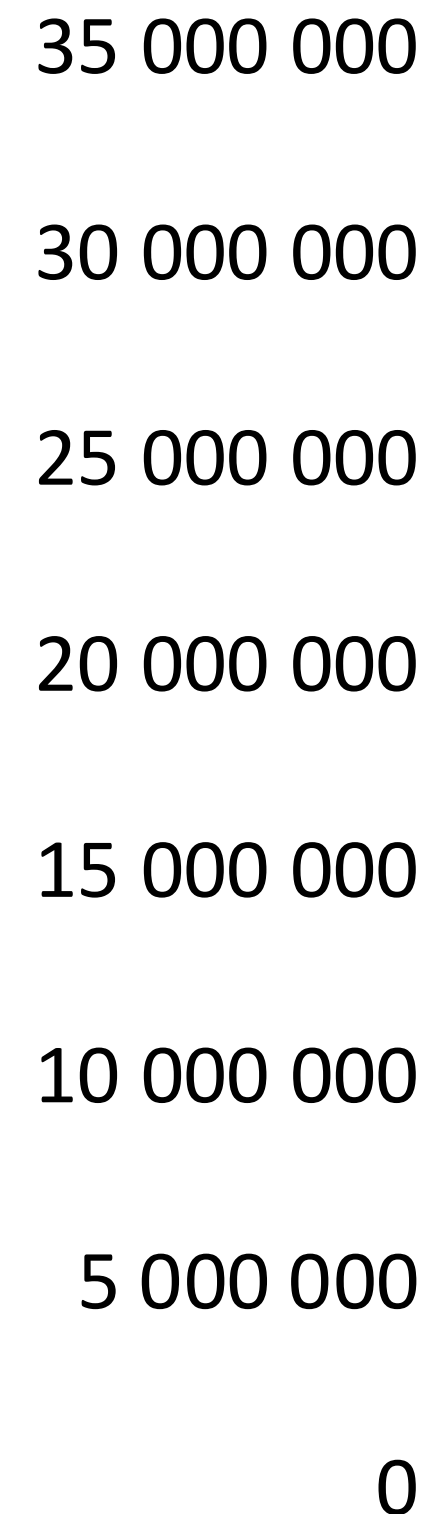
- All portals have developed new functionality and services since the 2020 report, keeping them relevant and up to date
- The Corona virus and recommendations on social distancing led to:
 - Citizens using available eHealth services like e-consultation, Covid-19 self-test, corona chatbots and checking their lab results etc.
 - New functionality in 2021: Corona passport and self-service booking of vaccination
 - 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 2021 in all countries



2021: Portal timelines and analysis

- January 2021:** Norway launches digital registration for entry into Norway
- March:** Increase in covid cases, Norway reinstate National regulations
- March:** All entrants to Norway must now test themselves at the border
- April:** Denmark reopens, increasing presentation of the corona passport*
- April:** Digital appointments now possible on 1177
- May:** Sweden starts vaccination for the largest target group (all >50 years)
- May:** Norway starts reopening of society, test-concerts to be allowed
- June:** Corona passport available on Helsenorge and Kanta
- July:** My Kanta pages now include a Covid test and a certificate of recovery
- August:** Traffic on Sundhed.dk normalizes after a period of corona passport and testing
- October:** Finland use EU Covid-19 certificate as corona passport to support regional Covid-19 restrictions, enabling entry to events and venues
- October:** Norway opens border traffic, test for non-corona passport holders
- November:** Covid-19 Omicron hits Norway and negative Covid-19 test now needed before entry
- November:** Omicron in Denmark reintroduces use of corona passport
- December:** Norway reinstates the “1-metre” social distancing rule



Portal visits per month 2021

1177 sundhed.dk Helsenorge Kanta

* «Corona passport» is here used to describe the “EU Digital COVID Certificate”, “Covid-19 passport”, national vaccination certification etc.

Population



HELS e
n o r g e
5,4 Million



Kanta
5,5 Million

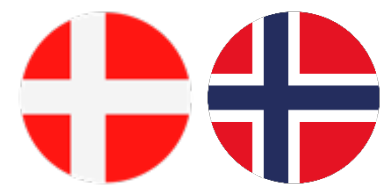


sundhed.dk
5,8 Million



1177
10,4 Million

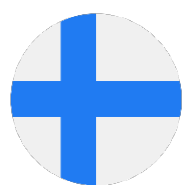
Denmark, Finland, Norway and Sweden all have national health portals



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, My Kanta Pages is the national health portal which serves citizens across sector and municipal borders. The data is available even if the healthcare provider or place of residence changes. Most cities/municipalities or regions also have their own portals via which residents can access service directories, book services etc.

Kanta

Denmark, Norway and Sweden also have apps with various functionality

Denmark

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

Finland

- No My Kanta app available, but portal is mobile scalable
- 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: 21 (2021)
- 96% has heard of sundhed.dk (2021)

Finland

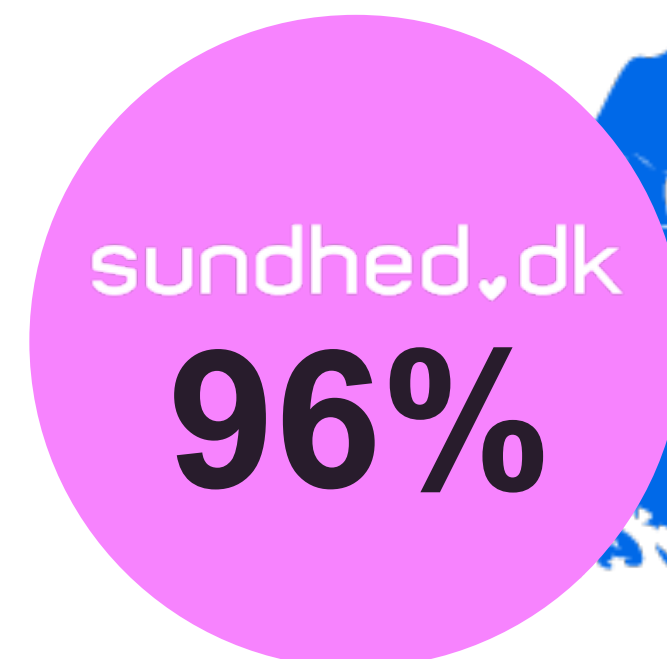
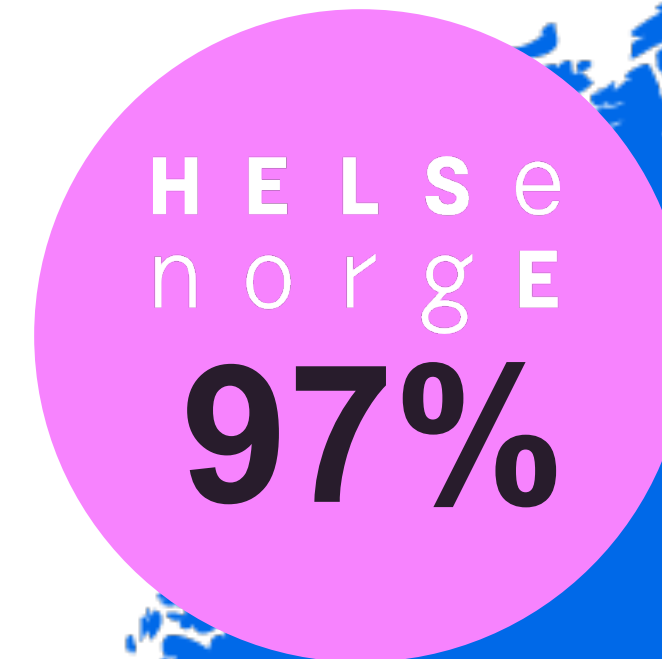
- Net Promoter Score: 52 (2020)*
- Second most respected web site (2020)

Norway

- Net Promoter Score: 48 (2021)
- 97% has heard of Helsenorge (2021)

Sweden

- Net Promoter Score: 45 (2021)
- 99% has “heard of 1177» (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

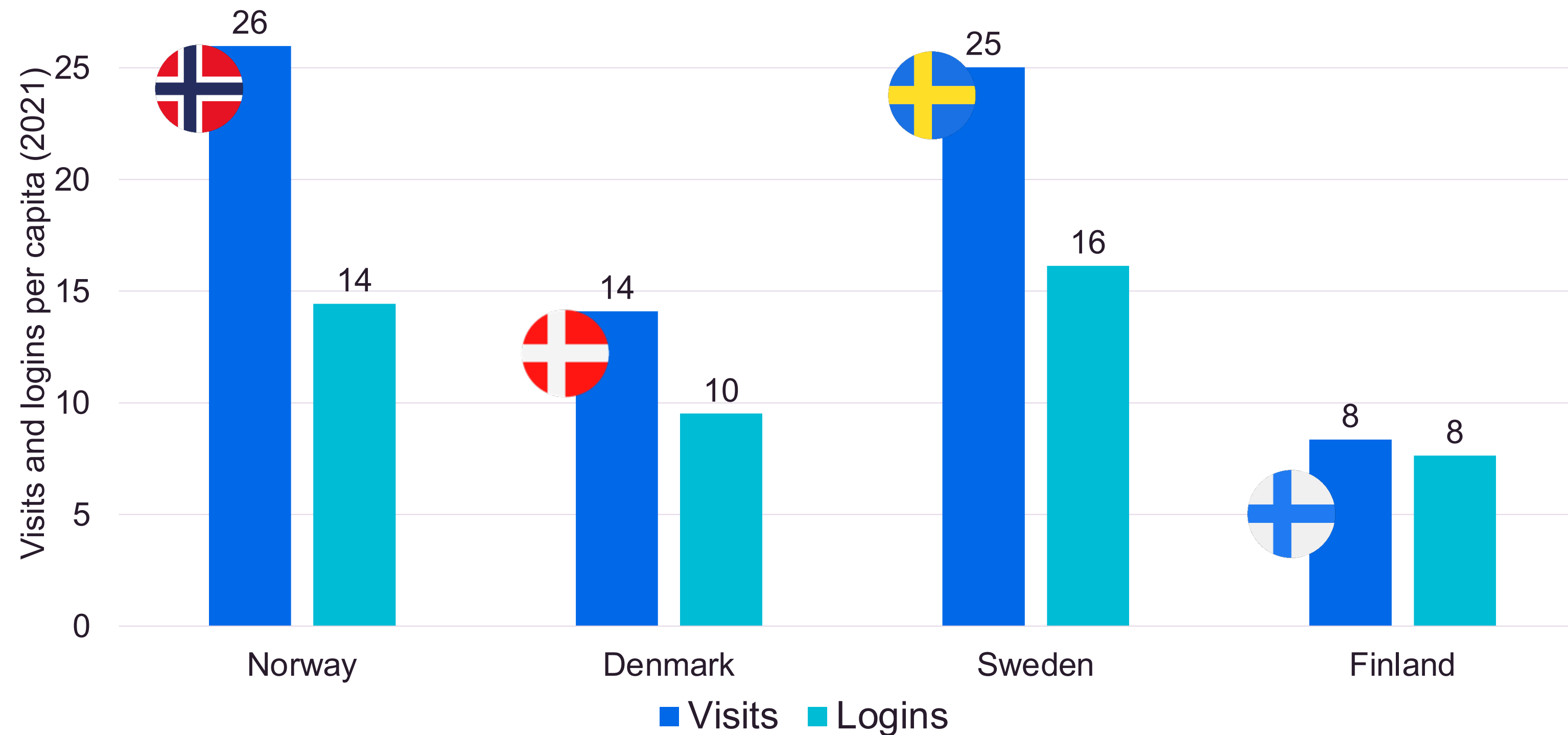
(0-30) : Good

(30-70) : Very good

(70-100) : Excellent

* (see “methods” page at the end)

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



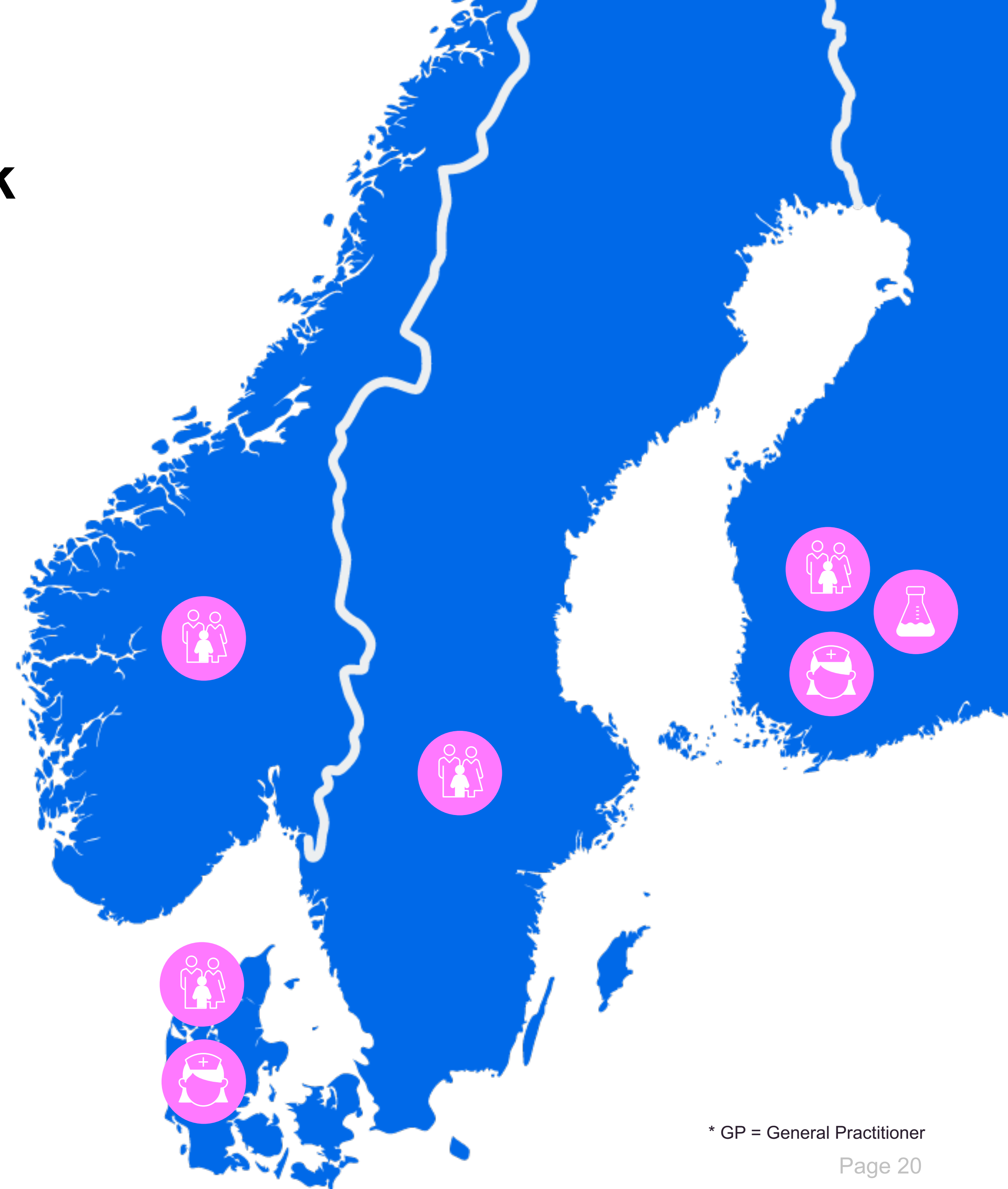
The national health portals are primarily aimed at serving the countries' residents.




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.

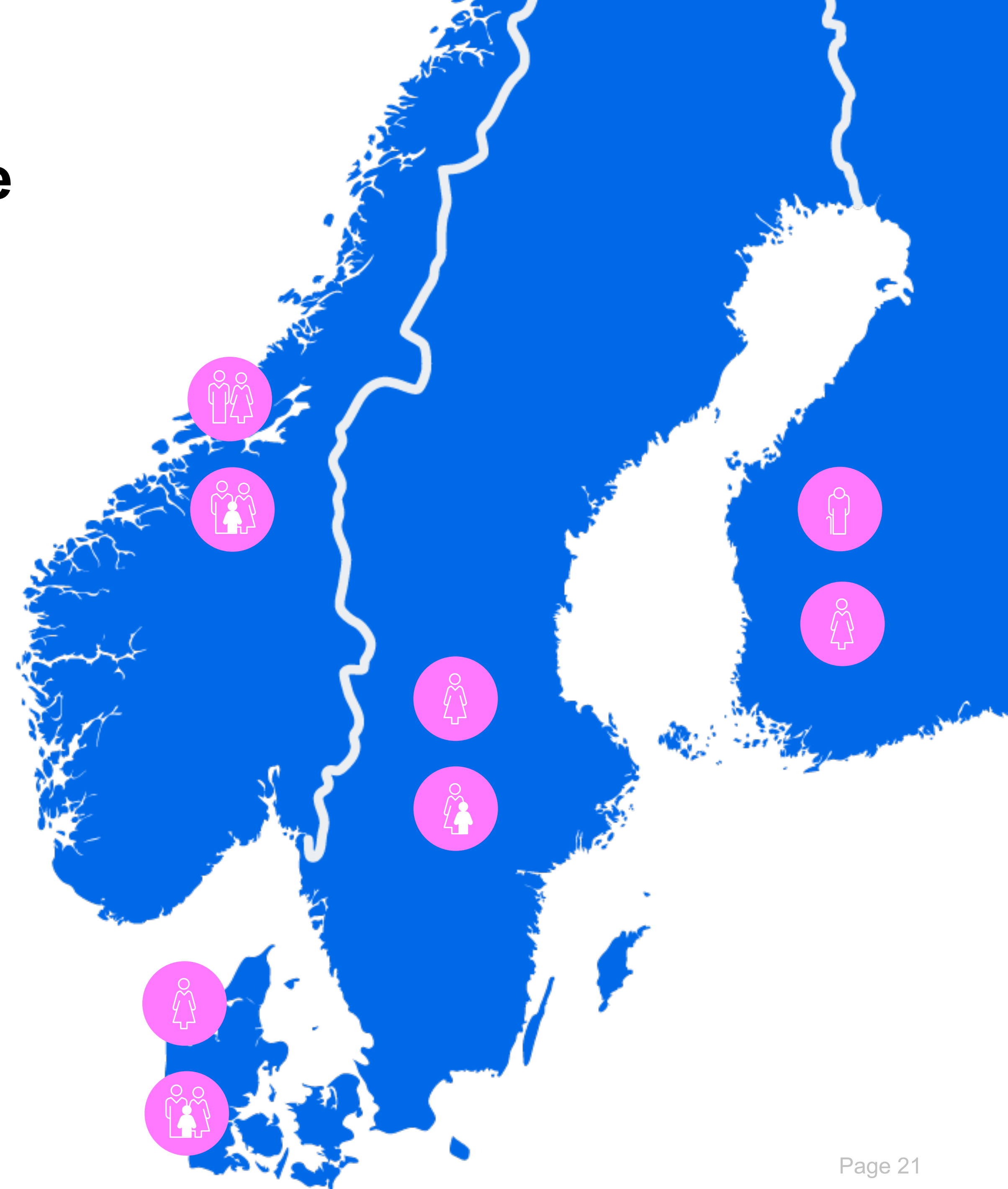


Women use the portals the most, and the open information pages are the most visited

 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



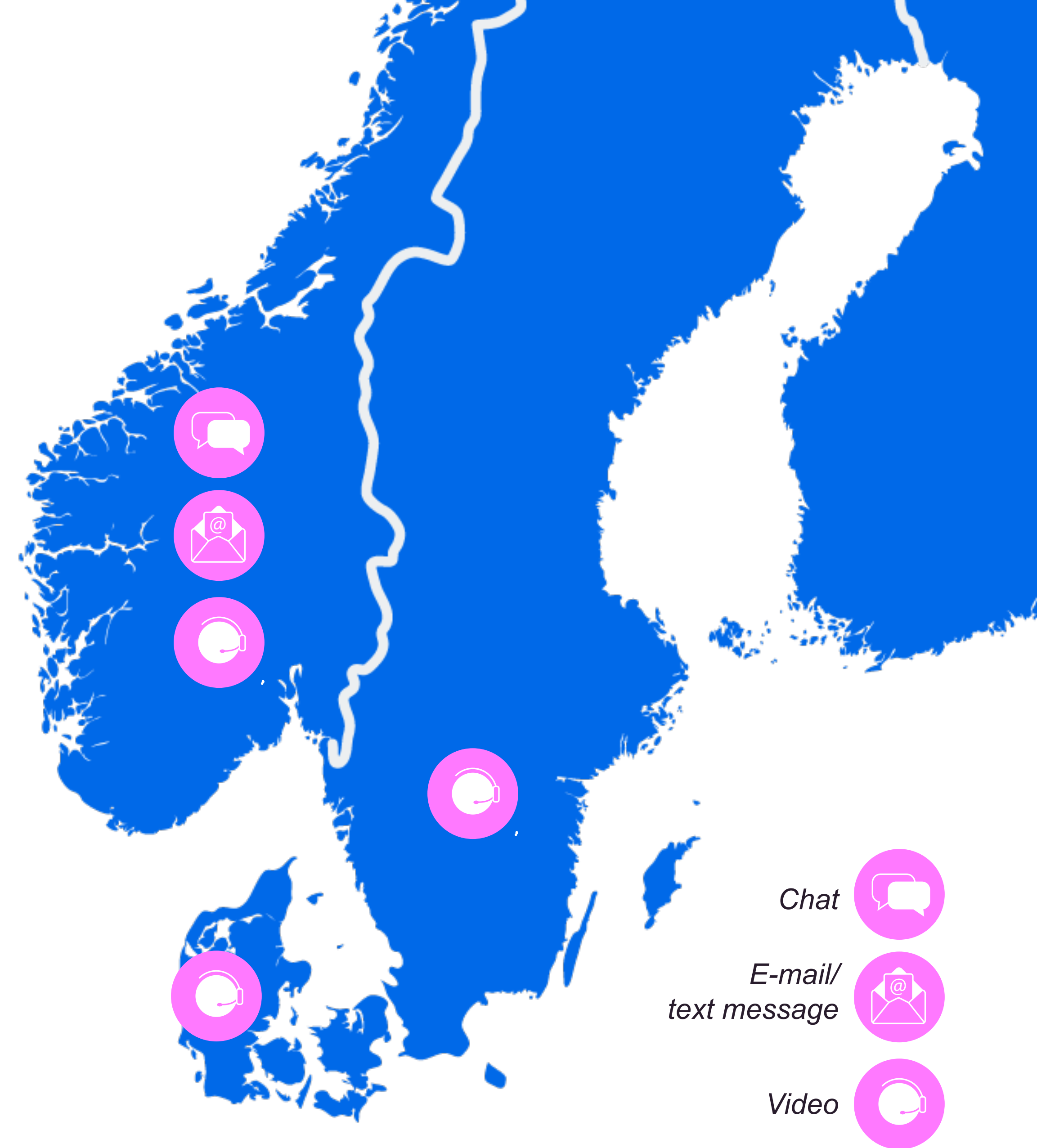
In Norway, Helsenorge offers a platform for asynchronous communication with GPs and other entities. Video and chat capability is being rolled out.



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).



Chat

E-mail/
text message

Video

*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.



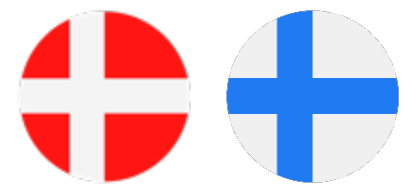
Donor cards are available in Denmark, Finland and Norway



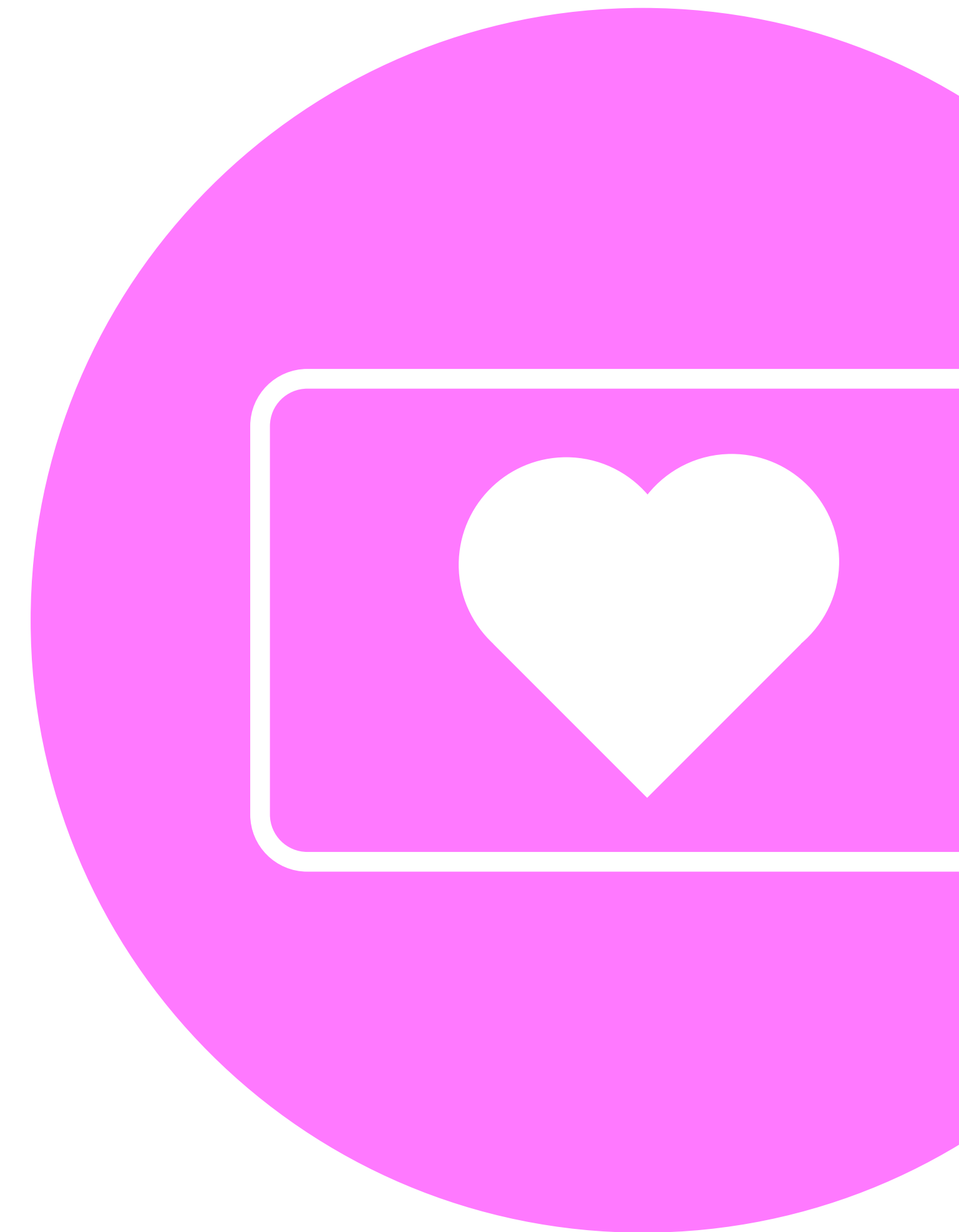
Donor cards are available in Denmark, Finland and Norway.



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



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 2022. Possibility to change booked appointments or make new ones not available.



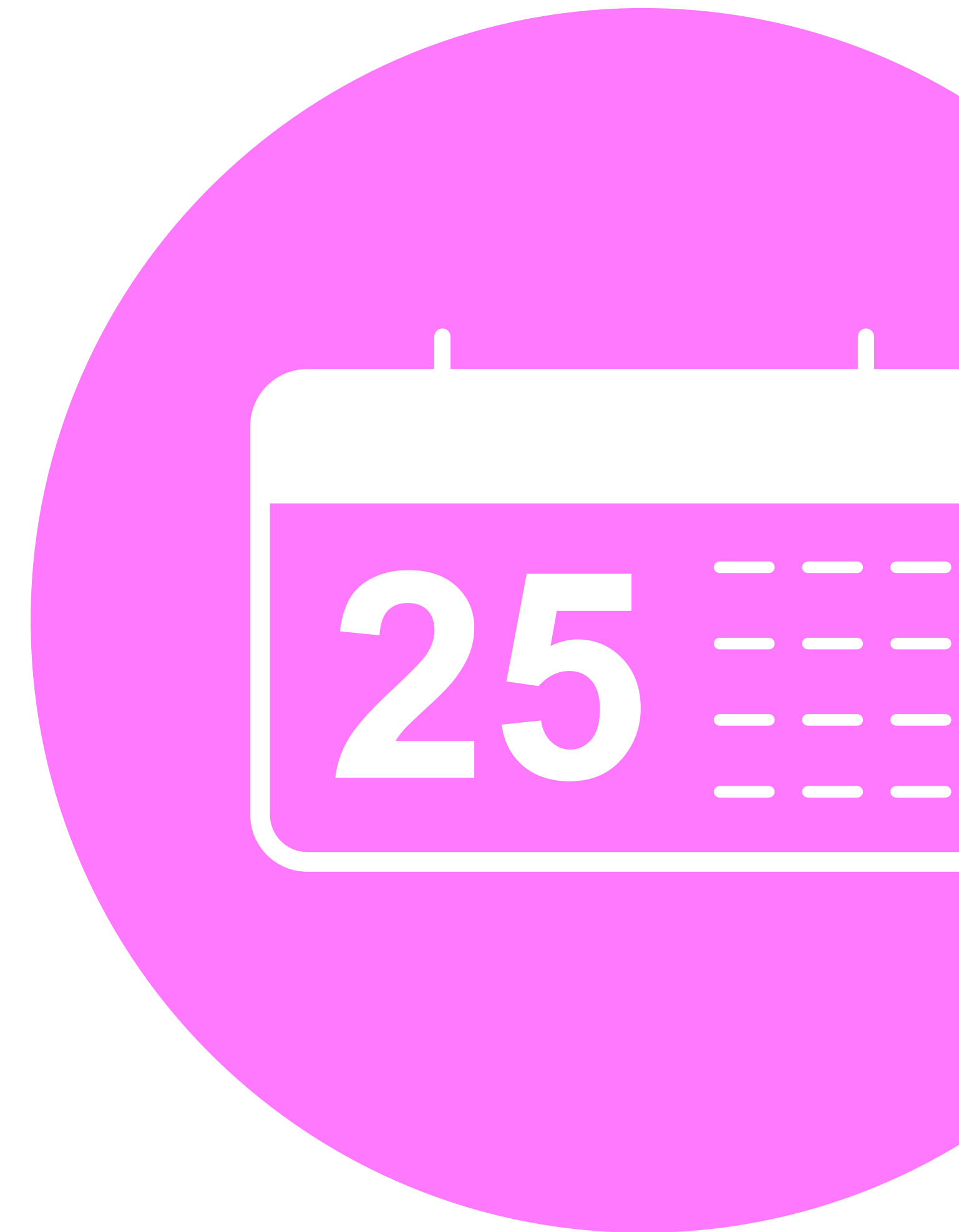
Overview of booked appointments or possibility to book appointments not available.



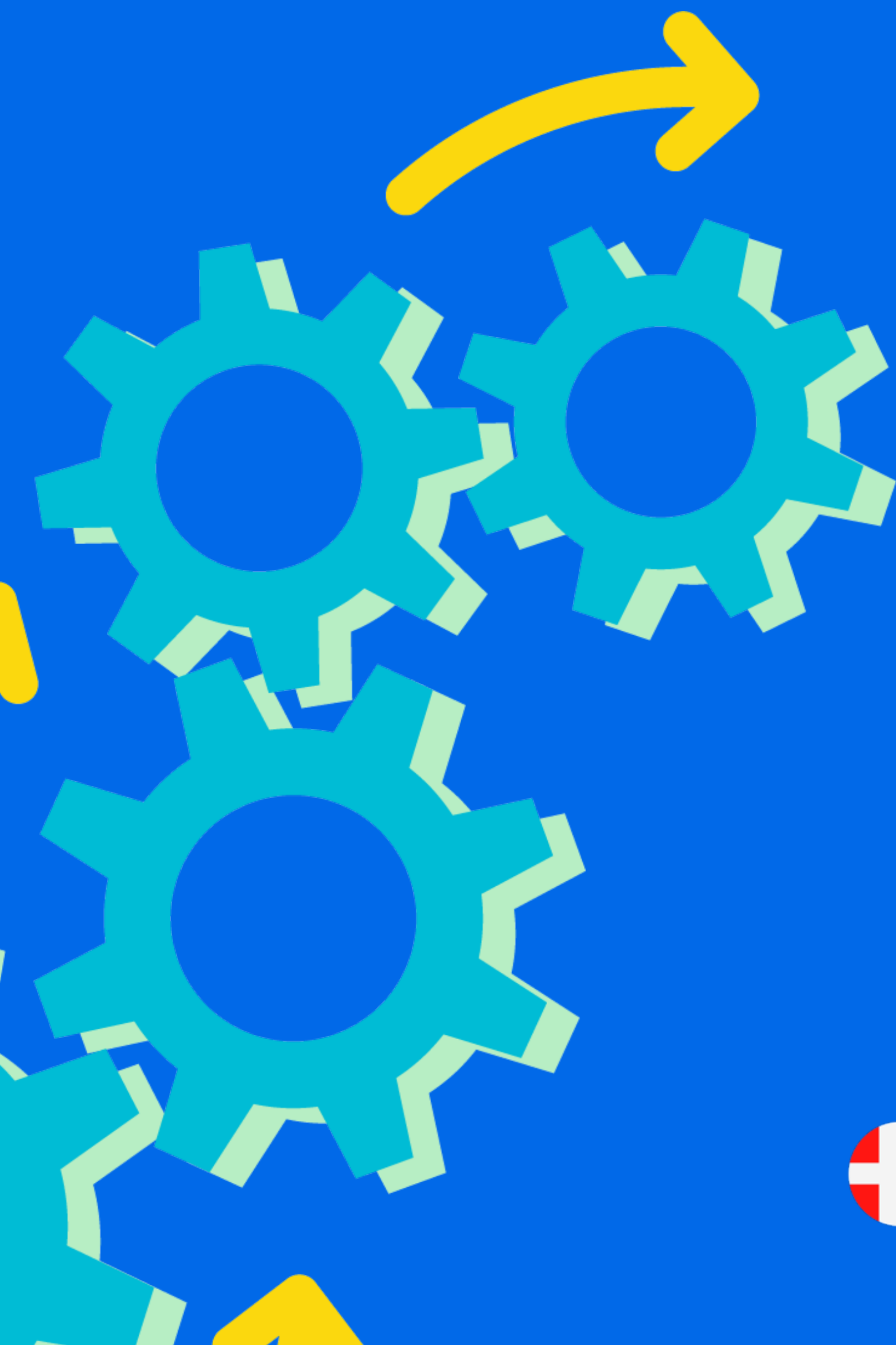
Overview of booked appointments available in some parts of the health services and some health regions. Possibility to change certain types of appointments in these regions available.



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

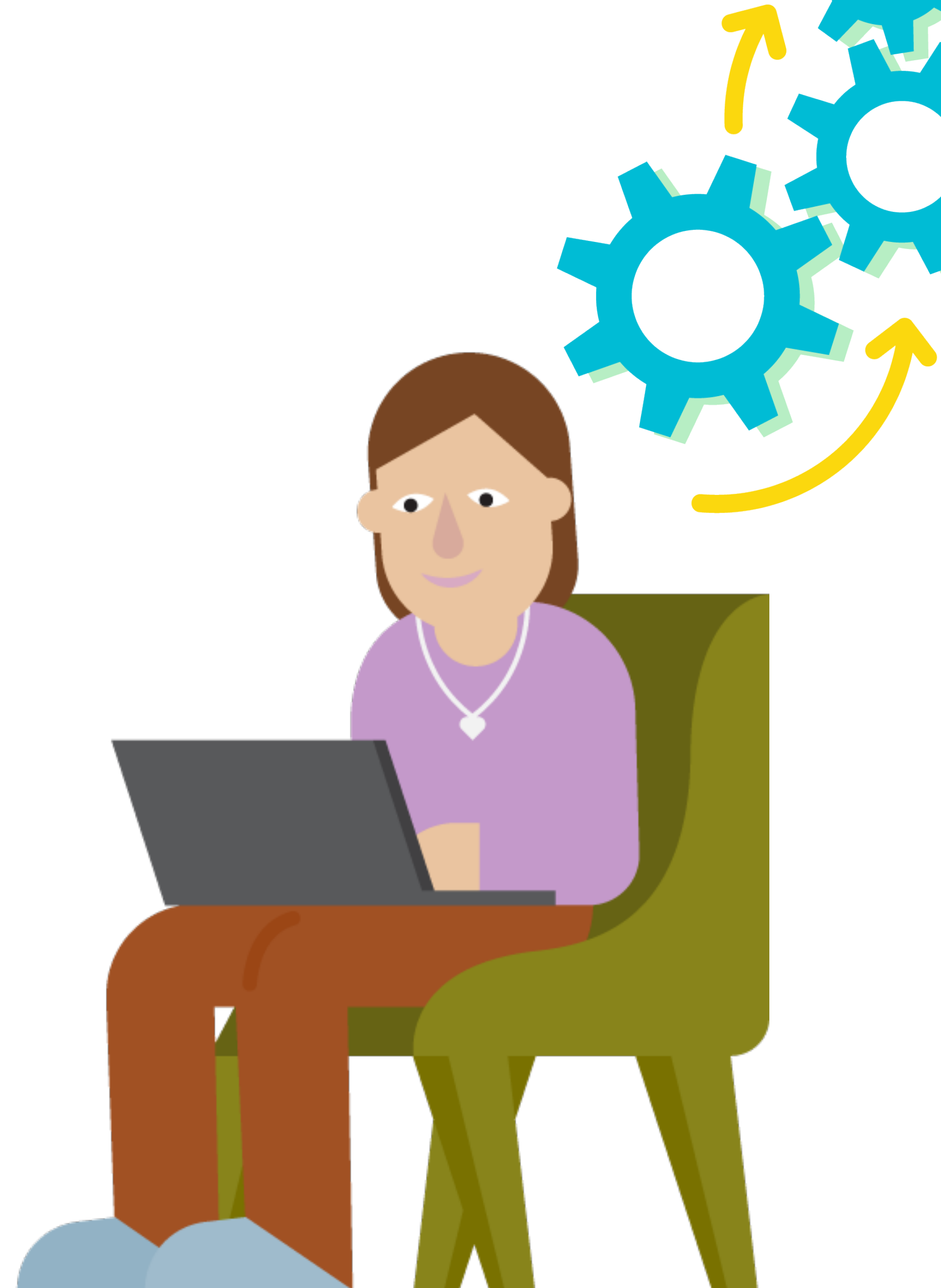


Further development



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 (e.g. oral healthcare and imaging studies). Social services data will be available 2023. Self-registering of measurement data (weight, blood pressure, blood sugar) will also be possible soon.

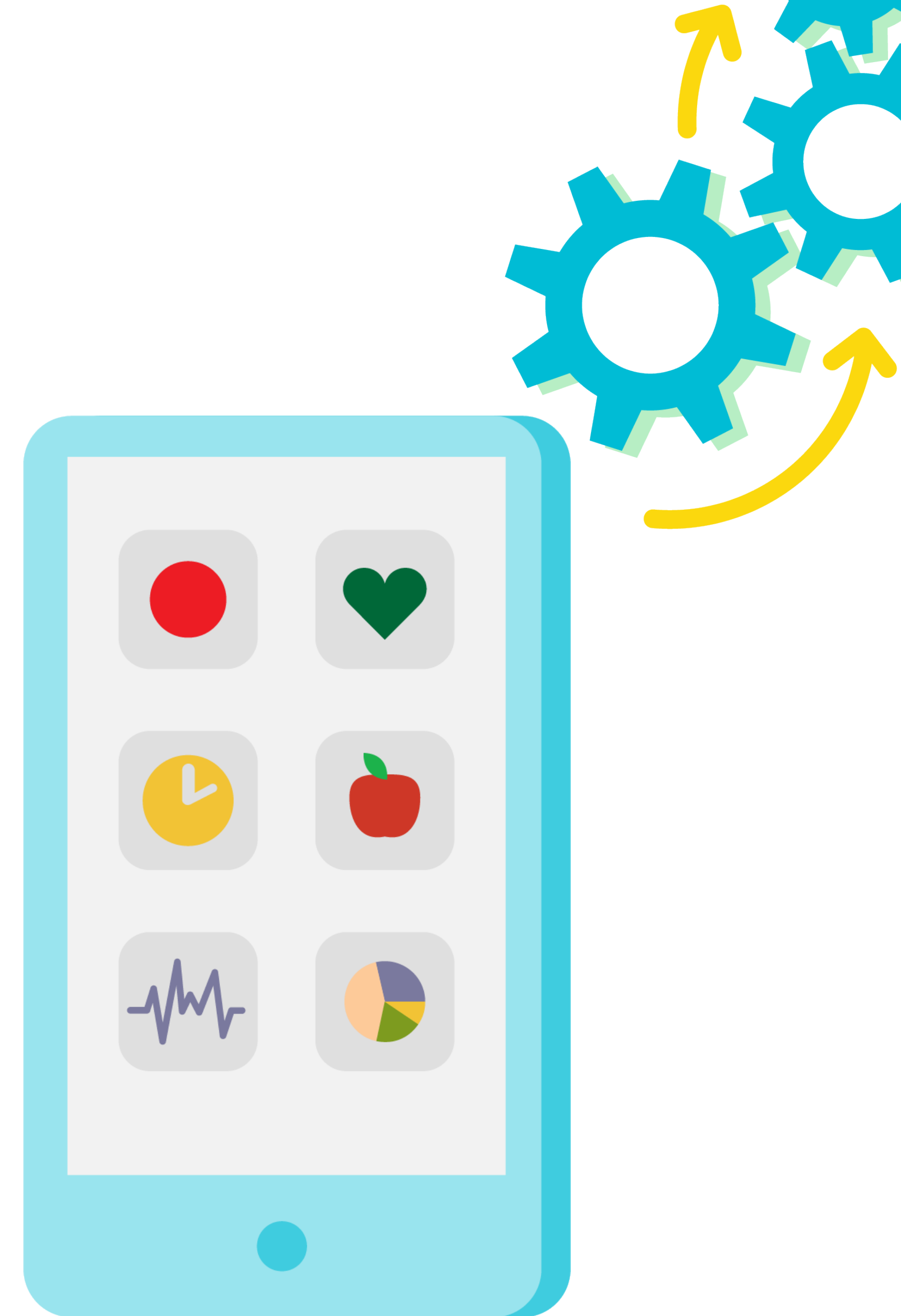
Kanta



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.

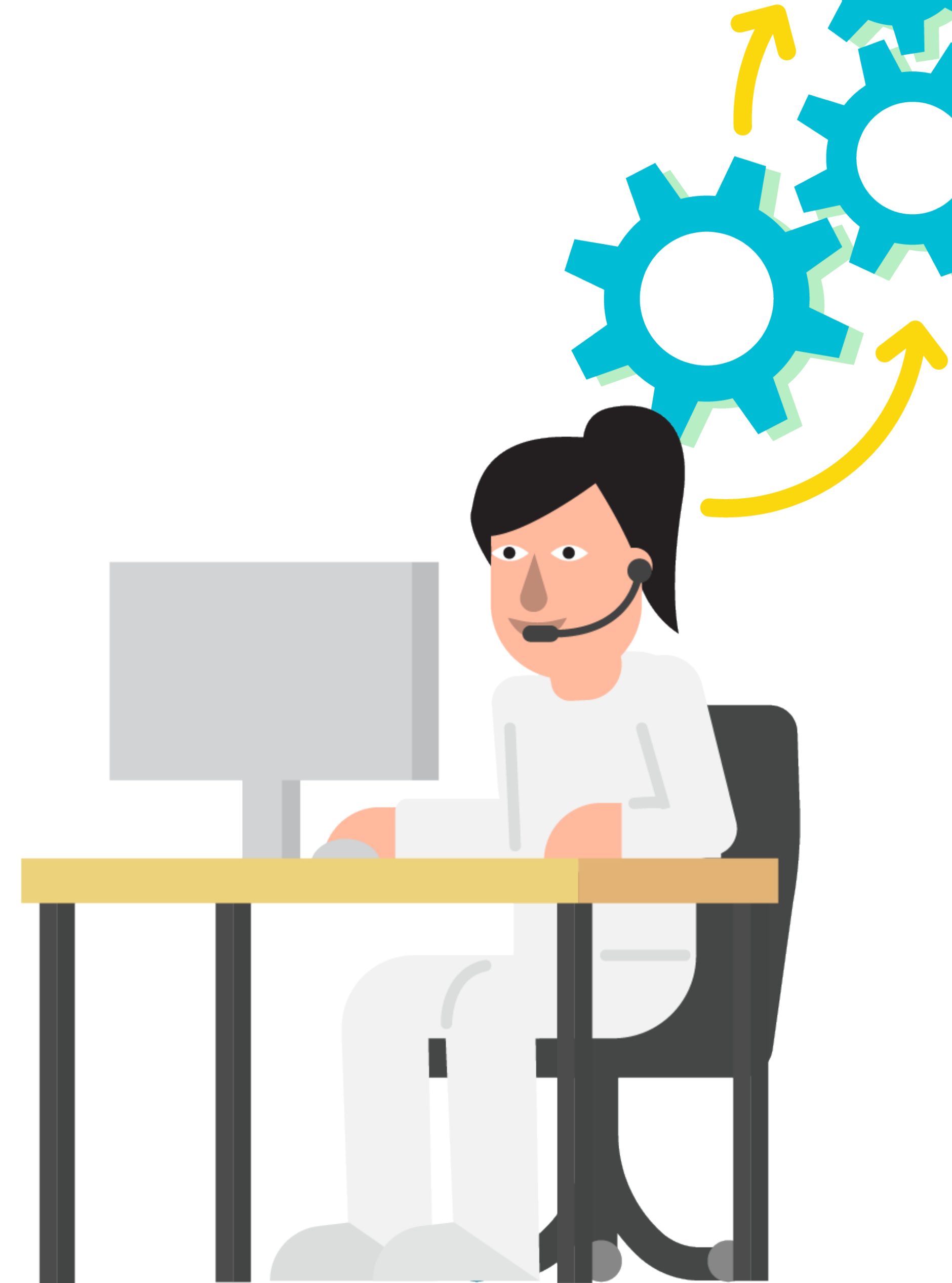


Further development



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.

1177
VÅRDGUIDEN



Explain text, method

This page contains background explanations to methods used in the report.

Net Promoter Score (NPS):

- Net Promoter Scores are measured inside the portal (see NPS figures earlier)
- In Finland, the research data for NPS was collected through a three-part study in the Internet Panel. The sample of internet panelists used in the invitations was quotaed to represent Finnish internet users by gender, age and place of residence.

Cookie policy:

- **Sundhed.dk** uses cookies to collect visitor statistics. GDPR compliant in which the user actively have to give consent, default to no to tracking. Around 50 % of the users accept the use of statistical cookies. Logins numbers are not affected by cookie, only aggregated count of numbers of logins.
- **Kanta.fi**: Cookies are used for collecting information about how and when the openly accessible kanta.fi web service is used. The My Kanta Pages service gathers data about the number of logins and logouts. The personal identification data of the person logging in to the service is not gathered. Information about a person's behaviour or browsing history in My Kanta Pages is not gathered, either.

To secure comparison across the countries we describe the different metrics definitions here:

	Definition of «visits»	Definition of «Logins»
Norway	A visit (session) is the period of time during which a user actively uses Helsenorge. The session starts when the user opens the first page and ends when the page closes or when the user has been inactive for 30 minutes.	A login is counted every time a person logs in to Helsenorge. The person can log in several times during the same visit, and this is then counted as separate logins.
Sweden	A visit (session) is the period of time during which a user actively uses 1177.se. The session starts when the user opens the first page and ends when the page closes or when the user has been inactive.	A login is counted every time a person logs in to 1177.se. The person can log in several times during the same visit, and this is then counted as separate logins.
Denmark	A visit (session) is the period of time during which a user actively uses sundhed.dk. The visit starts when the user opens the first page, and ends when the user has been inactive for 30 minutes. If a user exit and returns to the site within 30 minutes, it will still count as one visit. Based on cookie consent, so only tracks the visits of users who actively consent to the use of statistical cookie.	A login is counted every time a person logs in to sundhed.dk. The person can log in several times during the same visit, and this is then counted as separate logins.
Finland	A visit (session) is the period of time during which a user actively uses kanta.fi (openly accessible web service). The session starts when the user opens the first page, and ends when the page closes or when the user has been inactive for 30 minutes.	A login is counted every time a person logs in to My Kanta pages to see personal data. The person can log in several times during the same visit, and this is then counted as separate logins.

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[Nasjonal e-helsemonitor](#)