

National Health Portals in the Nordics

May 2024

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sundhed.dk

H E L S e
n o r g E

1177

Kanta

Nordic Portal Analysis timeline

- Since 2019, representatives from government agencies in Norway, Sweden, Denmark and Finland have collected data on usage and functionality of the different national health portals.
- Agencies involved
 - [The Norwegian Directorate of Health](#)
 - [Inera](#)
 - [Sundhed.dk](#)
 - [Kela](#)
- The report seeks to compare the portals using a selection of key metrics to uncover differences and similarities between the Nordic countries.

Comparative Analysis 2024: Summary

- **The decline in usage seen after covid, has halted**
 - While the degree of decline since the peak during covid varies, all health portals have higher usage compared to pre-covid levels.
- **Citizens can access more and more of their health data through the national health portals**
 - In all Nordic countries citizens can get an overview of active prescriptions from most health care providers through the health portal.
 - There are considerable differences between the countries when it comes to sharing of patient related information from the electronic health records.
- **The use of certain solutions drive large parts of the traffic in the national health portals**
 - Medication overview rank among the most used solutions in all countries.
 - Viewing of patient journals drive the most traffic in Sweden and Denmark.
- **New solutions are being continuously developed**
 - In all countries new functionality is developed upon existing infrastructure.
 - Developments range from improving the ability to manage appointments to enabling self-registration of health data.

The Nordic Region

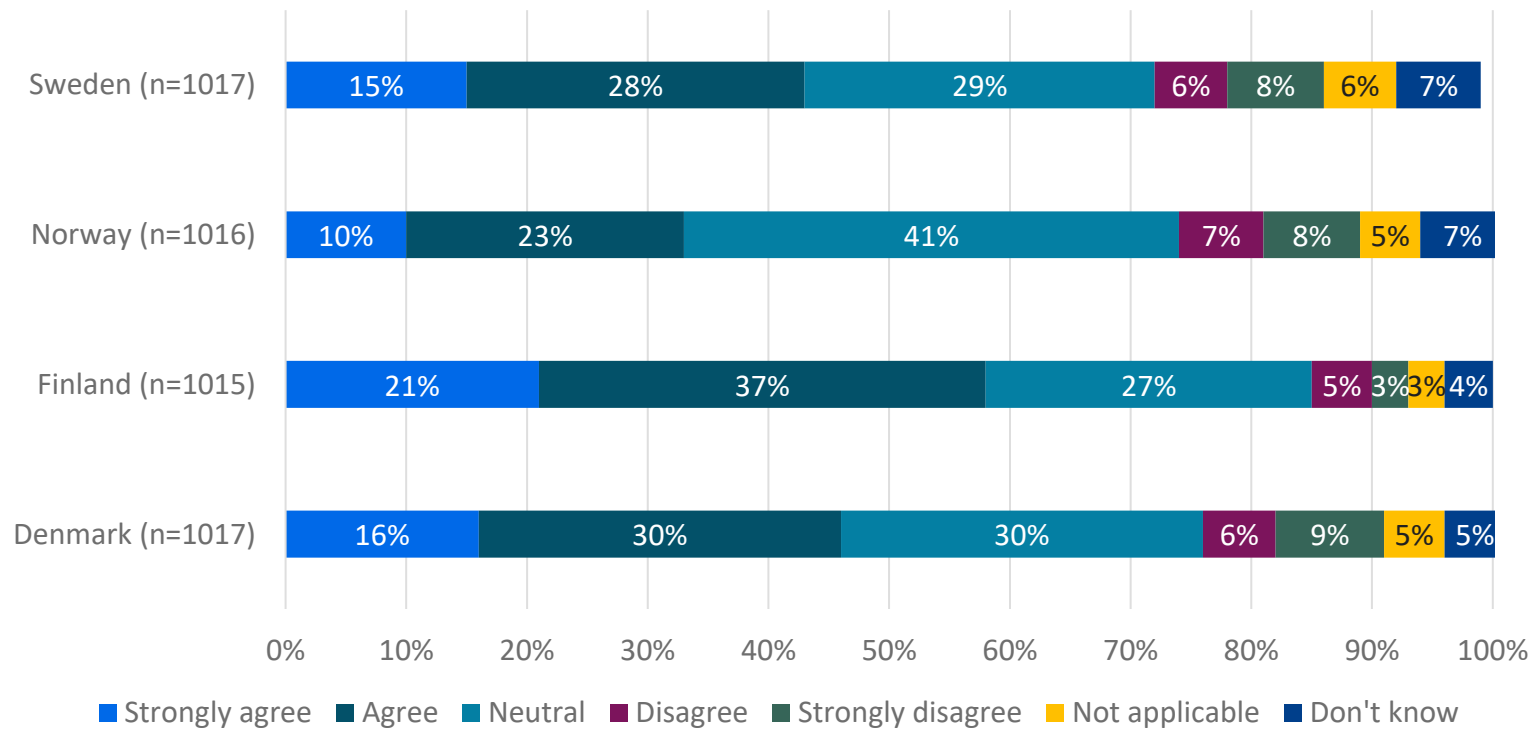
- Among the highest ranking healthcare systems in Europe and in the world
 - Longevity
 - Satisfaction
 - Financing
- Health Index score
 - [Health index of countries in Europe in 2023 | Statista](#)
- Health status OECD
 - [Health at a Glance 2023 - OECD](#)

How does this translate into good health portals?



The Nordic citizens differ regarding how helpful access to their health data are perceived

Access to my digital health data has helped me understand my health situation better



In Finland, the majority of citizens agree or strongly agree that access to their health data has positively impacted their health situation, with 58% expressing this sentiment.

Following Finland, Denmark ranks second with 46%, and Sweden follows closely behind with 43%. Norway reports the lowest proportion of citizens who agree or strongly agree, at 33%.

Source: [A Nordic survey to monitor citizens use and experience with eHealth \(2023\)](#)

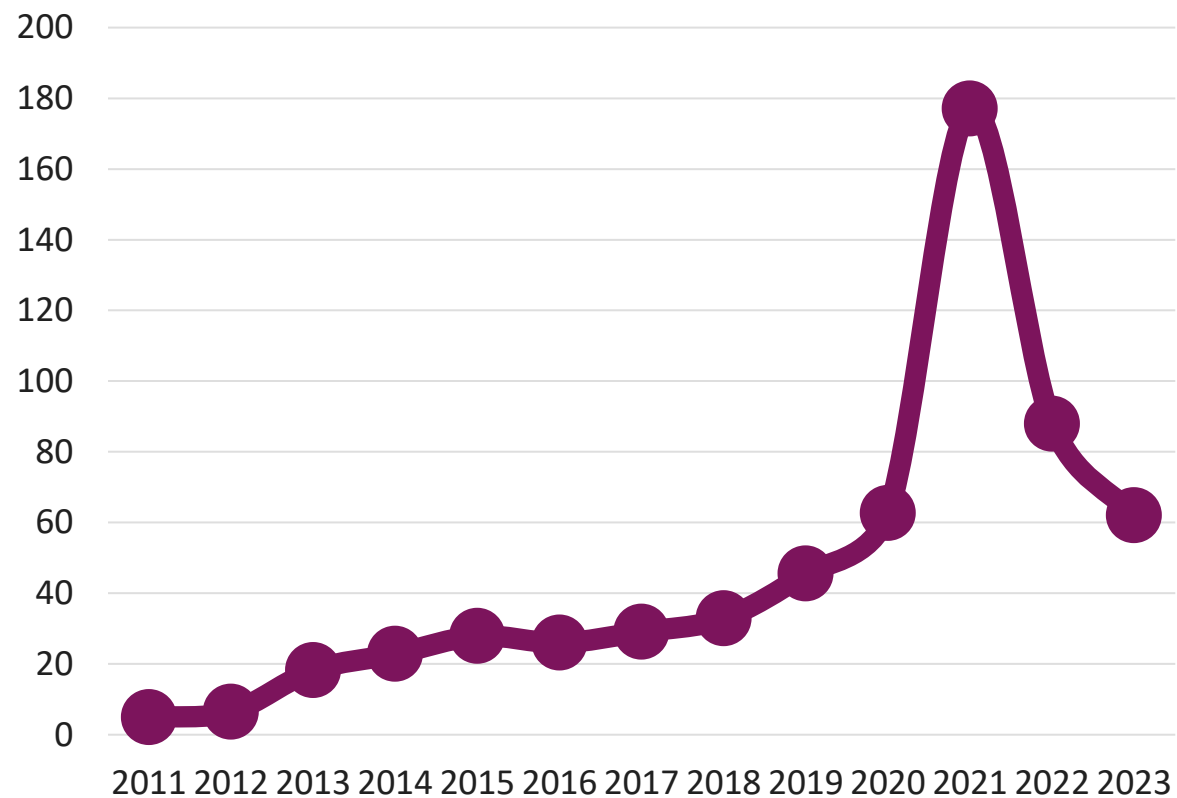
Key information – Nordic National Health Portals

Service/ content	Page	Denmark	Finland	Norway	Sweden
Name of portal/URL	-	sundhed.dk	MyKanta/kanta.fi	Helsenorge	1177.se
Year started	-	2003	2007	2011	2013 (1999)
Million visits 2023 (2022)	8-15	62 (87)	23 (38)	110 (116)	187 (208)
Visits / logins per year per capita	16-17	10/ -	4/6	20/ 15	18/12
Medication record (prescriptions)	19	5/5	5/5	4/5	5/5
Electronic health record	20	2/5	5/5	1/5	5/5
Net Promoter Score / brand awareness	22	21/95%	-/-	14/98%	46/99%
Most frequent user: Gender/ Age group	23	Female, age depends on the chosen solution	Female, 18-35	Female, 35-45	Female, 30-39
Use by health care personnel	24	Yes	No	No	Currently being develop
Option to act on behalf of close acquaintances	25	Yes	Yes	Yes	Own children 0-13 years
Disease and treatment information	26	Yes	-	Yes	Yes
Language options	27	Native	Native /Finnish and Swedish	Native/ English	Native + 17 more languages (short versions)
Portal as app	29	Yes	No	Yes	Yes
Single portal / multiple portals	30	Multiple	Multiple	Single	Single
Best case	32-35	Redevelopment and redesign of minSundhed App	Wellbeing data	Book appointments	1177 Direkt

Country profiles

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Annual visits to Sundhed.dk (millions)*

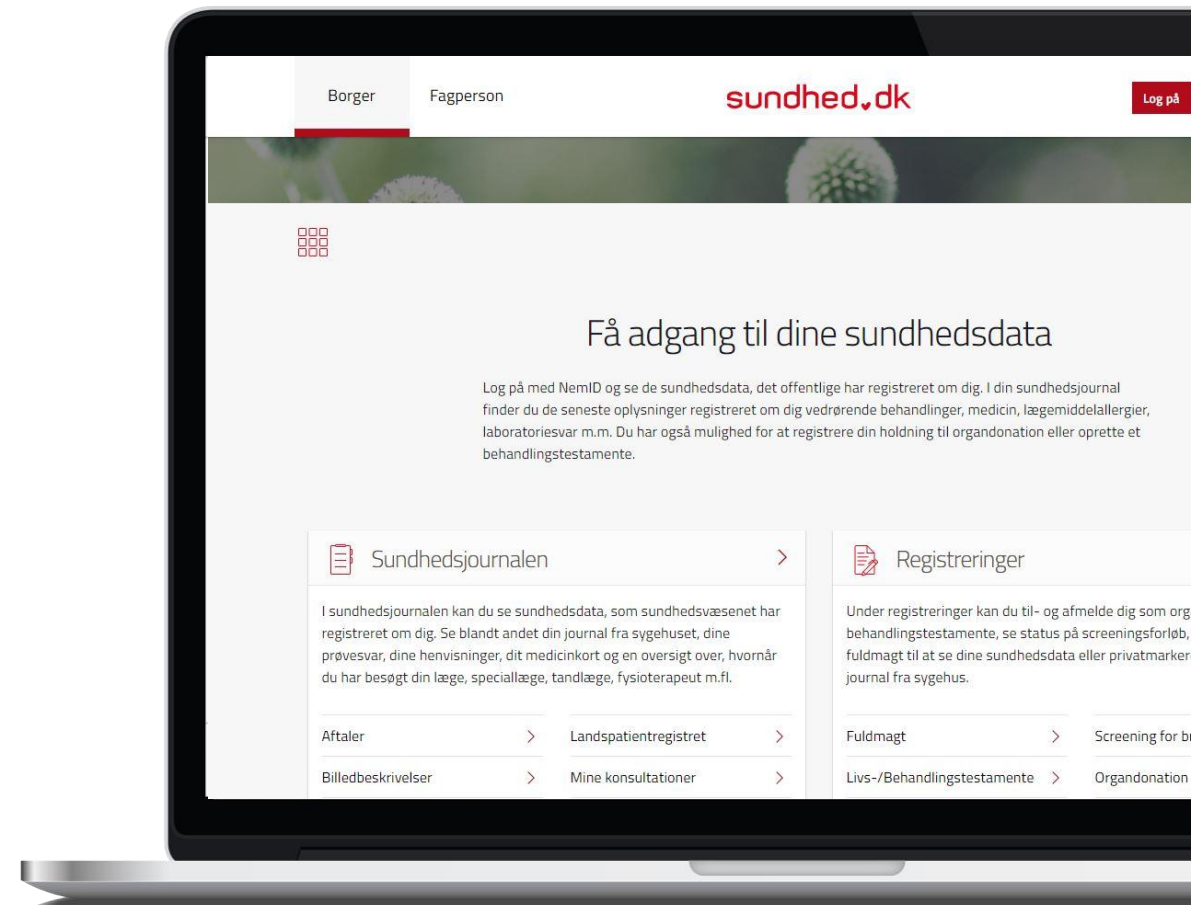
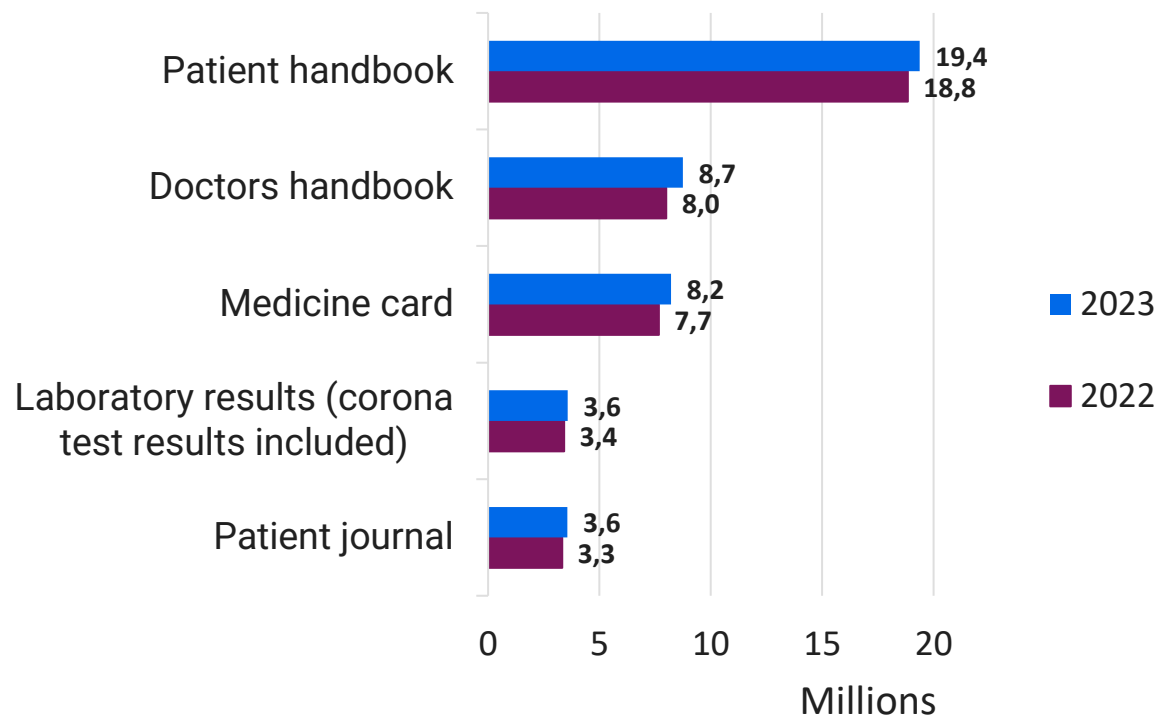


*Figures are updated to include traffic through mobile app

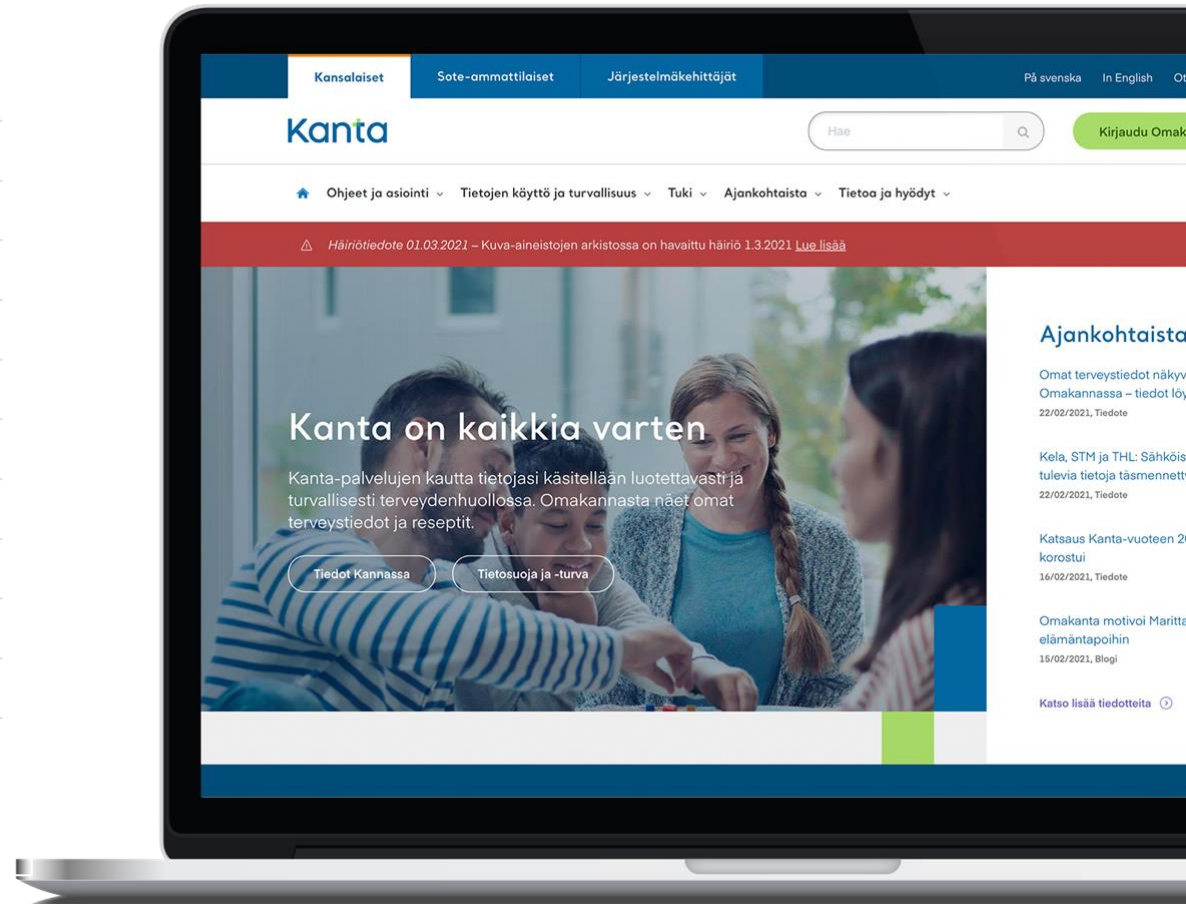
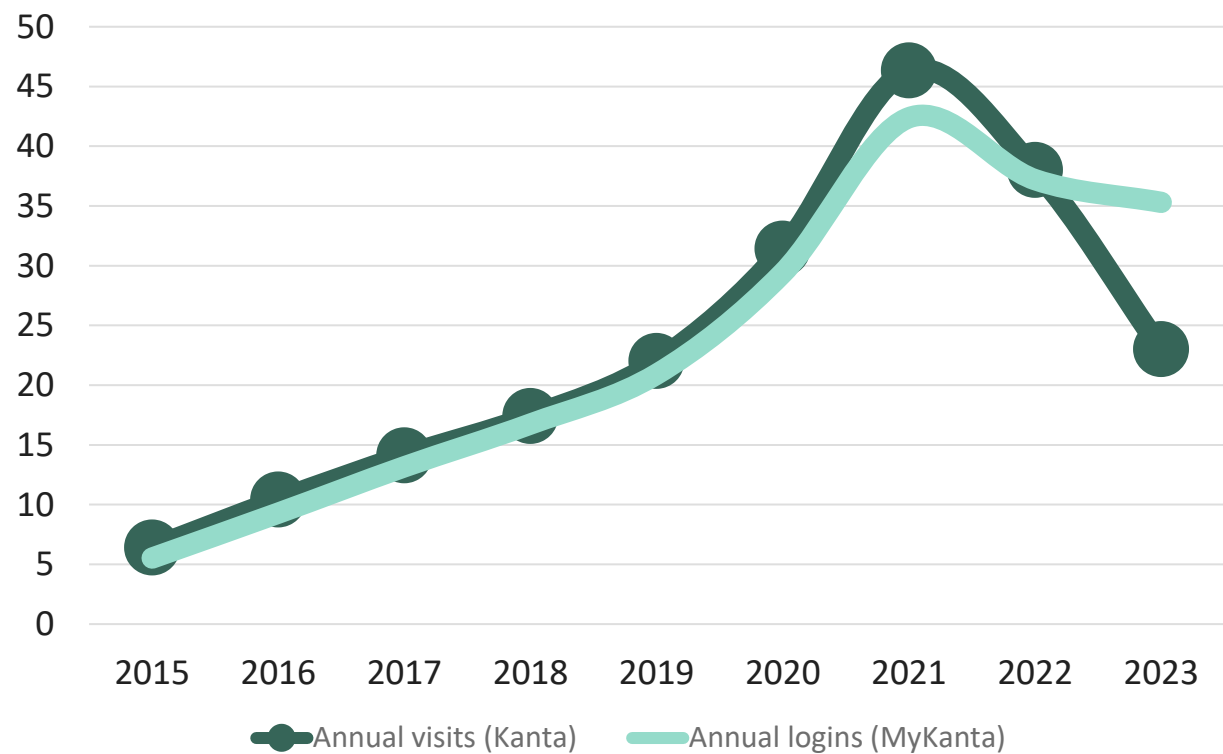


Sundhed.dk – most popular services

Sundhed.dk- the most used services 2022 and 2023



Annual visits to Kanta.fi and logins to MyKanta (millions)

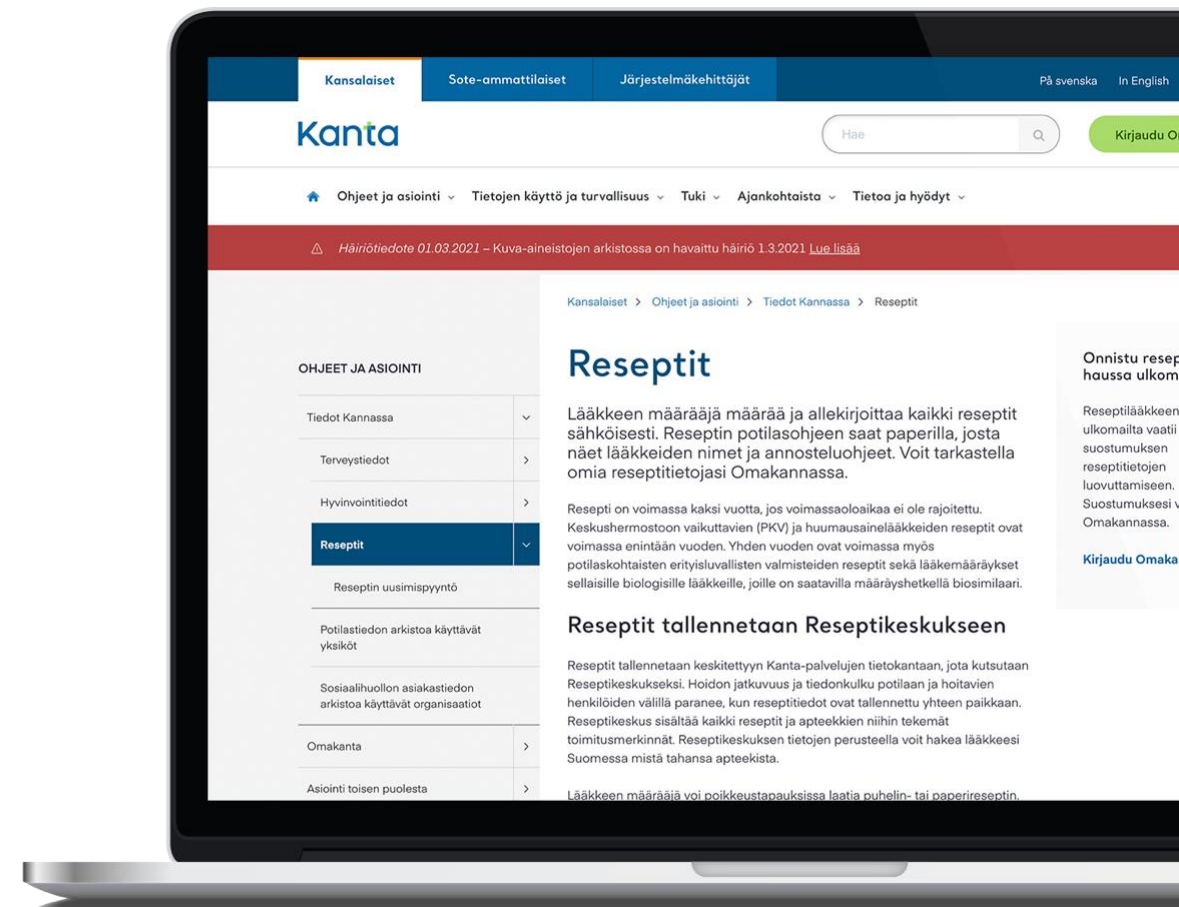
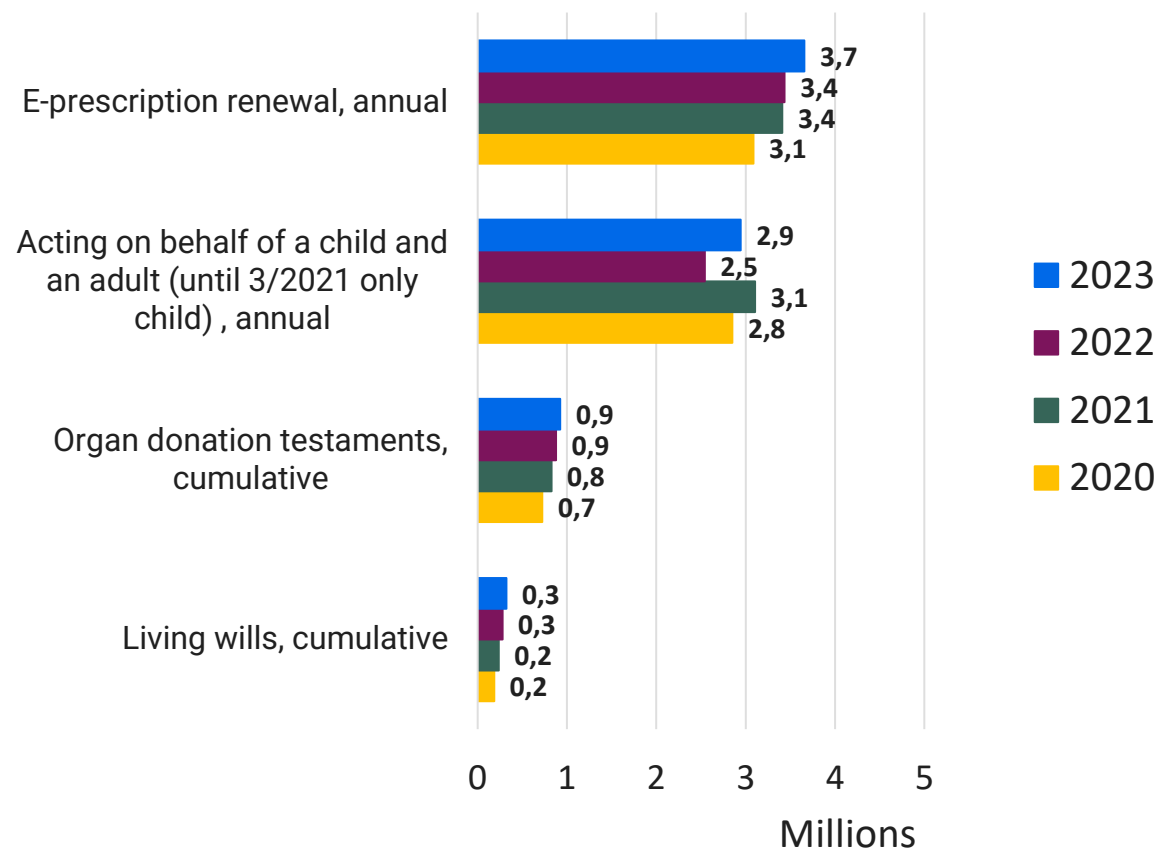


Notice: Cookie notifications changed in Kanta.fi at March 2023.

The decrease in the number of visits is partly due to this.

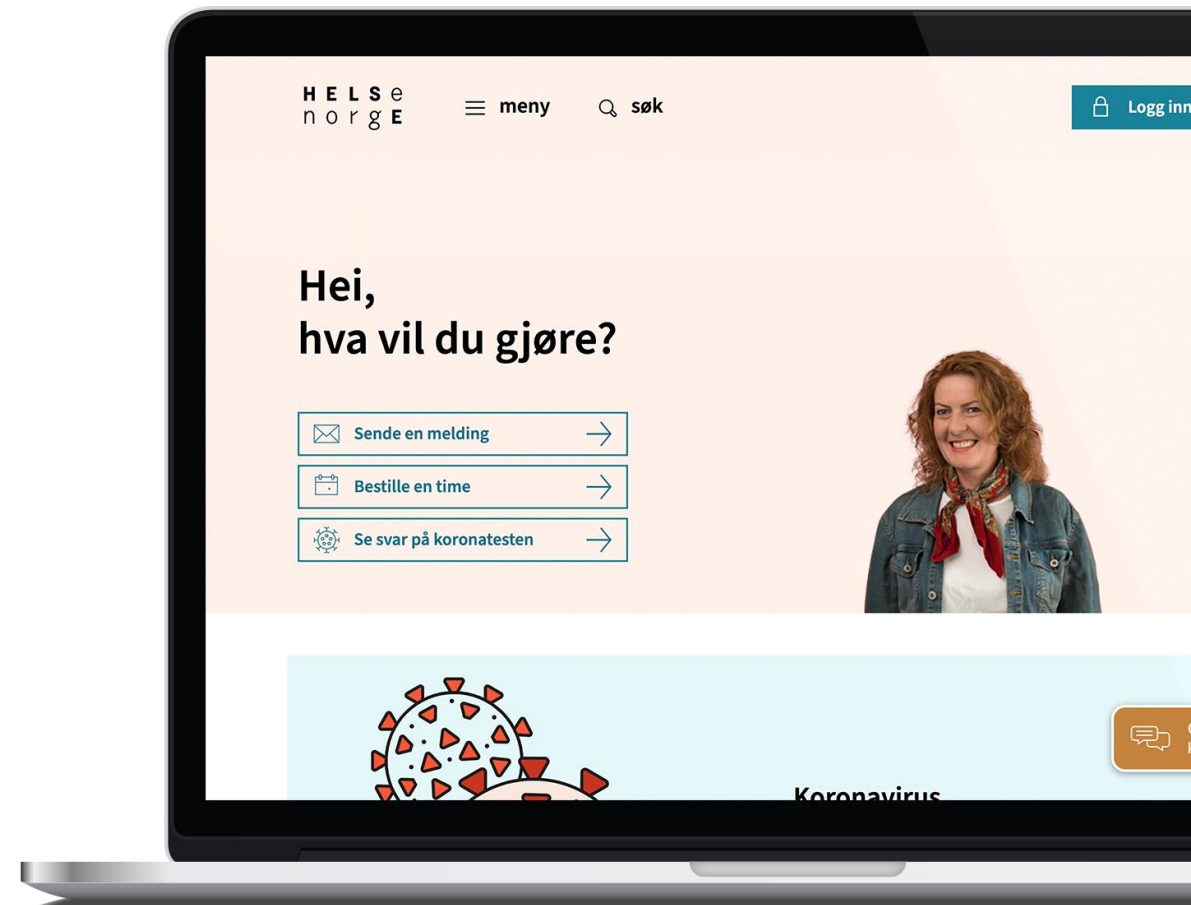
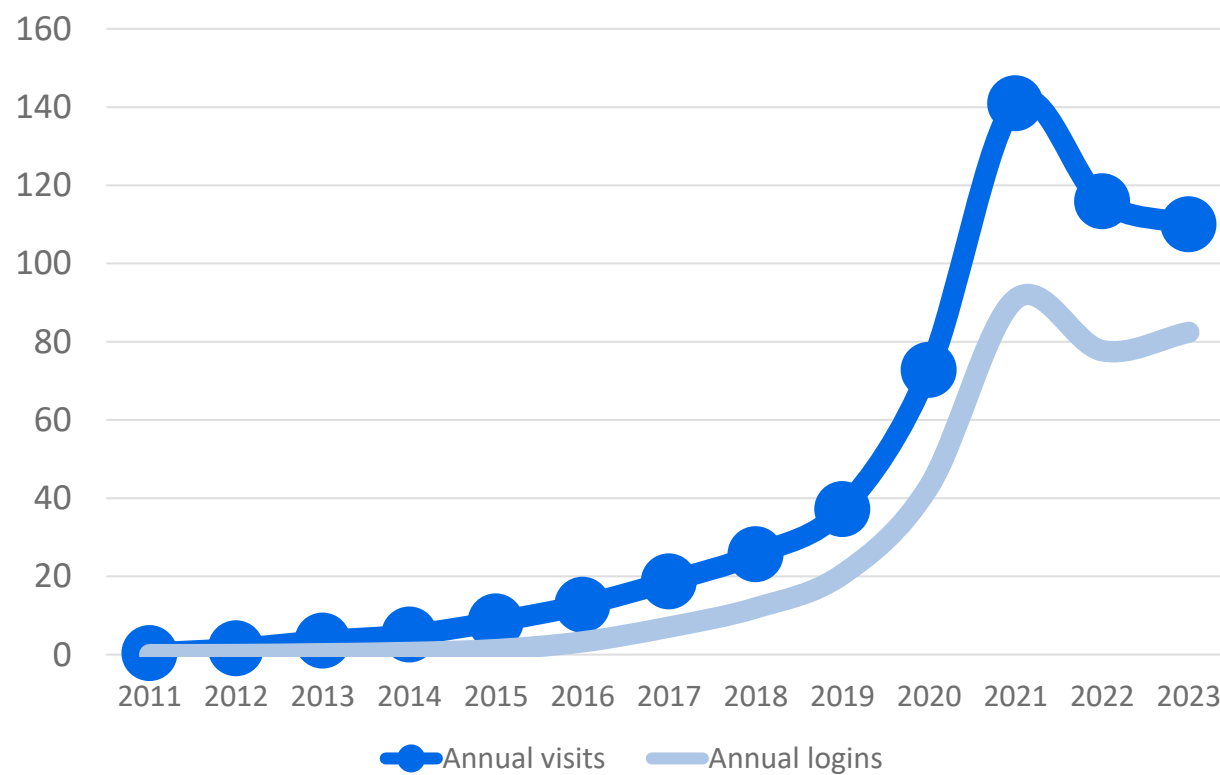
MyKanta – most used services*

MyKanta - the most used services 2020 to 2023



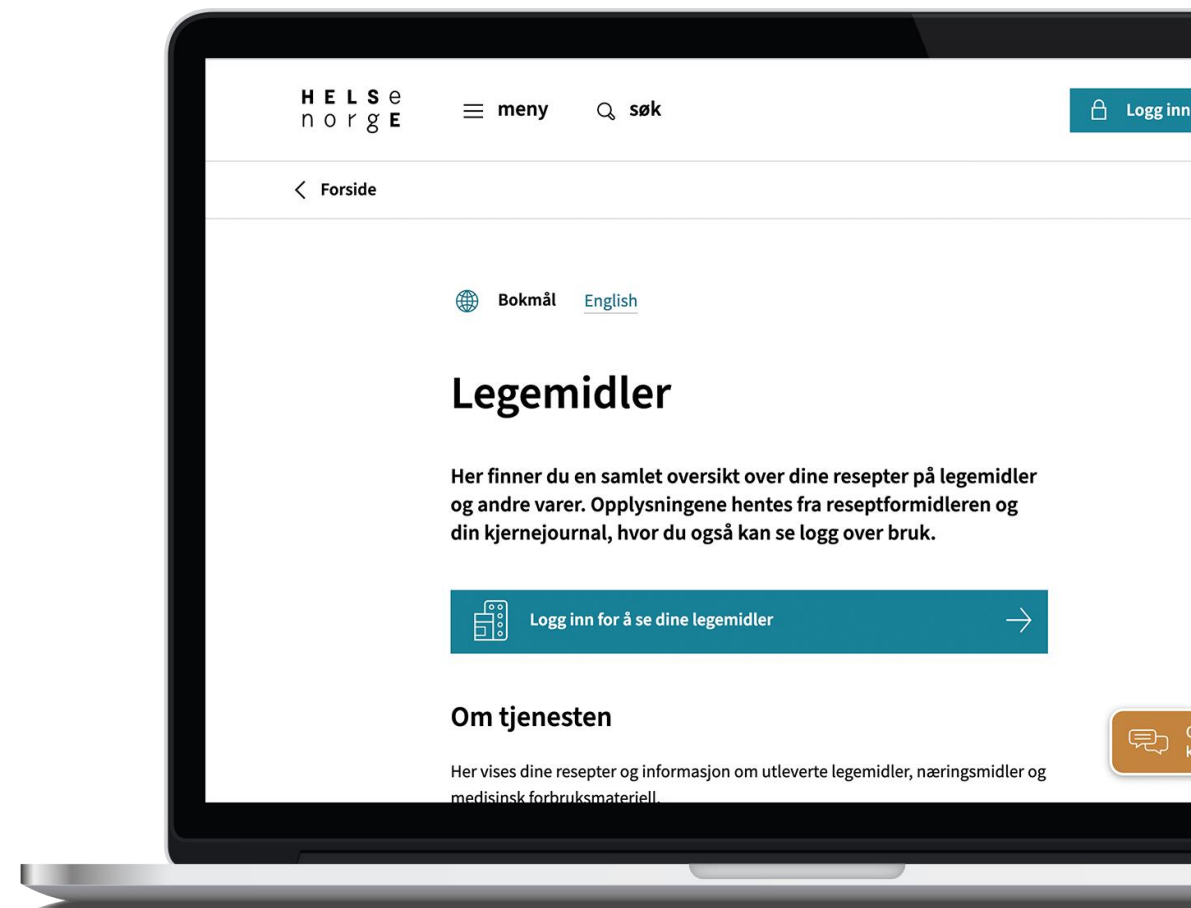
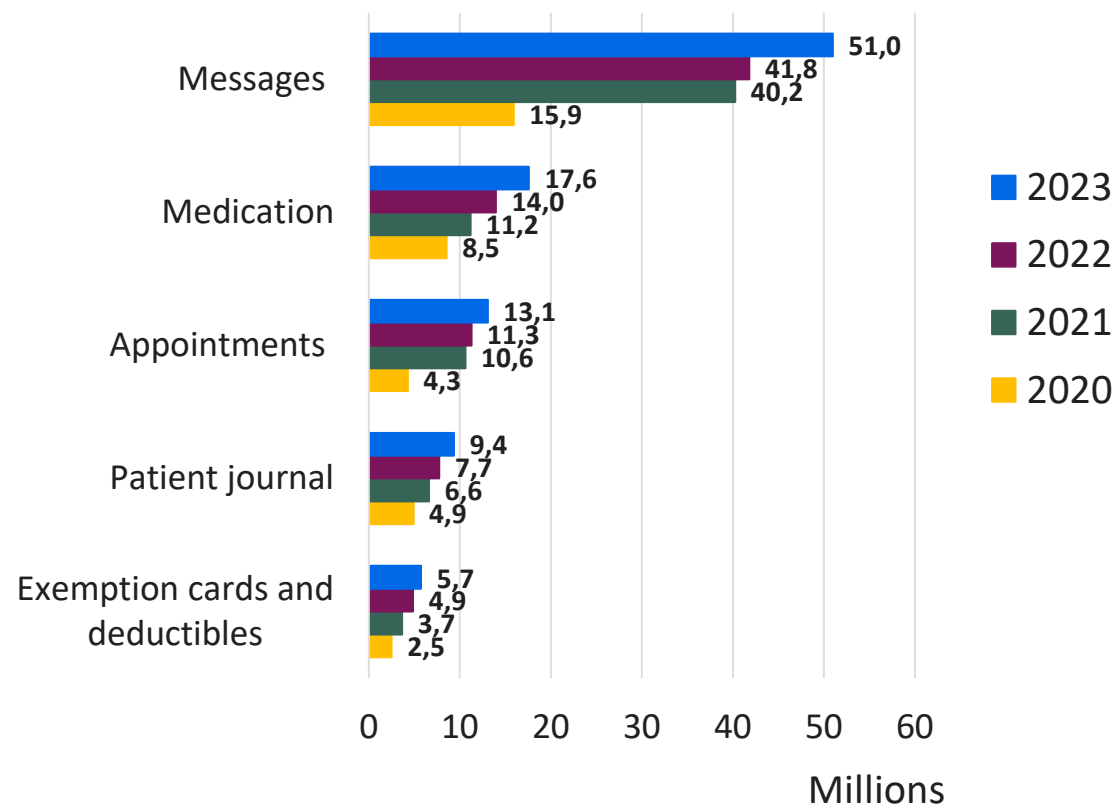
*Note: Based on active user input. Not cookies or traffic data.

Annual visits and logins to Helsenorge (millions)



Helsenorge – most popular services

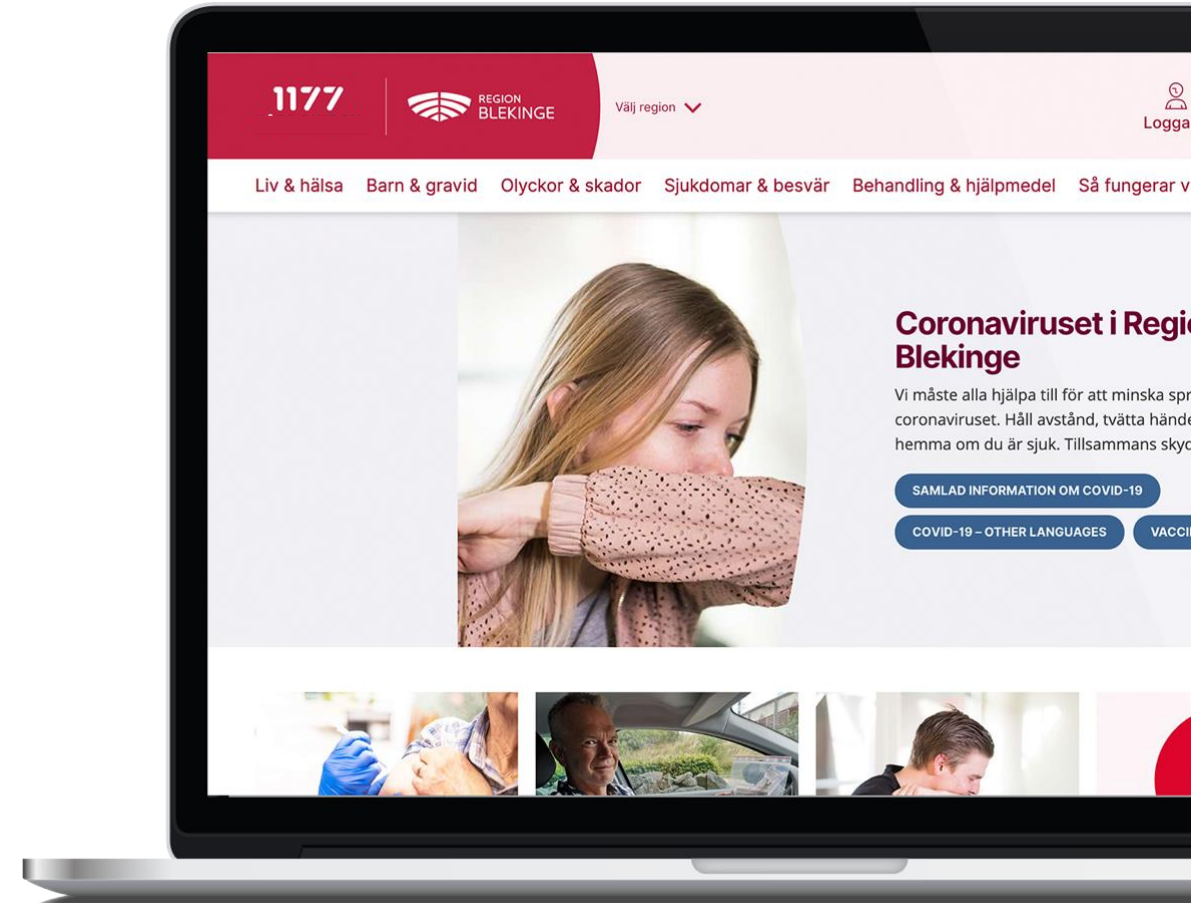
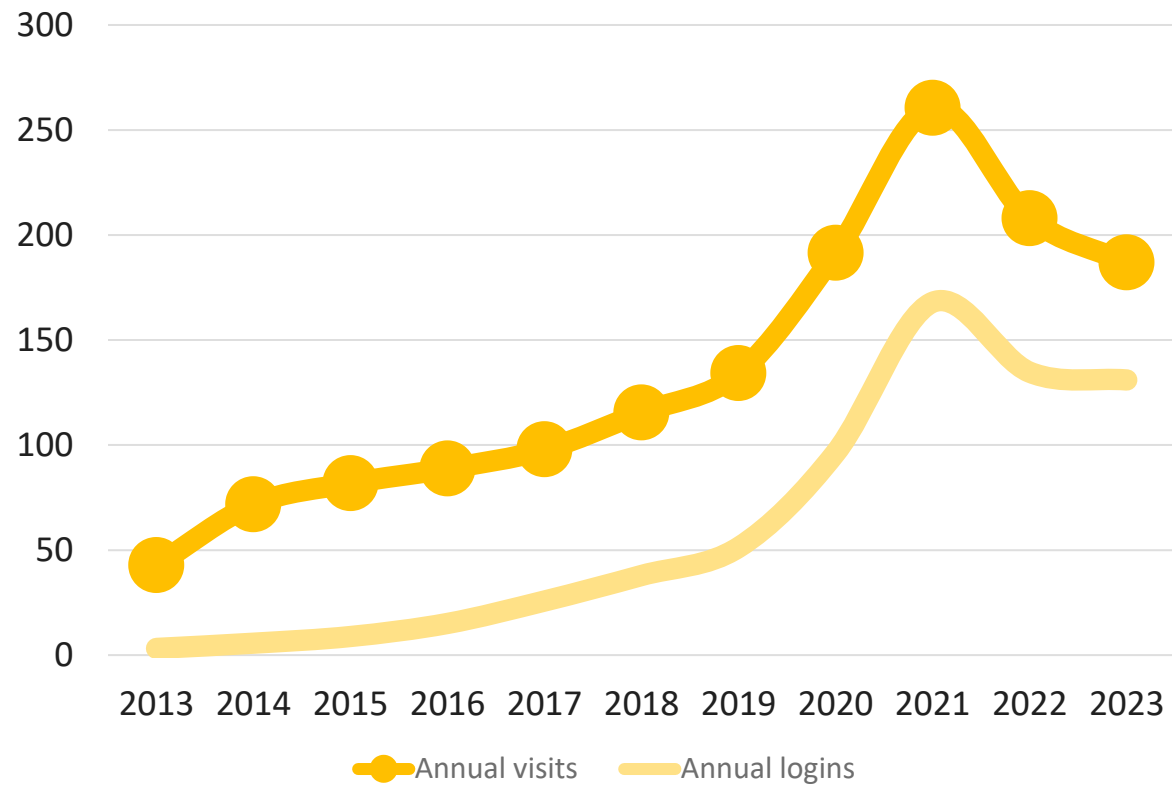
Helsenorge - the five most popular services
2020 to 2023





1177

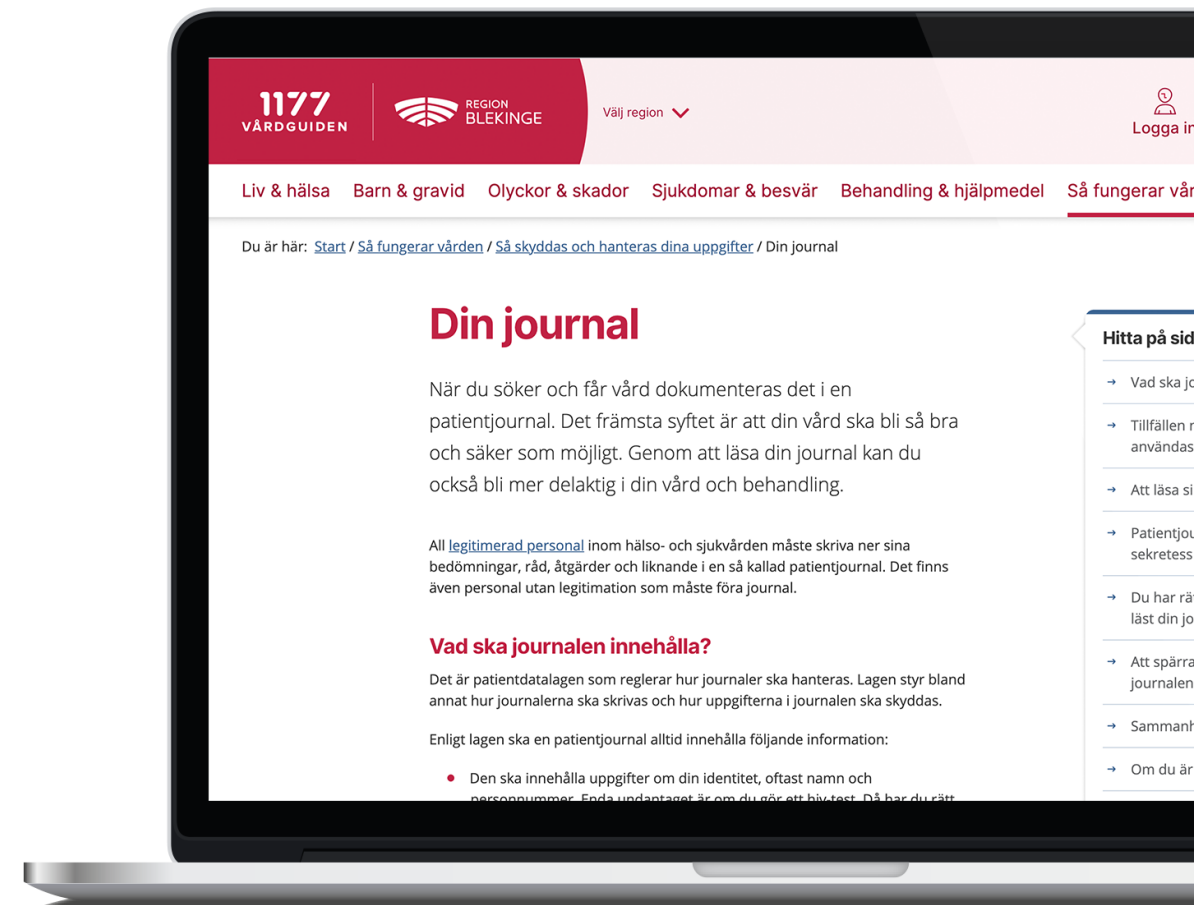
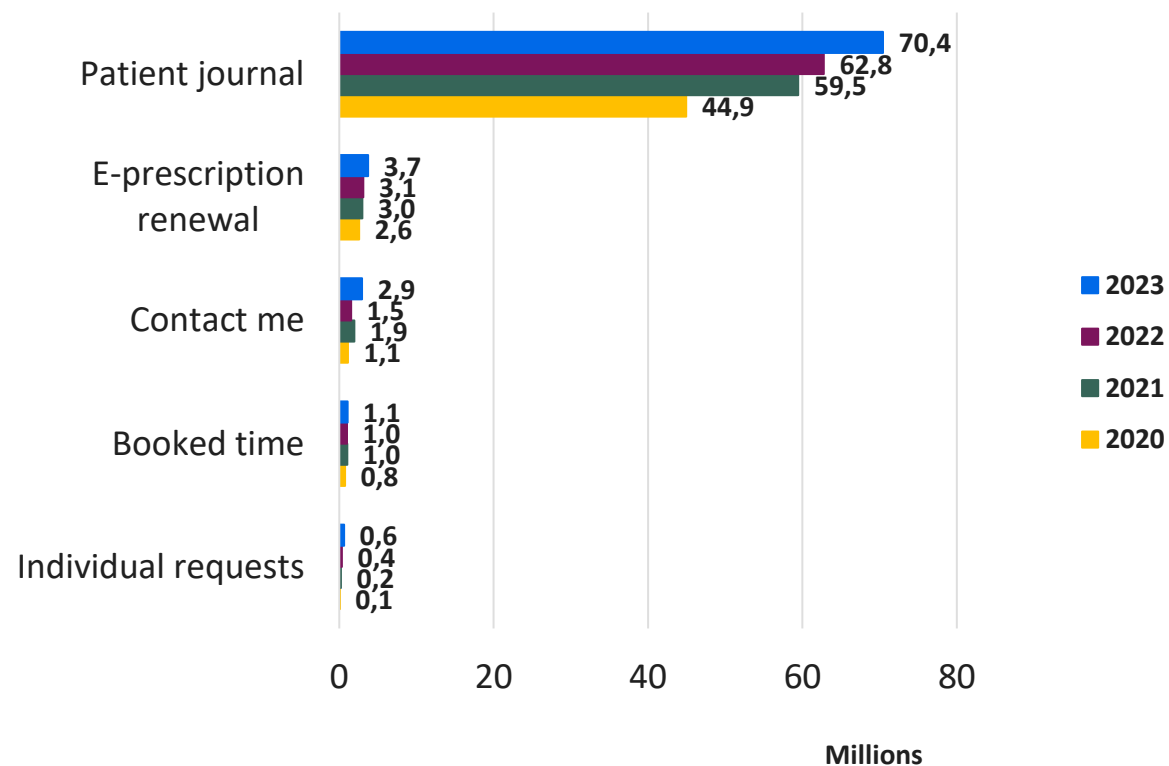
Annual visits and logins to 1177 (millions)





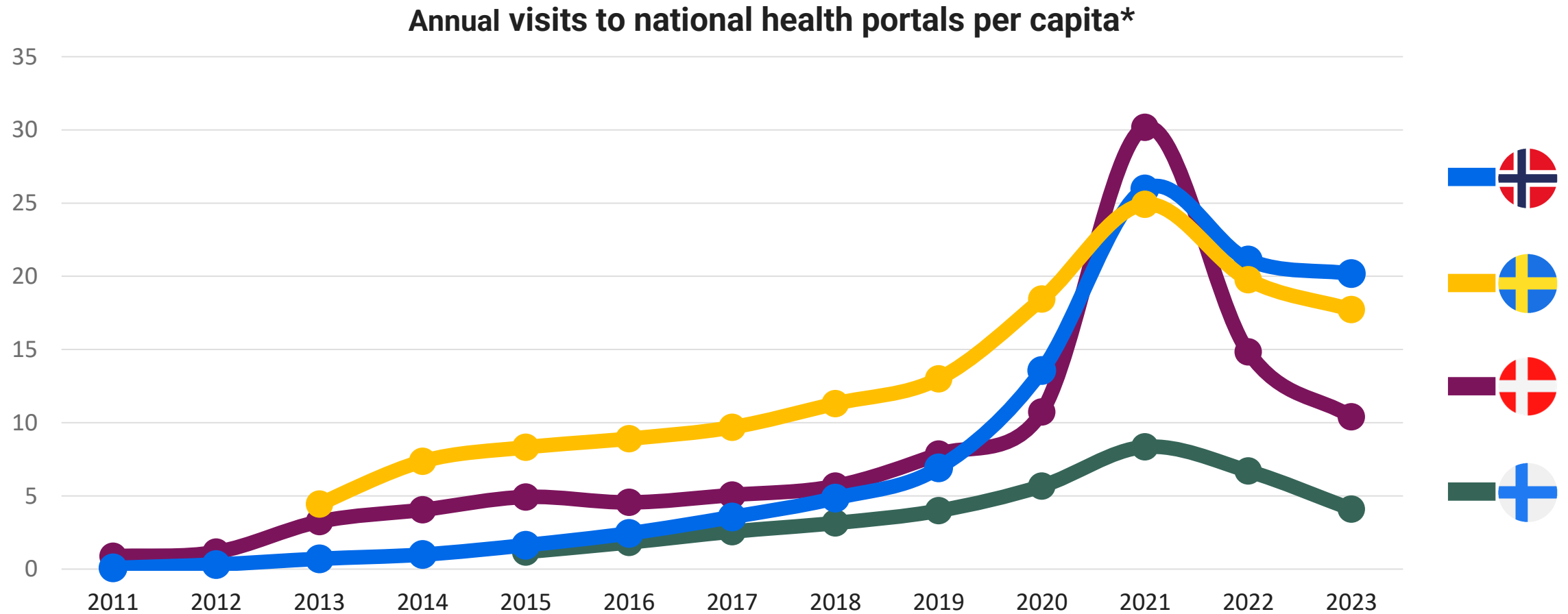
1177 – most popular services

1177 - the five most popular services 2020 to 2023



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

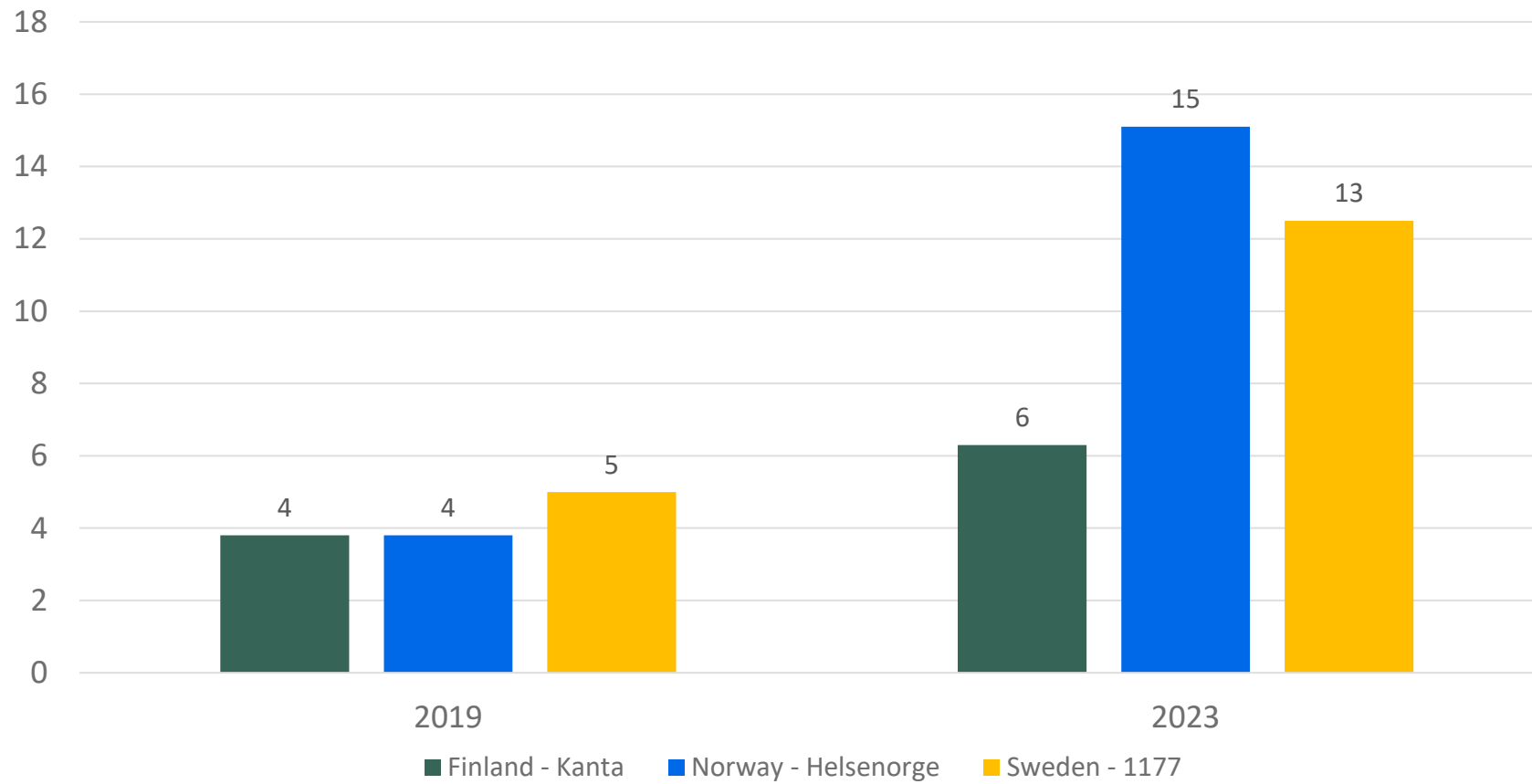
Decline in annual visits after new record in 2021 in all countries, but the curve is flattening



*Figures for Denmark are updated to include traffic through mobile app

Comparison of login per capita before and after pandemic reveal substantial growth

Number of login's per capita in 2019 and 2023



Usage before and after the pandemic reveals a substantial increase in usage per capita across all countries. Notably, Norway experienced the most significant growth at 298%, followed by Sweden at 151%, and Finland at 66%.

No login data is available from Denmark but visits per capita grew by 32%.





















From which providers can
citizens access their patient
journal and medication
record?

In all countries, citizens can now view all or parts of all their active prescriptions

The medication record provides a comprehensive overview of which prescribed medication citizens have currently.

All health care providers can share medication information in Denmark, Sweden and Finland.

In Norway, some providers are not connected.

Medication records (prescriptions)				
Specialist care				
GP				
Emergency ward				
Long-term care				
Psychiatric care				

















Citizens access to their electronic patient journal

The electronic patient journal serves as an overview of the patient's information taken during consultations, otherwise called *doctor notes* or *medical notes*.

In Sweden, citizens can access their patient journal from all providers. In Finland almost all providers share the patient journal.

In Denmark, citizens can access their patient journal from emergency care and long-term care, but only partially from specialist care and general practitioners.

In Norway, citizens in three out of four health regions can see their patient journal from specialist care.

Electronic Patient Journal				
Specialist care				
GP				
Emergency ward				
Long-term care				
Psychiatric care				

*See appendix for more detailed definition of patient journal

User groups

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How well known are the portals?

Denmark

- Citizens perception: **Good** (NPS*: 21(2023))
- 95% has heard of sundhed.dk (2023)

Finland

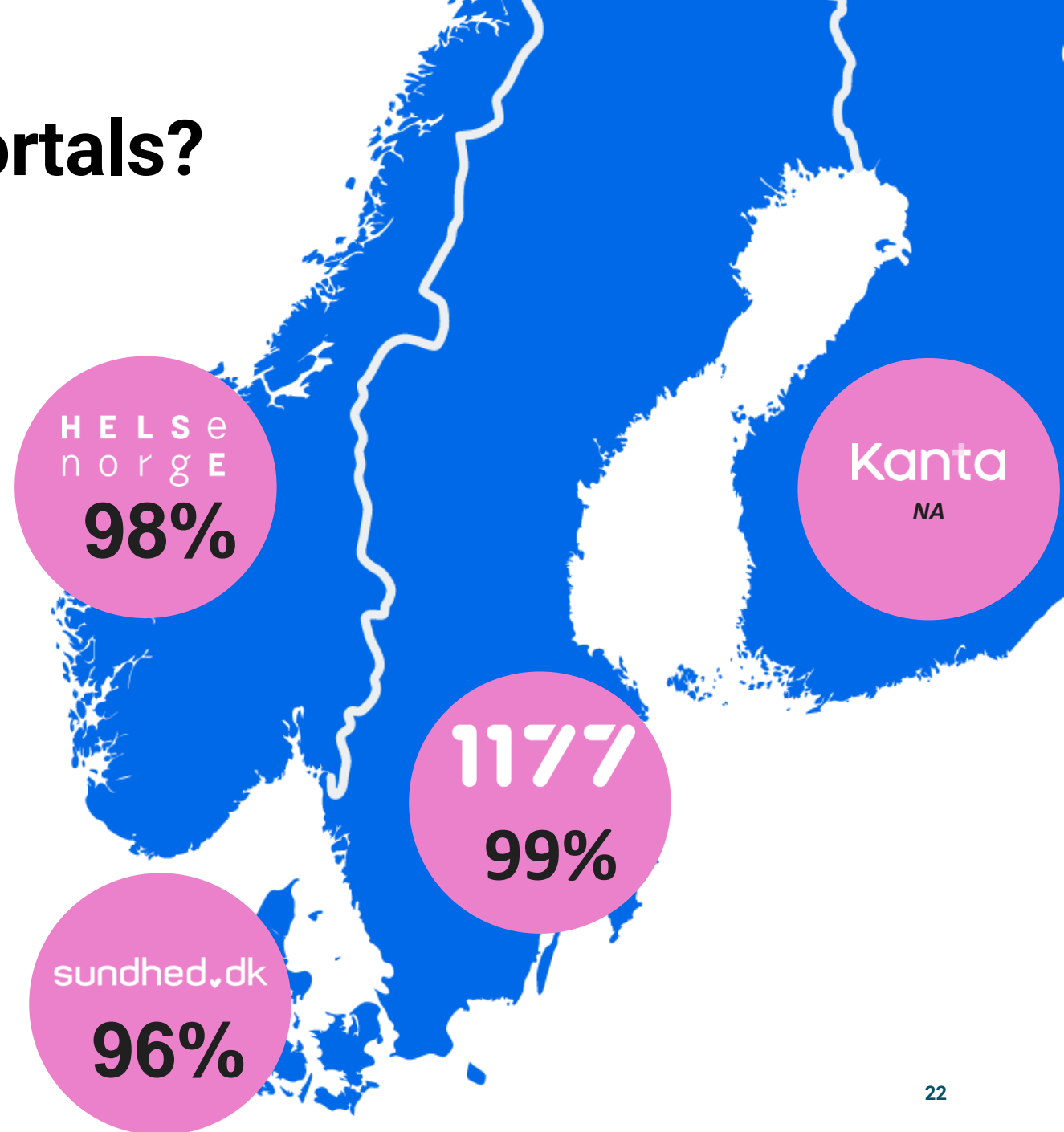
- Citizens perception: **Good** (SUS* 74,3/100 (2022))
- 71 % of adults used MyKanta 2023 (83 % 2022)

Norway

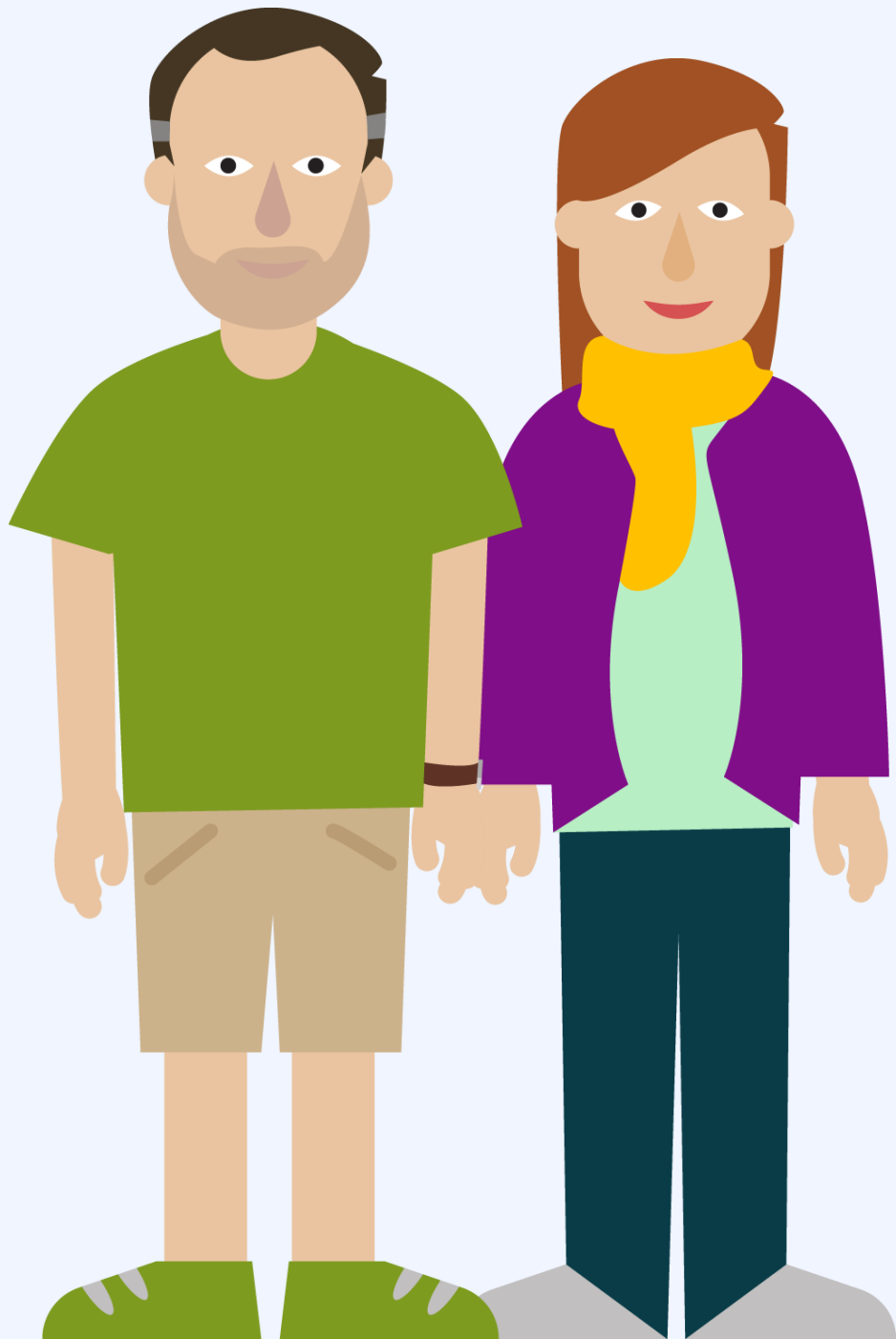
- Citizens perception: **Very good** (NPS: 44 (2023))
- 98% has heard of Helsenorge (2023)

Sweden

- Citizens perception: **Very good** (NPS: 44 (2023))
- 99.2% has “heard of 1177» (2022)



* (see “methods” page at the end)



Usage by different population groups

There is an observable tendency that women use the health portals more proactively, while males use it when needed. Women represent the most frequent user in all countries accounting for roughly 60% of visits. Male usage gradually increase by age.

People who are between 30 and 50 years old, use the portals most frequently. However, different age groups use certain services more than others.

The youngest and oldest population groups are the least frequent users.

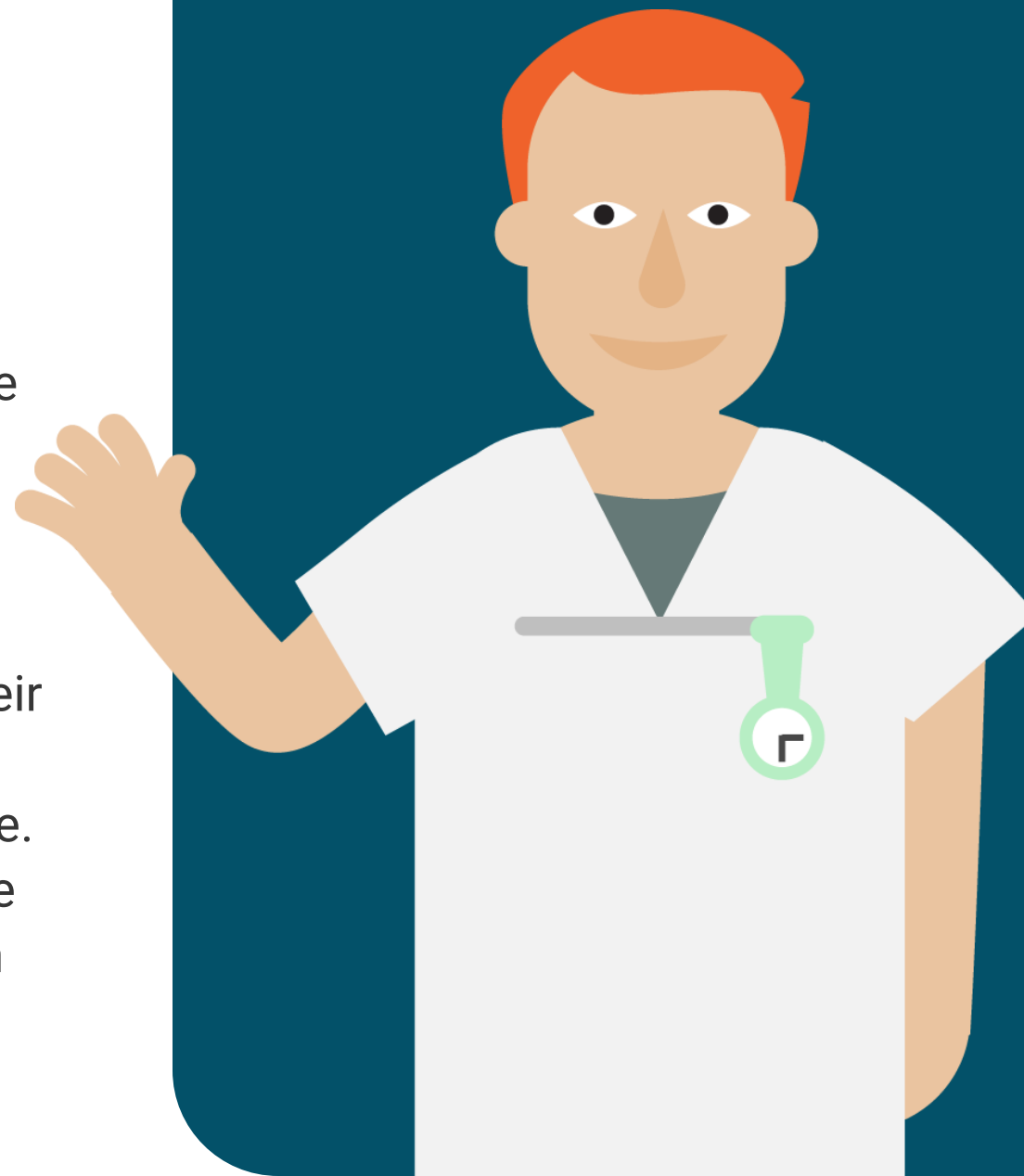
Usage by healthcare personnel



In Denmark healthcare personnel are a targeted user group. In Sweden they are introducing new functionality for healthcare personnel during 2024.



In Norway healthcare personnel use their own patient journal to access and edit information offered through Helsenorge. In Finland healthcare personnel can see the data stored in Kanta from their own information system.



Management of close one's health

In all countries citizens can act on behalf of their own children under the age of thirteen.



In Norway and Finland citizens can give power of attorney to others to act on their behalf. In Norway this is administered through the health portal, while in Finland this is administered through Suomi.fi e-Authorization.



In Denmark citizens can give power of attorney to others for a subset of the services available through Sundhed.dk.



Except for children under the age of 13 years old, citizens in Sweden can not act on behalf of others than themselves in 1177.

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



MyKanta 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.





In which languages can citizens access information

	Services			Health information		
	Native	English	Other	Native	English	Other
Norway	Norwegian	No	Sami (only forms)	Norwegian	Yes, for information specific to Norway	Partly, only on an ad hoc basis
Sweden	Swedish	No	Sami	Swedish	Yes	17 languages
Denmark	Danish	No	No	Danish	Yes, for information specific to Denmark	No
Finland	Finnish and Swedish	No	No	No	No	No

Information availability

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Denmark, Norway and Sweden also have apps with various functionality

Denmark

- App has a different interface and many functions found on portal
- Separate colonoscopy (TarmTjek) and Muscle / skeleton pain (TrænSmertenVæk) apps

Finland

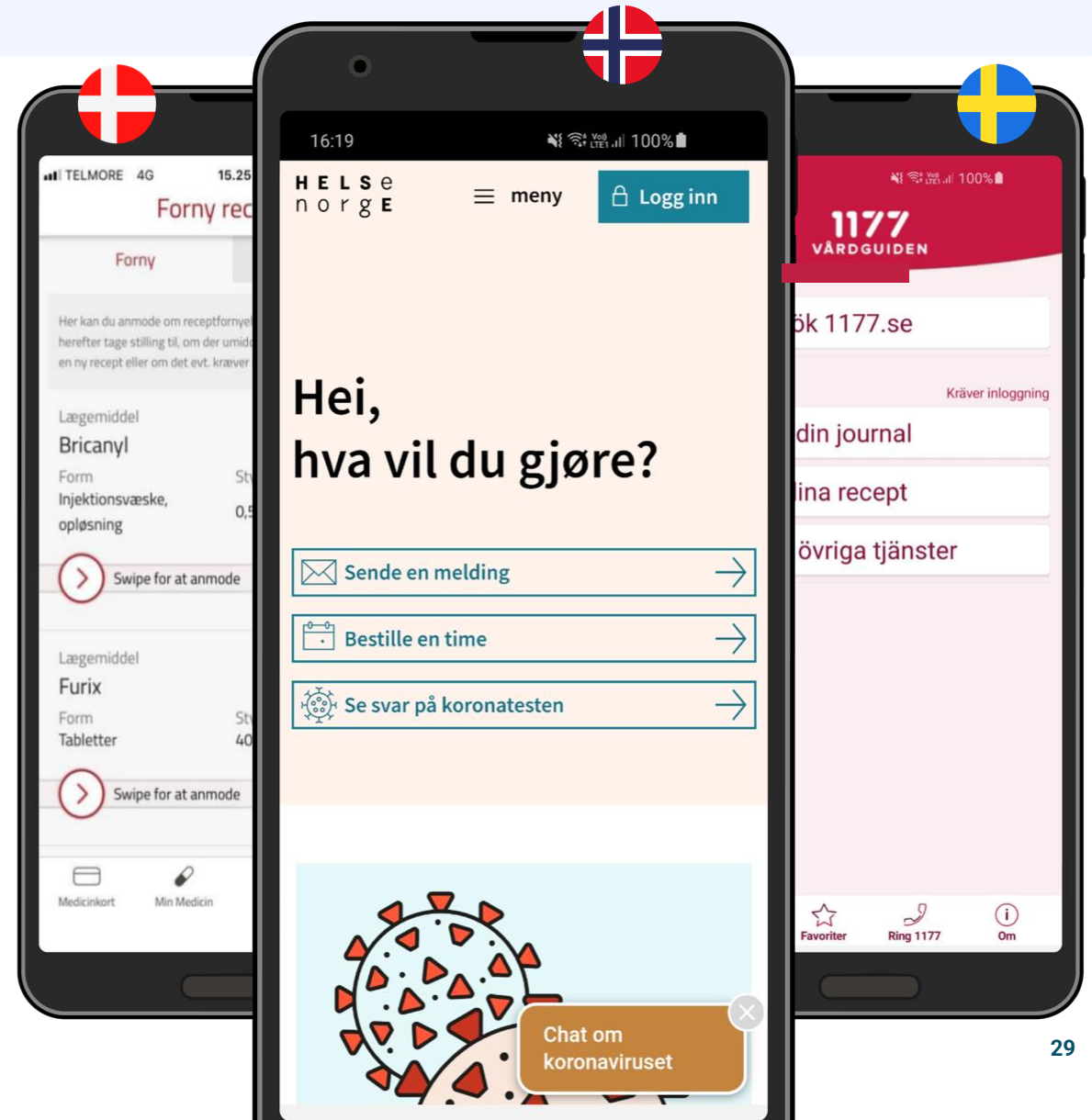
- No MyKanta app available, but portal is mobile scalable

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)
- Decision has been made on developing a more advanced mobile app.



Are there other health portals?

1177



1177 is the dominant point of access for citizens to view their health data and book appointments.

HELSE
norge



In Norway one out of the four health regions offer a supplementary regional citizen health portal.

sundhed.dk



In Denmark some health regions offer their own health portal. In addition, communication with GP's use a different app.

Kanta



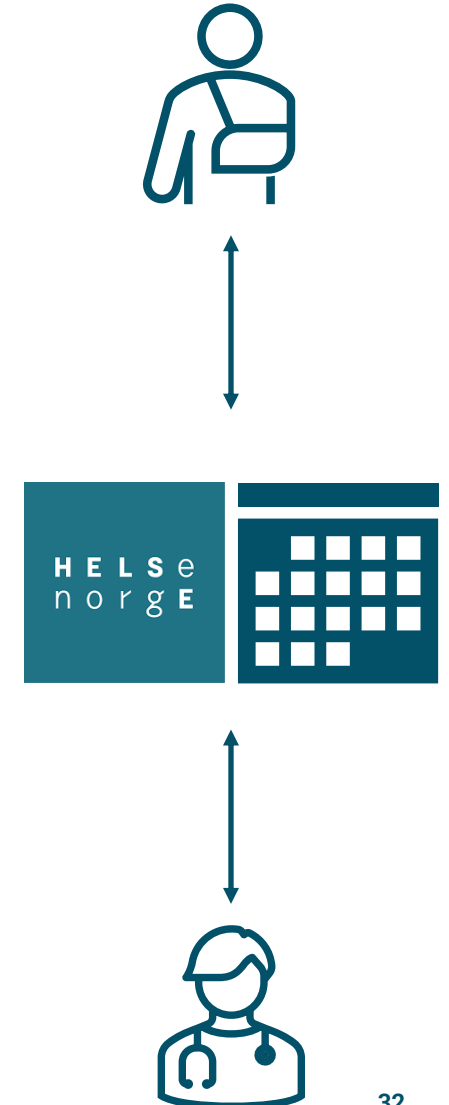
Finland has multiple different portals where citizens can view their data.

Best case

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Book appointments

Issues	<ul style="list-style-type: none">• Many citizens don't show up to scheduled appointments or are not sufficiently prepared• Results are delayed treatment and wasted time for healthcare personnel
How	<ul style="list-style-type: none">• Integrated appointment service in national health portal:<ul style="list-style-type: none">• Reminders• Video consultation• Document overview• Direct messaging• Self-service booking
Aim	<ul style="list-style-type: none">• Reduced number of rescheduled appointments• Reduced number of times with insufficiently prepared patients• Reduced time for booking and scheduling
Use	<ul style="list-style-type: none">• More than 50 percent of hospital trusts and community care centers and 85 percent of GP's offer appointments integrated in national health portal as of January 2024

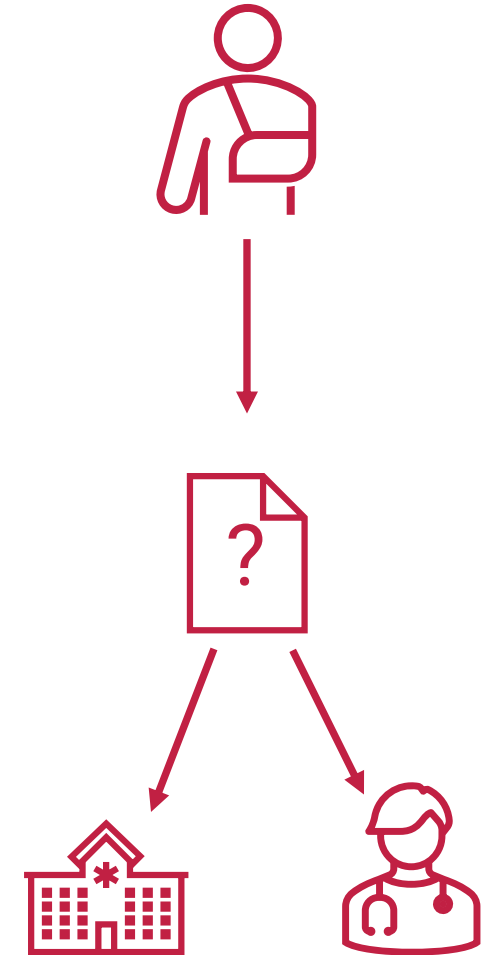


Wellbeing data

Issues	<ul style="list-style-type: none">• Many citizens struggle to keep track of their own health condition and whether a prescribed treatment is effective.• It can be difficult for healthcare personnel to attain health data from citizens
How	<ul style="list-style-type: none">• Citizen can record, view and delete their own wellbeing data in MyKanta<ul style="list-style-type: none">• Weight• Hight• Heart rate• Blood pressure• Blood sugar
Aim	<ul style="list-style-type: none">• Secure data management• More effective data transfer between citizens and healthcare personnel• The opportunity to actively take care of your own health
Use	<ul style="list-style-type: none">• As of February 2024 wellbeing data is stored into a national data repository via MyKanta.• Currently only citizens have access to wellbeing data



Issues	<ul style="list-style-type: none">• For citizens it can sometimes be difficult to assess which care center/ healthcare provider to contact for a specific care need• The result of not finding the appropriate care center can be delayed treatment, wrongful information and longer queues
How	<ol style="list-style-type: none">1. Log in with your electronic identification.2. Answer questions to describe your symptoms and issues, and you'll receive a recommendation indicating the urgency and appropriate steps to take.3. You'll receive a text message when it's your turn.4. You can then, for example, chat with healthcare professionals, receive a medical assessment, or book an appointment at a clinic if needed.
Aim	<ul style="list-style-type: none">• Reduced number of citizens sent to wrong care center• Reduced time between contact and delivery of care
Use	<ul style="list-style-type: none">• 1177 direkt is currently used by 11 out of 21 care regions in Sweden.• More regions are expected to implement the solution in 2024



Redevolpment and redesign of mobile app

Issues	<ul style="list-style-type: none">• There is a discrepancy between which features citizens have available when accessing the portal through desktop and mobile app
How	<ul style="list-style-type: none">• By developing Sundhed.dk in native iOS and Android programing language the user experience for citizens is improved and enable more features
Aim	<ul style="list-style-type: none">• Increased usage of app• Better user experience in Sundhed.dk app
Use	<ul style="list-style-type: none">• Developed and deployed in app vendor market



What is ahead?

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Further development

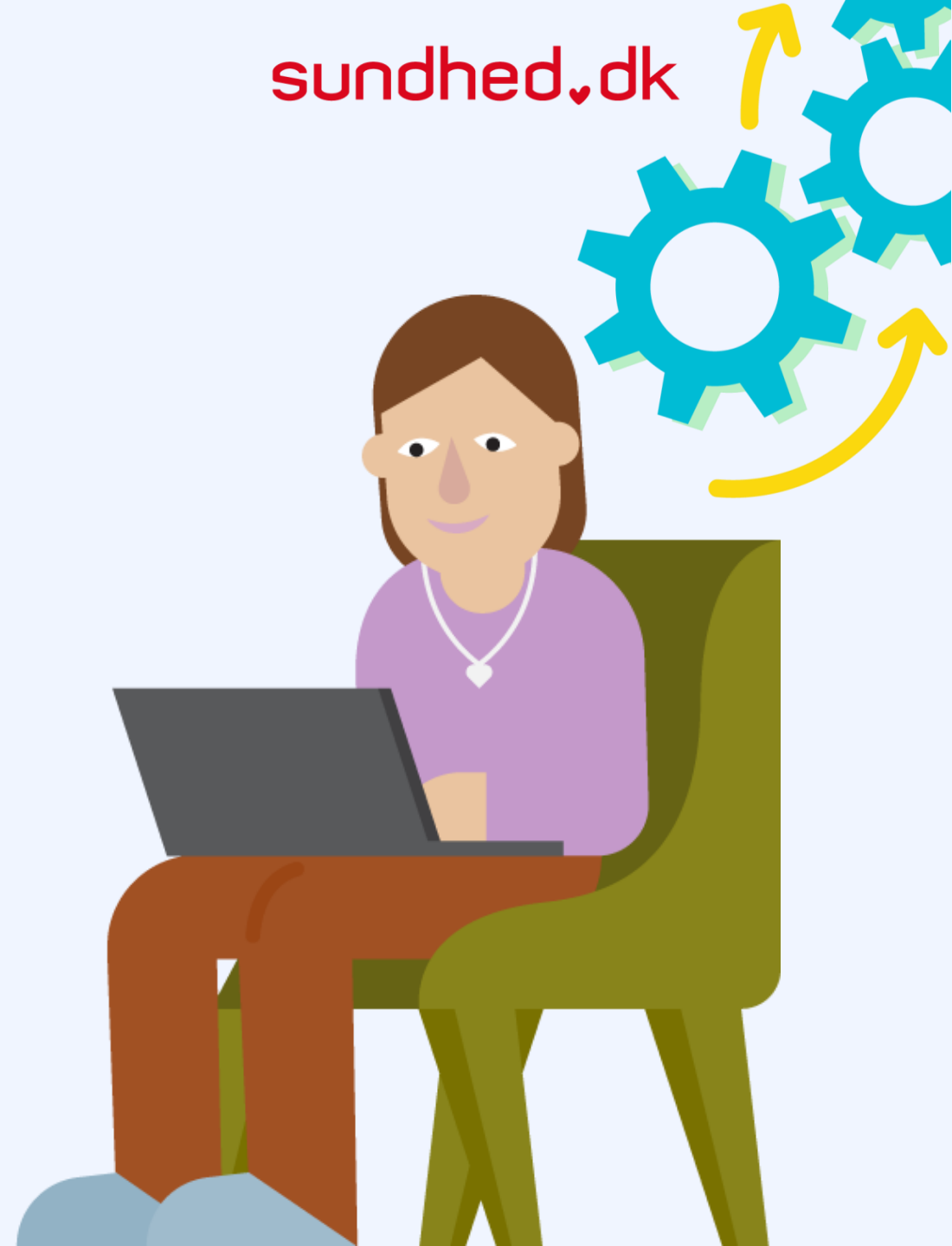


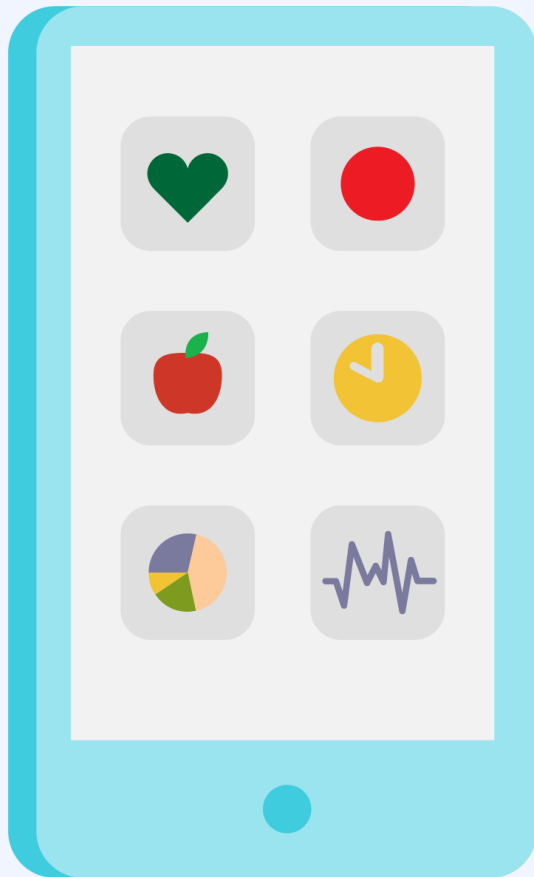
Sundhed.dk will continue their focus on improving the user experience of the national portal. Among the initiatives to reach this aim is a redesign of the frontpage in that goes live May 2024.

More solutions will also be released on Sundhed.dk, such as treatment plans, diagnoses and consent forms for medical research.

Furthermore, Sundhed.dk will focus on making recommended health apps better known.

sundhed.dk





Further development

In 2024 MyKanta will work on developing a MyKanta mobile app that allow citizens to access MyKanta through an app interface.

New MyKanta user interface (web browser) will be introduced in stages while the old interface is phased out in 2025.

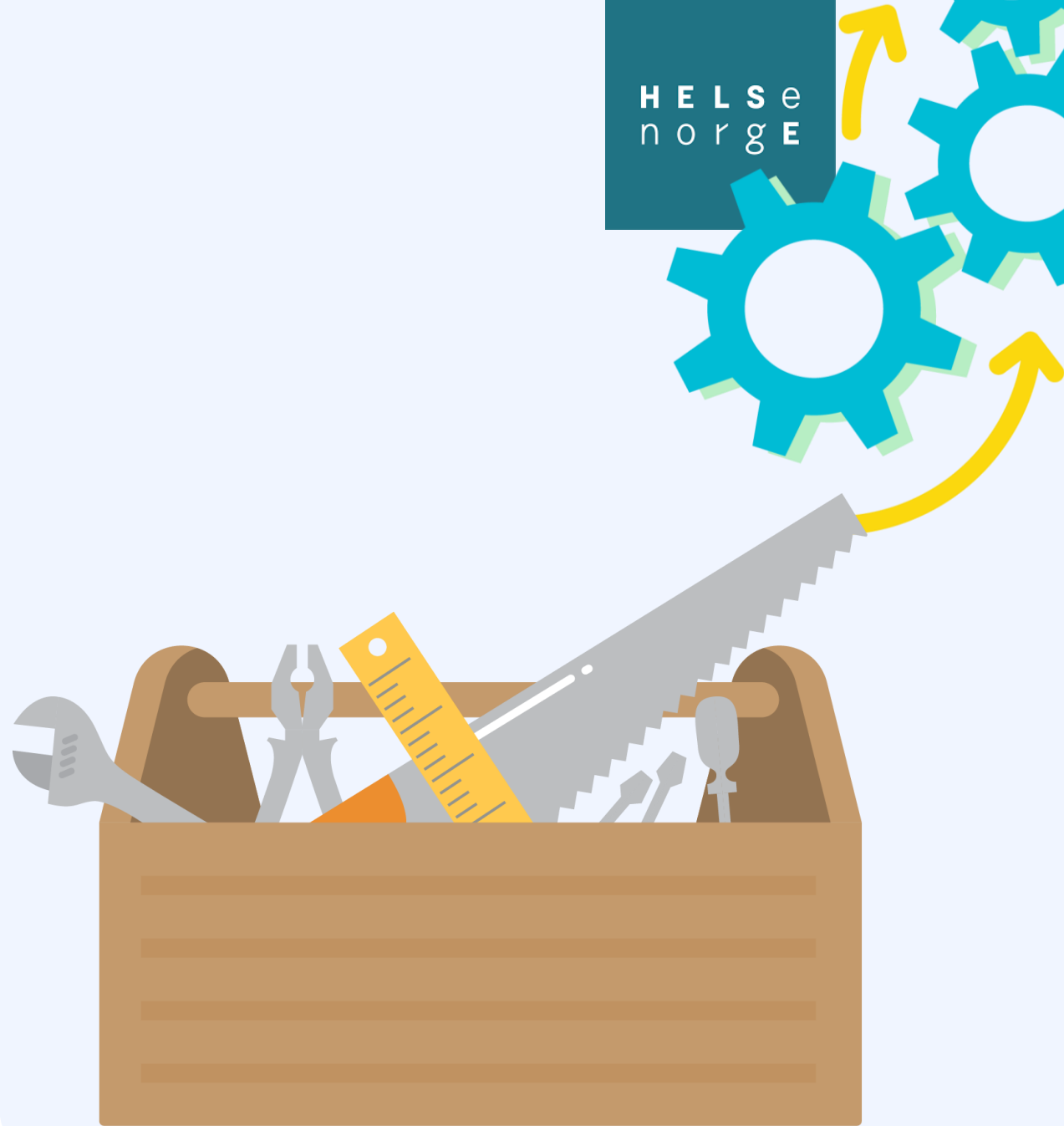
Further development of the solution that allow self-registering of measurement data (weight, blood pressure, blood sugar, pulse) started in 2024 continue.

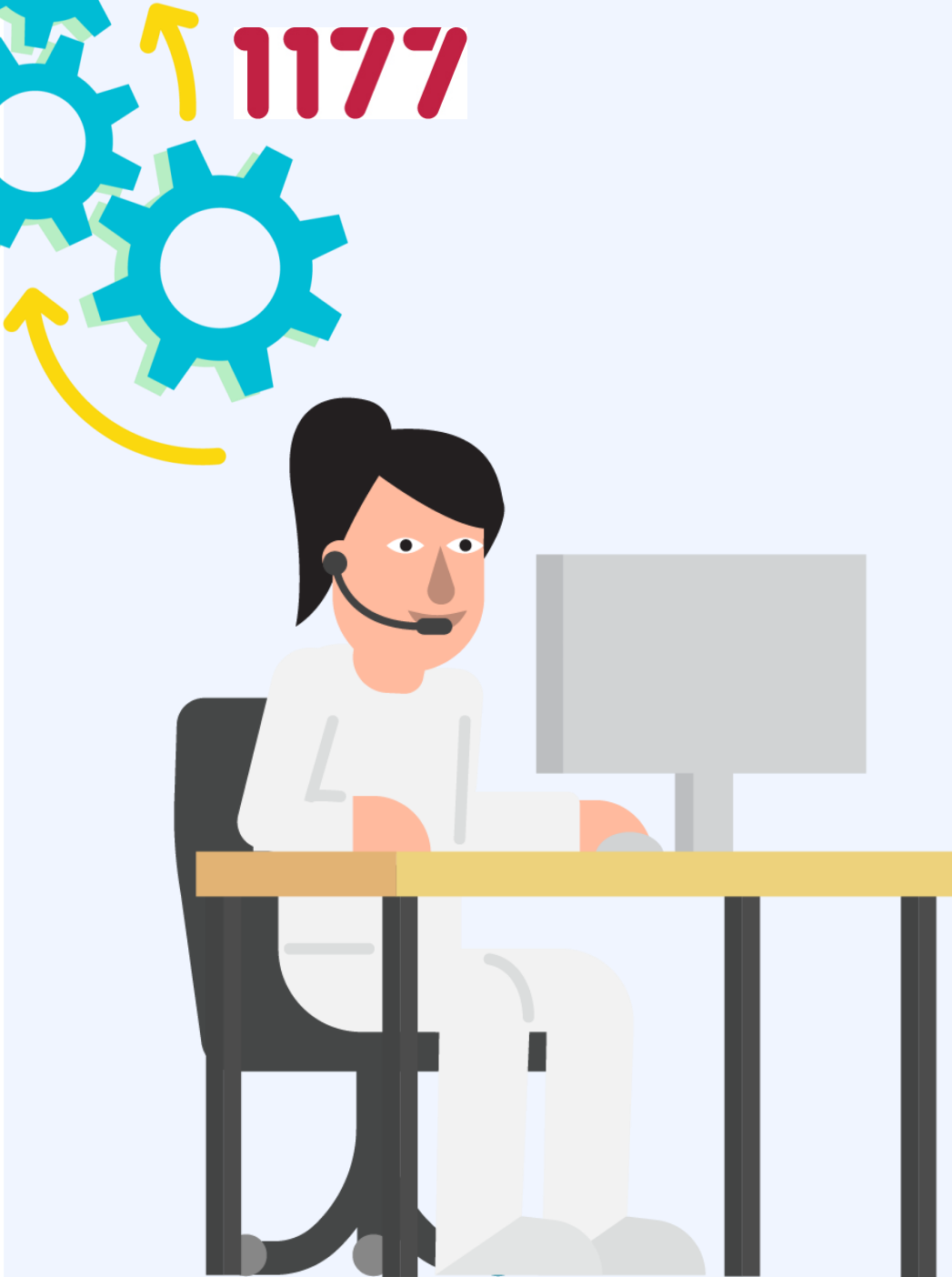
Further development



In 2024 existing services will be broadened with new functionalities while technical adjustments will be made to allow for new groups of healthcare providers such as physiotherapists to access Helsenorge.

Another focus area for Helsenorge in 2024 is to highlight the available self-help tools that increase user participation through enablement of direct reminders through Helsenorge.





Further development



A new operational support for phone-based medical advice provided within 1177 (Nytt Rådgivningsstöd) The technology that has been created and is about to be implemented will make it easier for nurses to provide healthcare advice over the phone within 1177.

1177 becomes a portal for healthcare professionals. The development is a step towards increasing awareness, usage, and benefit of knowledge support for healthcare professionals by leveraging the power of the common brand 1177.

Questions or feedback?



The Norwegian Directorate of Health

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Explain text, method

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

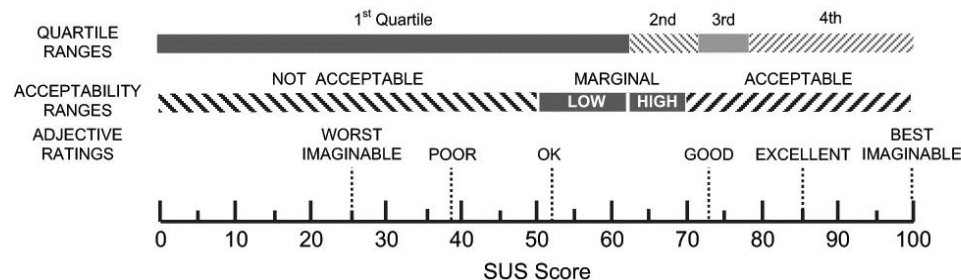
Different methods are used to measure user experience linked to portals:

Net Promoter Score (NPS):

- Net Promoter Scores are measured inside the portal (see NPS figures earlier) 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

SYSTEM USABILITY SCALE (SUS) 0 - 100:

The System Usability Scale is the most frequently used questionnaire for measuring the subjective usability of eHealth apps. In Finland patients received an invitation to complete the questionnaire when they logged out of the MyKanta. Adjective rating scale according Bangor et al. [Full article: An Empirical Evaluation of the System Usability Scale \(tandfonline.com\)](https://www.tandfonline.com/doi/full/10.1080/10447318.2017.1381368)



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 MyKanta 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 MyKanta is not gathered, either.



Explain text, method

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

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. Note that traffic through mobile app requires log in and cookie consent. Due to changes in the logging of visits in 2023 figures for Denmark are less reliable than previous years.	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. Note that traffic through mobile app requires log in.
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. Cookie notifications changed on Kanta.fi in March 2023. Due to changes 2023 figures are not comparable to previous years.	A login is counted every time a person logs in to MyKanta to see personal data. The person can log in several times during the same visit, and this is then counted as separate logins.

The patient journal refer to notes that a doctor writes during a consultation, typically referred to as "clinical notes" or "medical notes." These notes contain observations, assessments, diagnoses, treatment plans, and other pertinent information related to the patient's health and the consultation.	An electronic health record (EHR) is a digital version of a patient’s health information. It contains a patient's medical history, diagnoses, medications, treatment plans, immunization dates, allergies, radiology images, and laboratory test results, among other relevant healthcare information.
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