



Helsedirektoratet

Norwegian Directorate of Health

# National Health Portals in the Nordics

sundhed.dk

H E L S E  
n o r g E

1177

Kanta

May 2026

# 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 compares the portals using a selection of key metrics to uncover differences and similarities between the Nordic countries.

# 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	2010 (2007)	2011	2013 (1999)
Million visits 2025 (2024)	8-15	69,9 (55)	19 (19)	134 (131)	207 (199)
Visits / logins per year per capita	16-17	11,6/ 7,5	3,4/7,3	24/ 18, 7	19, 5/19, 2
EHDS	19-20				
Net Promoter Score / brand awareness	22	29/96%	good/87%	48 /96%	47/99%
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	Yes
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
Chatbot	27	Health related	Administrative	Administrative	Personell
App recommendations	29	Yes	No	Yes	No
Portal as app	31	Yes	Coming 2025	Yes	Yes
Single portal / multiple portals	32	Multiple	Multiple	Single	Single
Best case	34-37	MedicinCard on minSundhed app	Acting on behalf of another person in MyKanta	Self-management of patient transport	1177 for Healthcare Professionals

# The Nordic Region

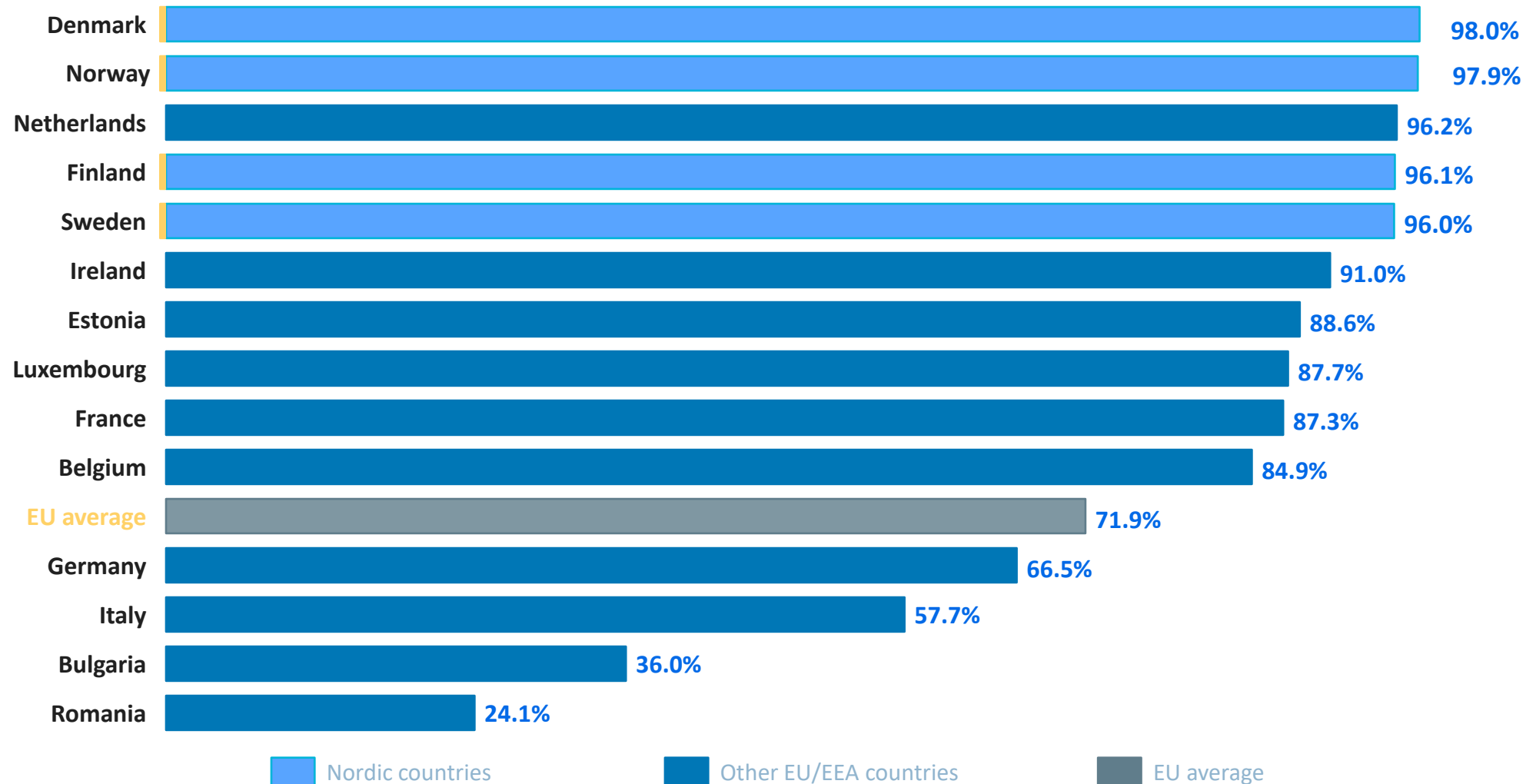
- Among the highest ranking healthcare systems in Europe and in the world
  - Longevity
  - Satisfaction
  - Financing
- Health status OECD
  - [Health at a Glance 2025 - OECD](#)

***How does this translate into good health portals?***



# The Nordic Countries Lead in e-government

Share of individuals (16–74 years) who used websites or apps of public authorities in the past 12 months (2025)



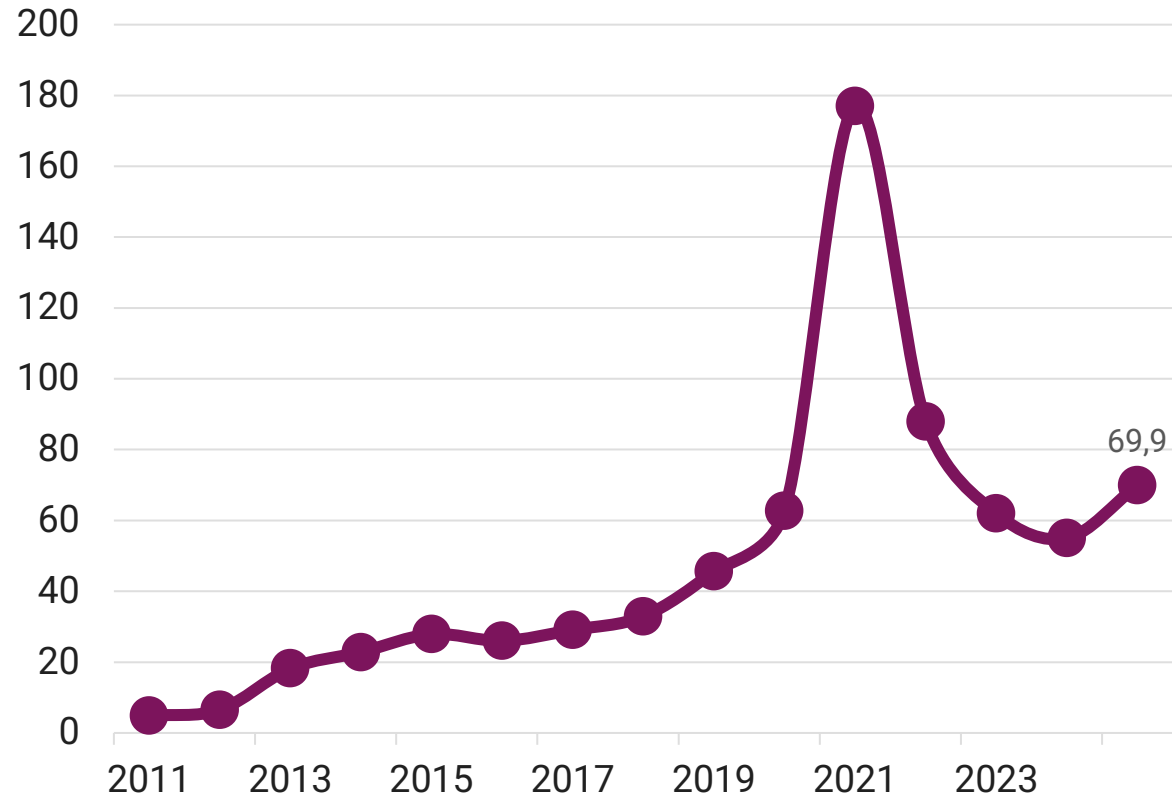
# Country Profiles

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# Sundhed.dk

Annual visits to Sundhed.dk (millions)\*

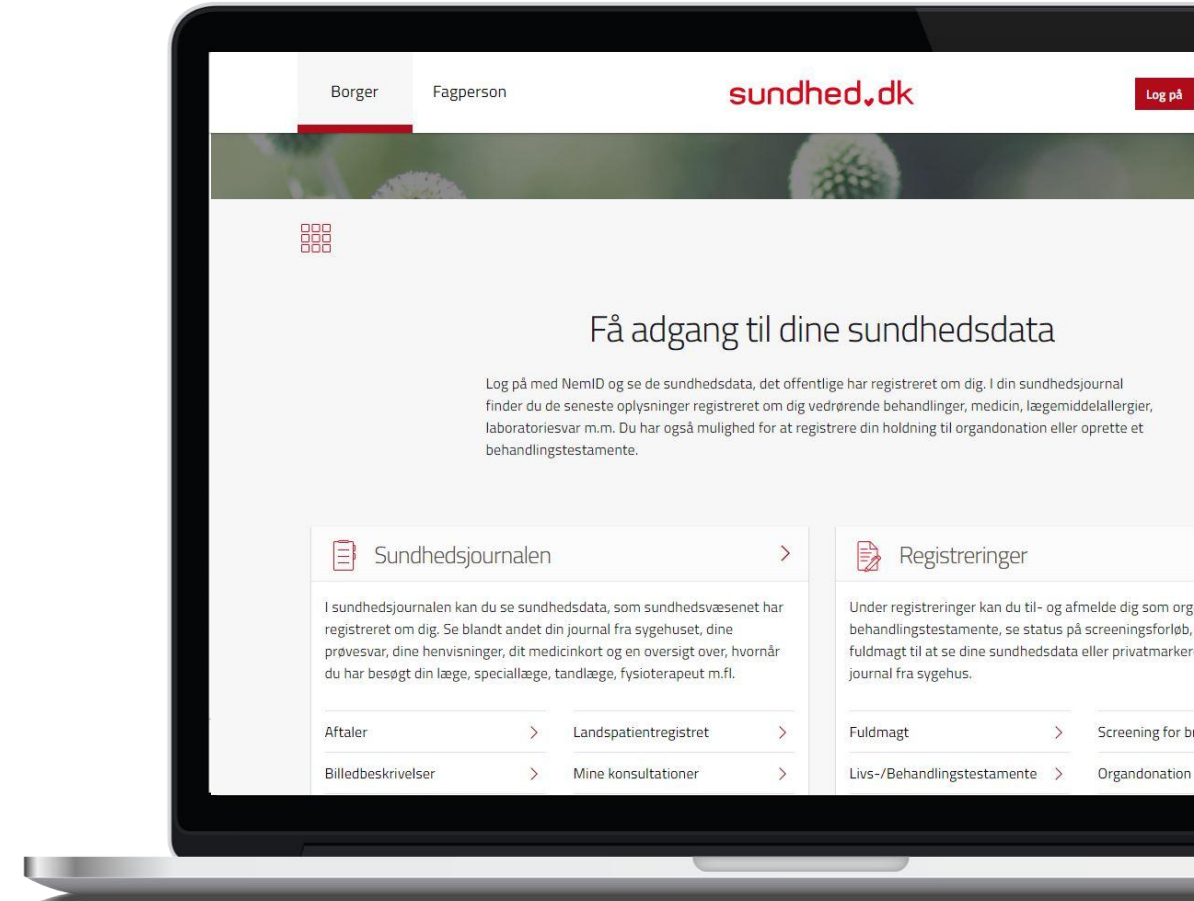
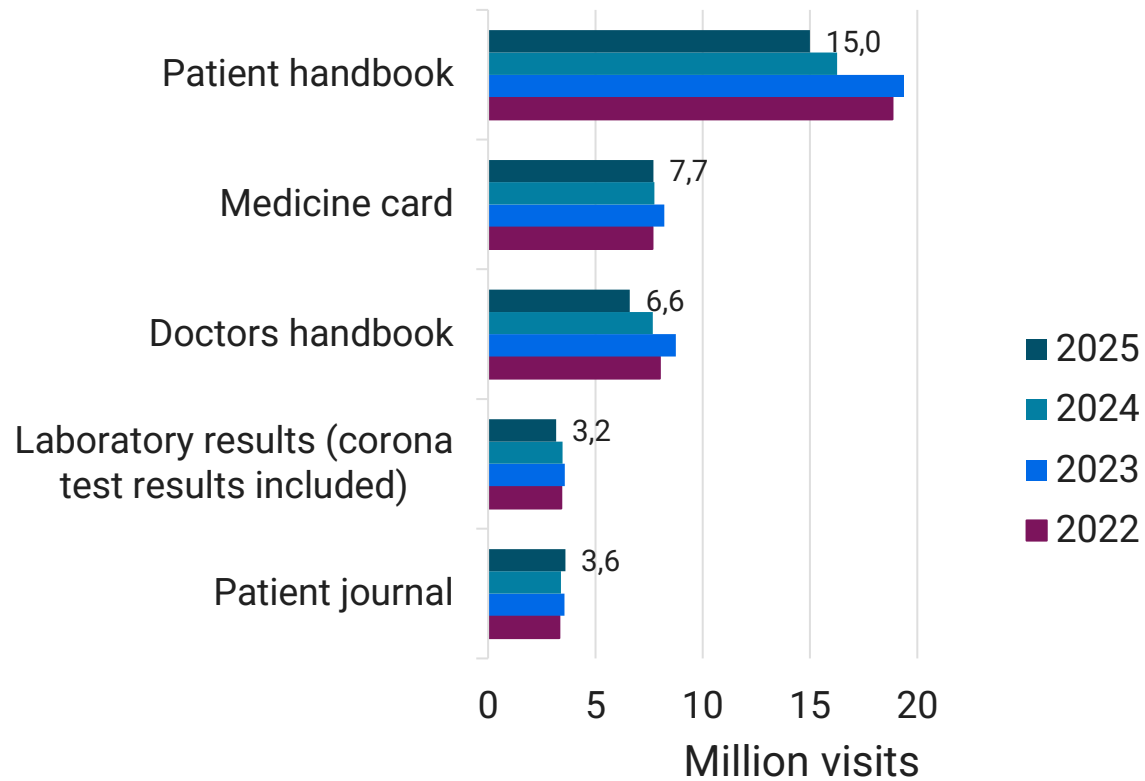


\*Figures are updated to include traffic through mobile app



# Sundhed.dk – Most Popular Services

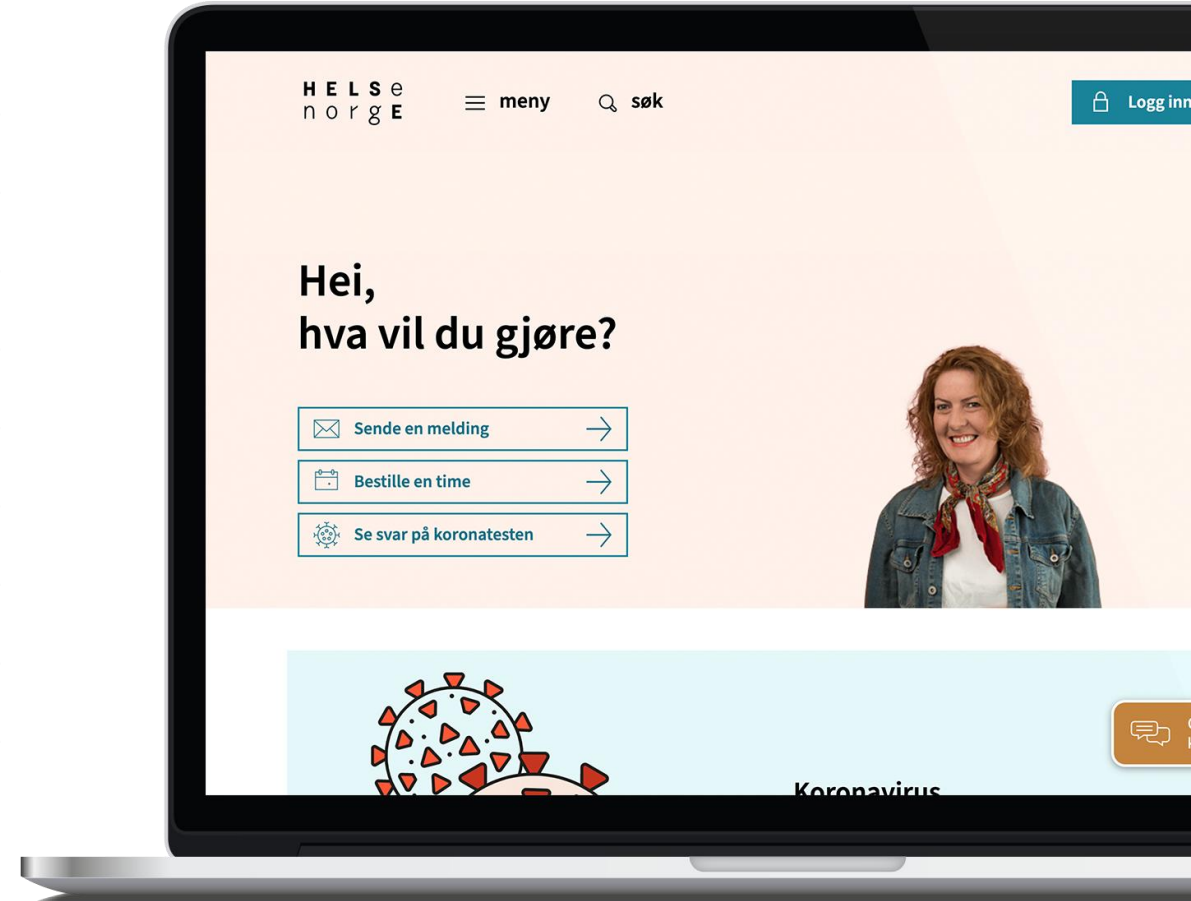
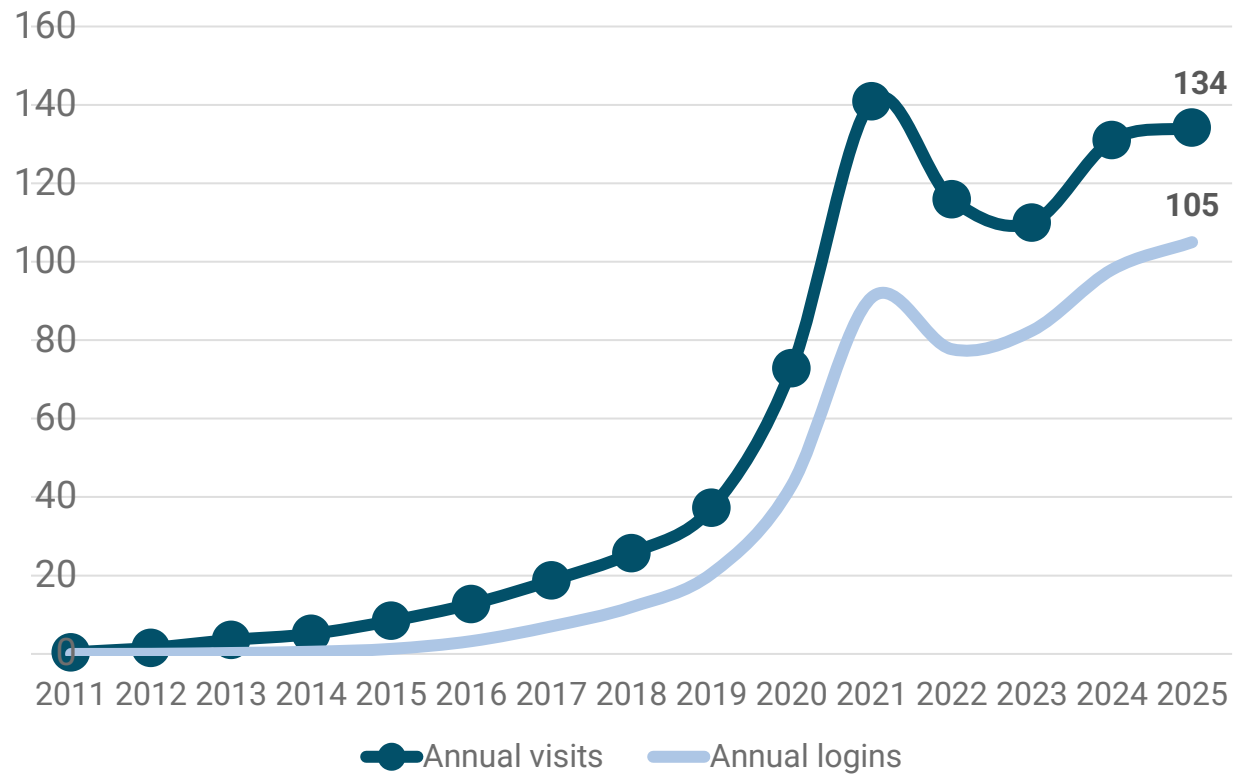
Sundhed.dk- the most used services 2022-2024





# Helsenorge

Annual visits and logins to Helsenorge (millions)

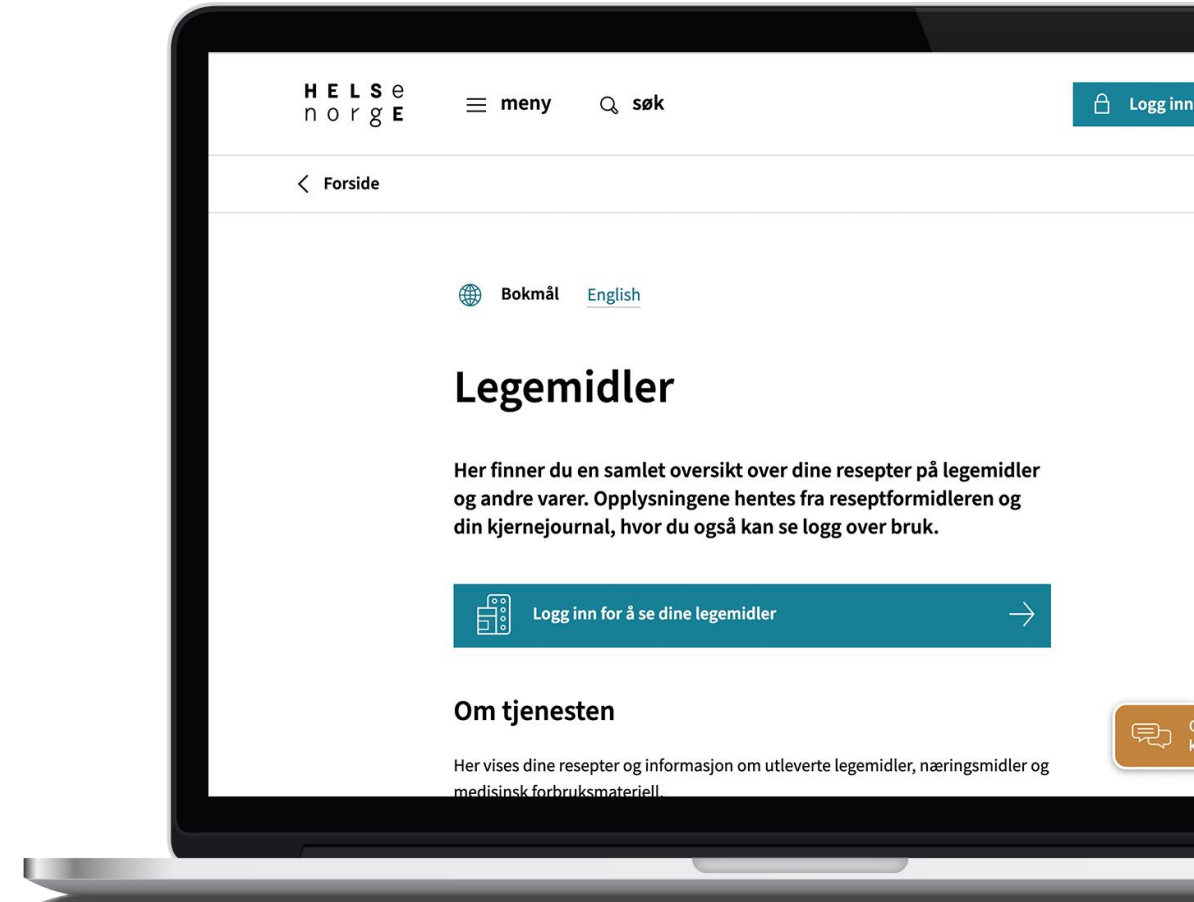
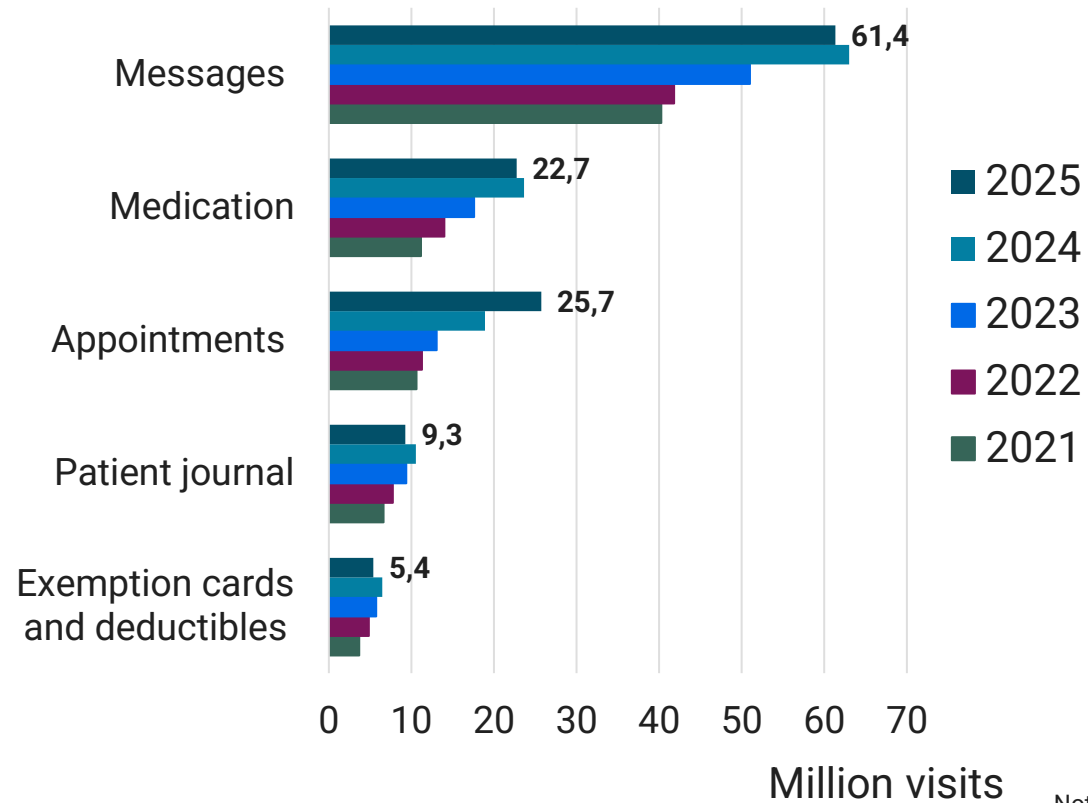


Notice: Cookie notifications changed Helsenorge in March 2025.



# Helsenorge – Most Popular Services

Helsenorge - the five most popular services  
2021-2025

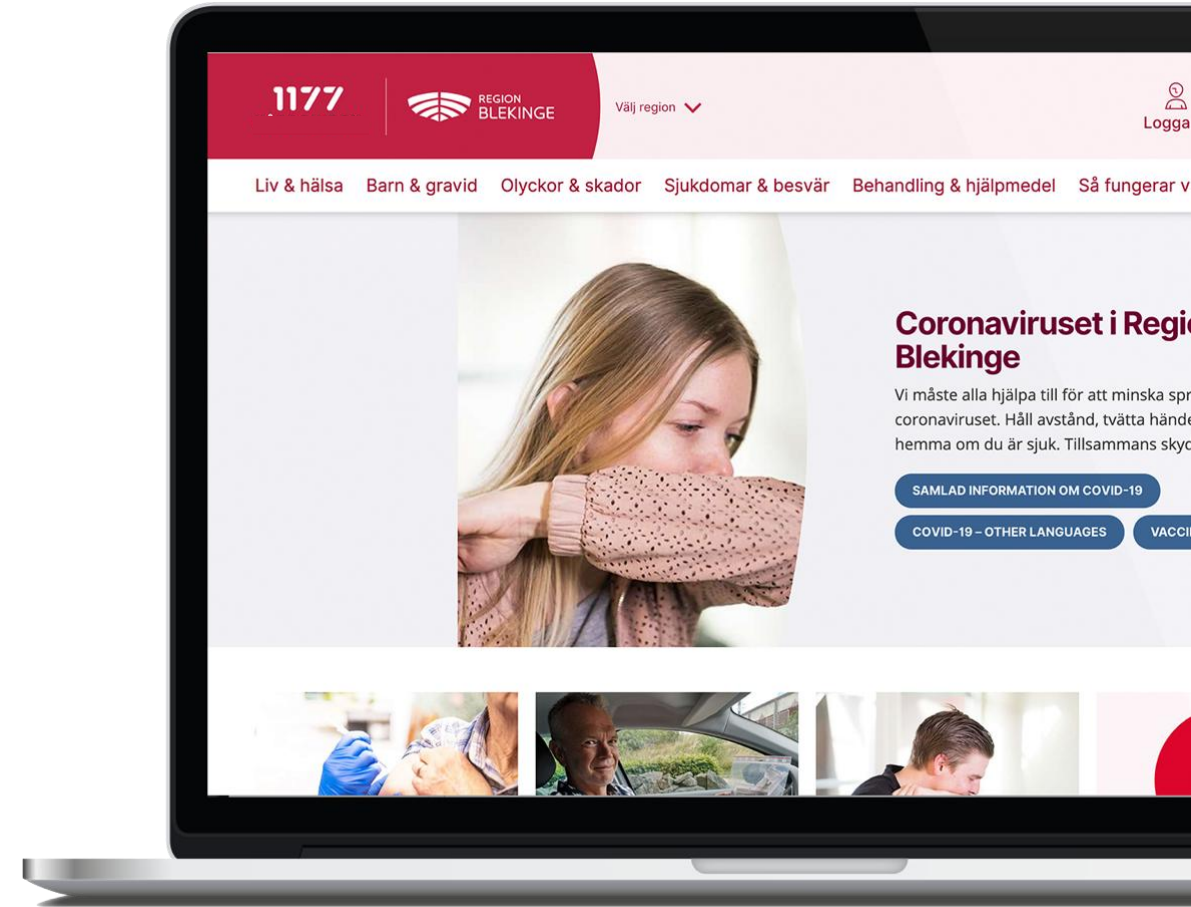
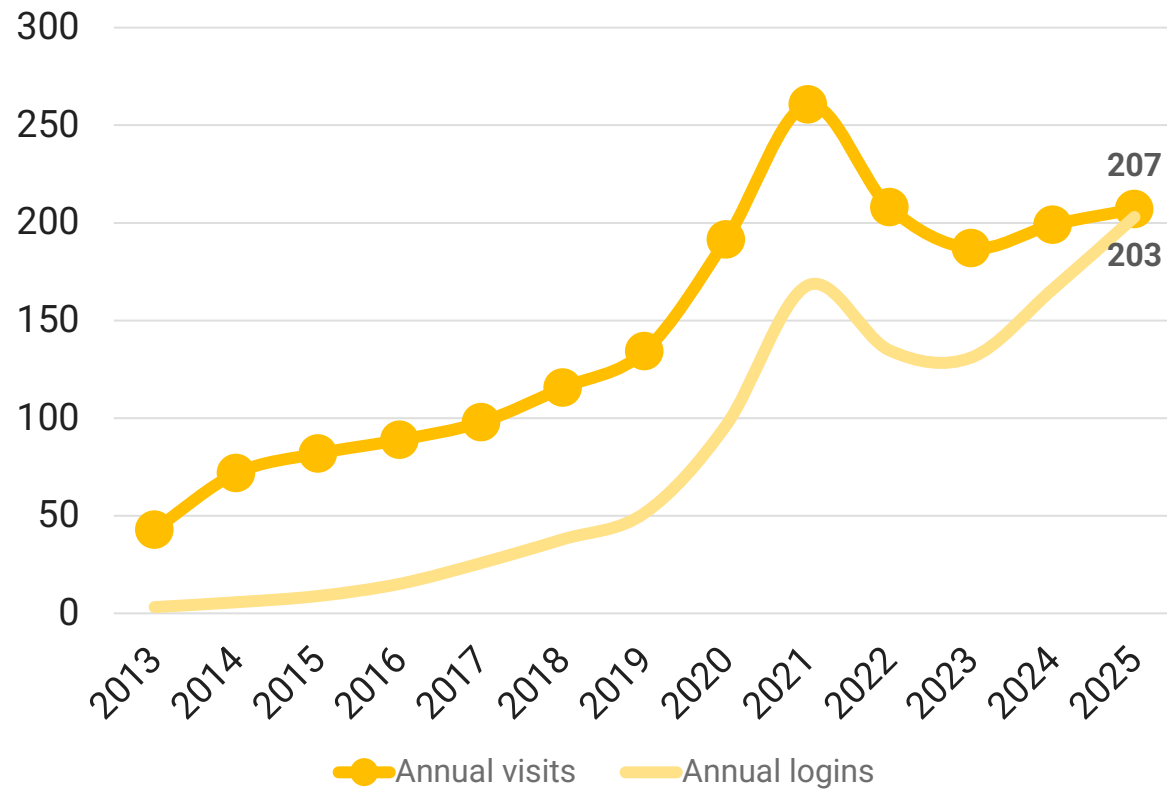


Notice: Cookie notifications changed Helsenorge in March 2025. The decrease in the number of visits is partly due to this.



# 1177

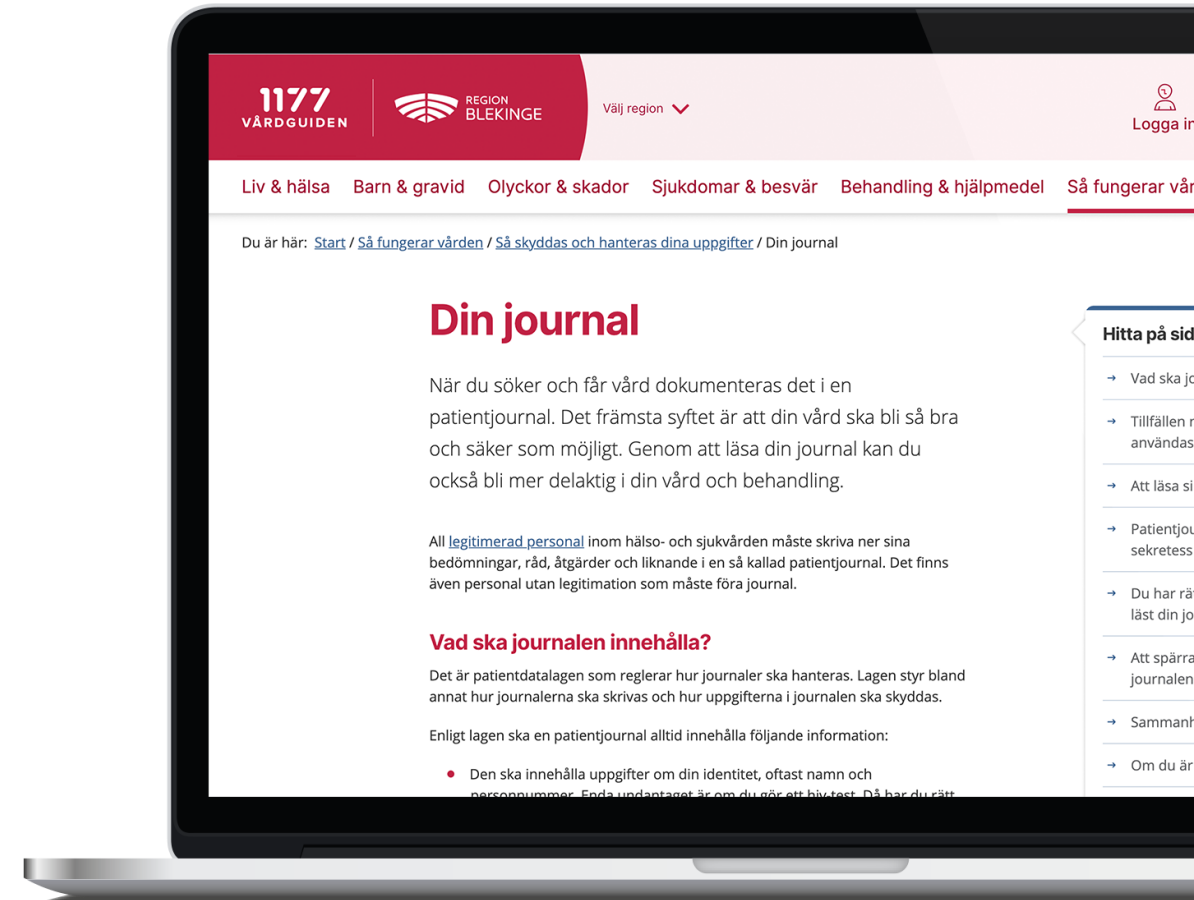
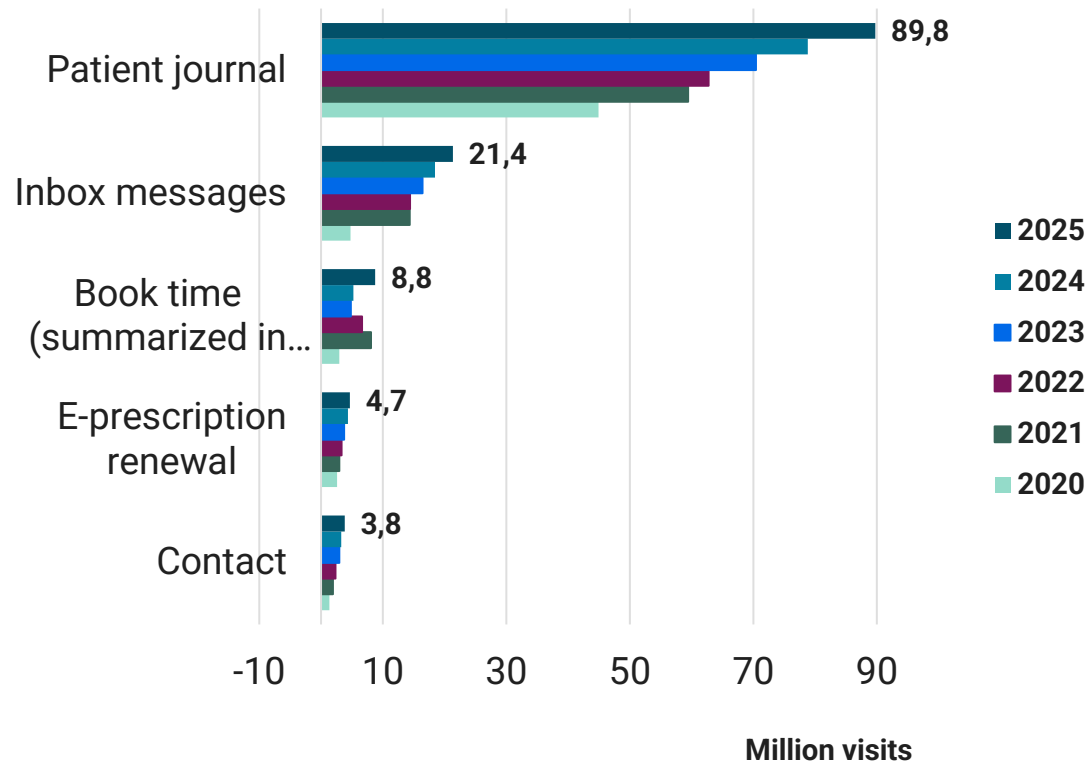
### Annual visits and logins to 1177 (millions)





# 1177 – Most Popular Services

1177 - the five most popular services 2020-2024

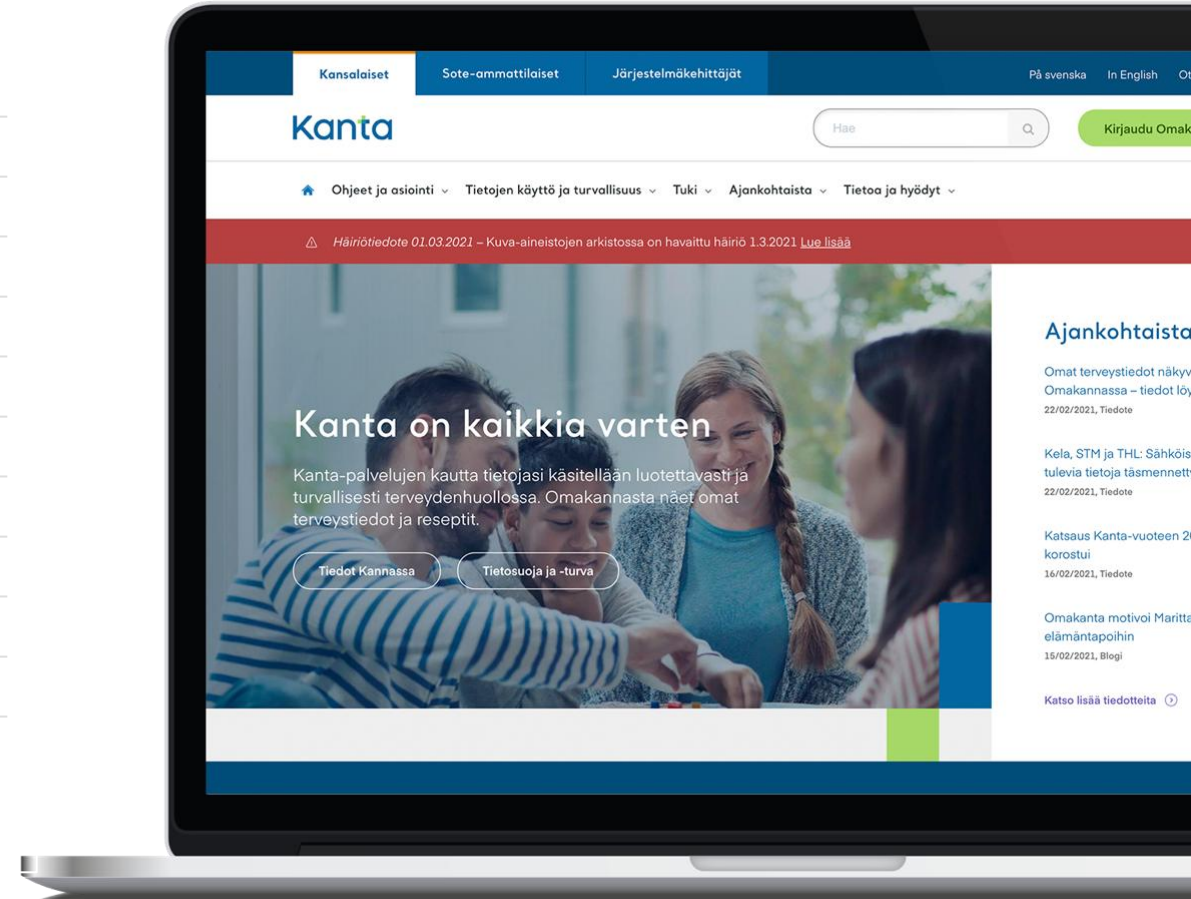
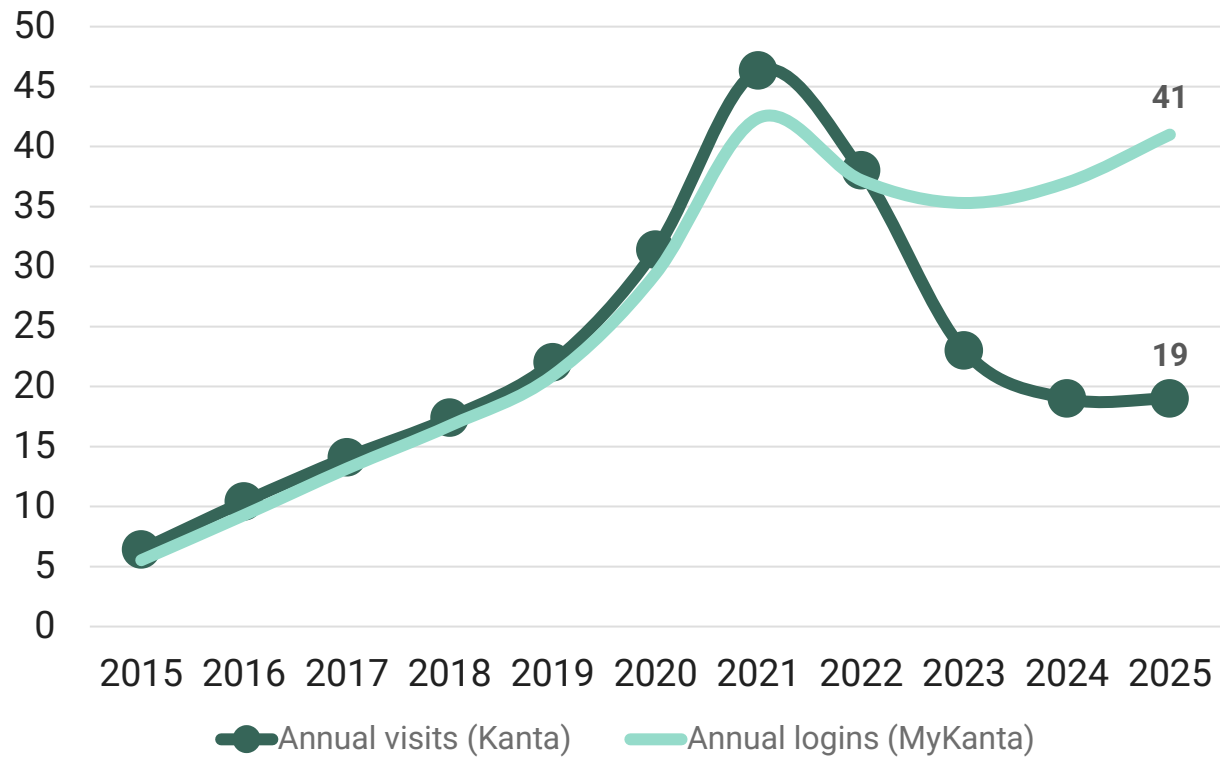


In addition, there are about 3 000 articles on symptoms, diseases, treatments and proactive healthcare and information about your legal rights as a patient

# MyKanta



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

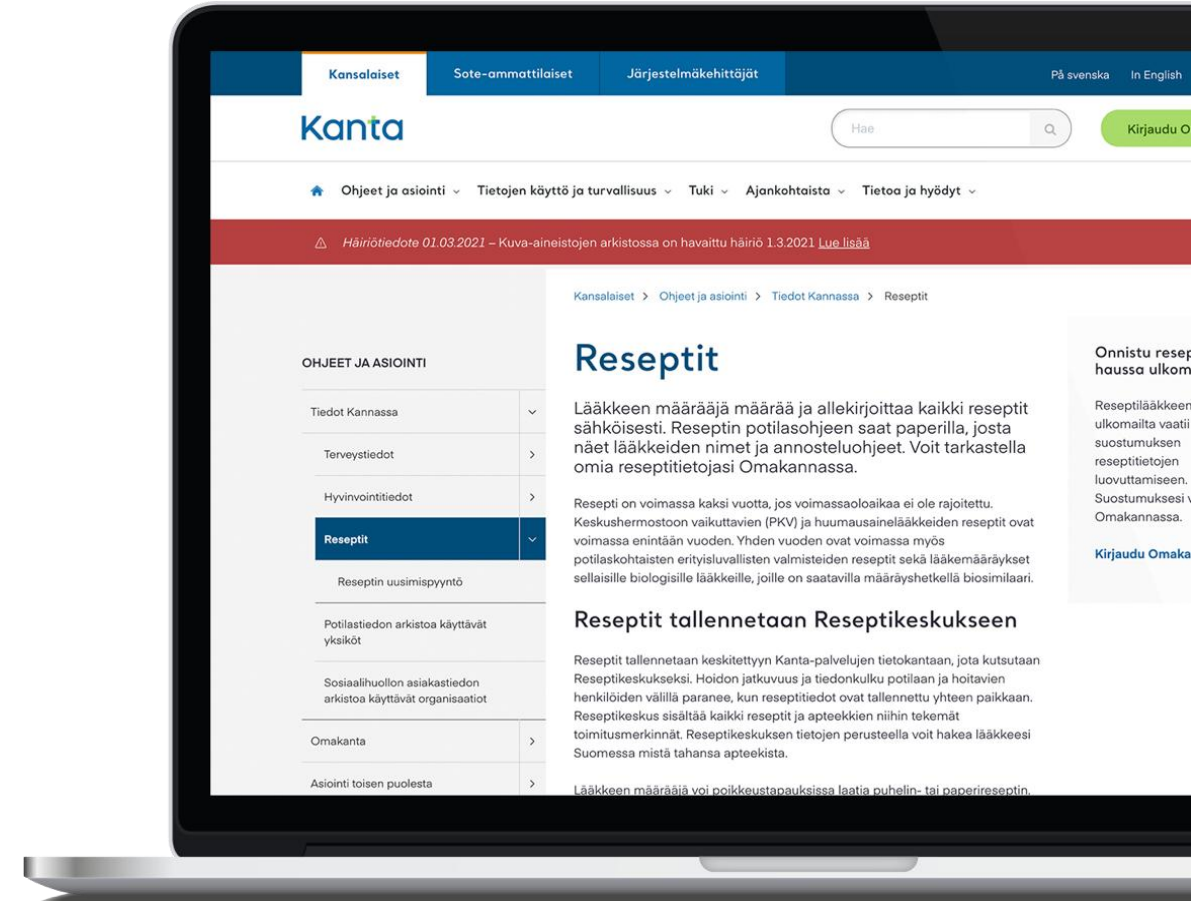
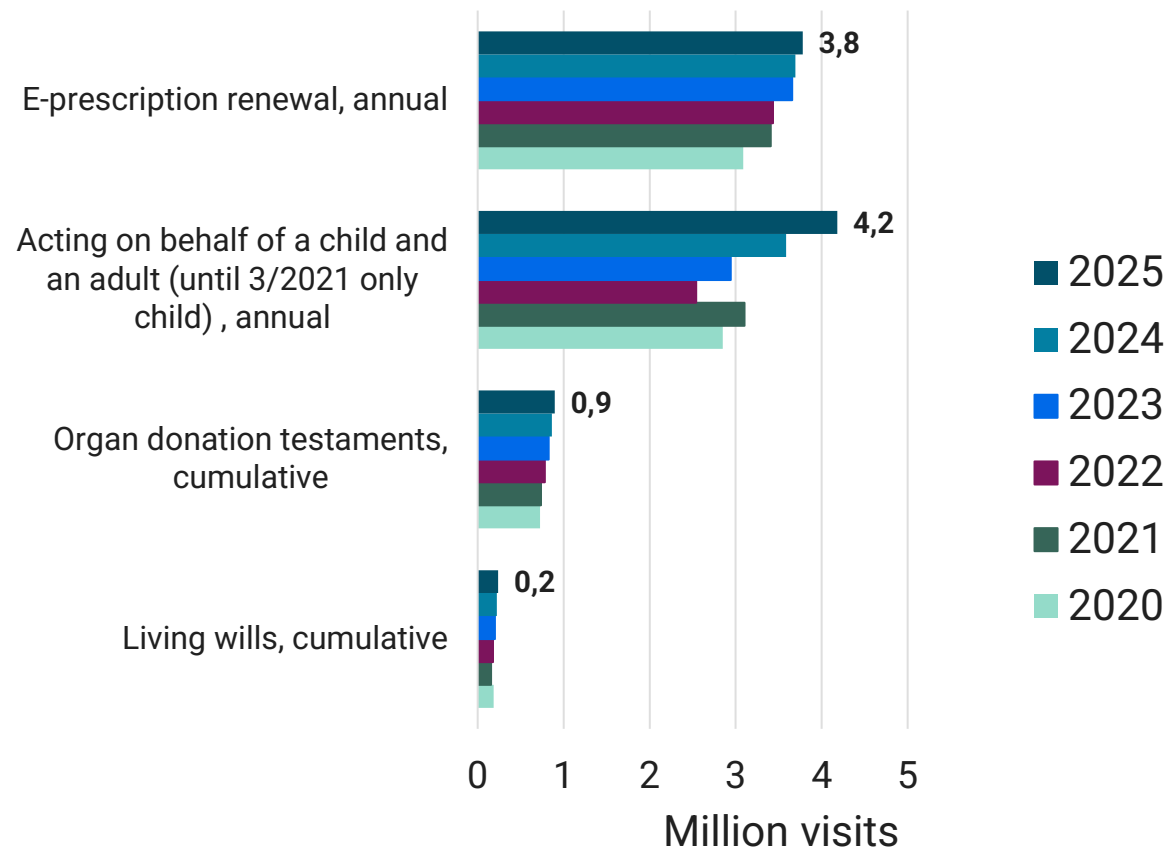


Notice: Cookie notifications changed in Kanta.fi at March 2023. The decrease in the number of visits is partly due to this.



# MyKanta – Most Used Services\*

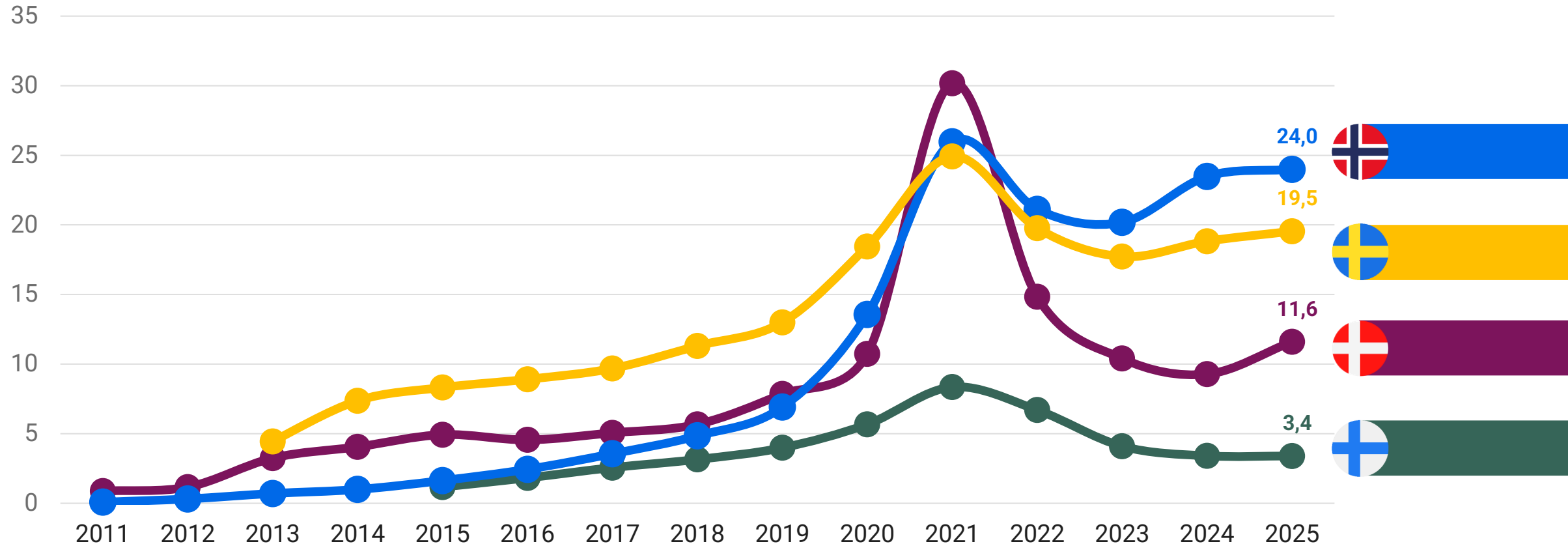
## MyKanta - the most used services 2020-2025



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

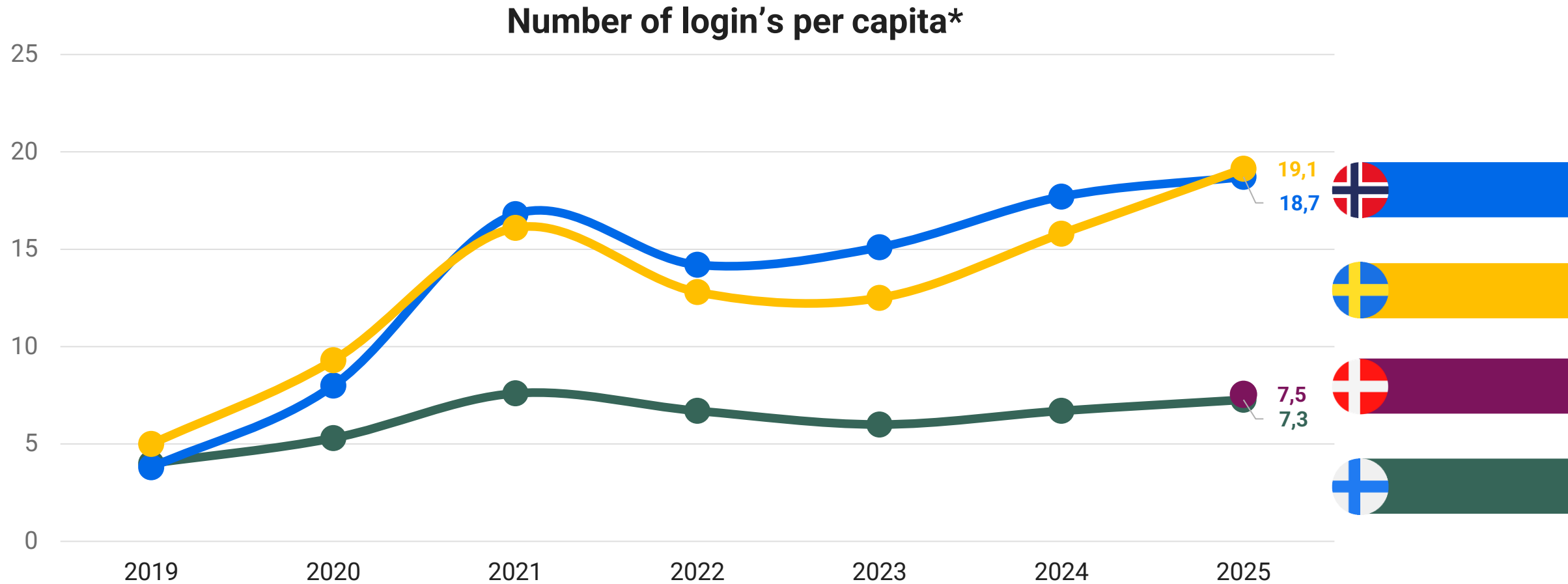
# Visit picking up speed in Denmark and flattening out in Sweden and Norway

Annual visits to national health portals per capita\*



\*Finland and Norway has changed cookie settings-- uncertainty related to numbers

# Comparison of Login per Capita Before and After Pandemic Reveals Substantial Growth



\*Missing equivalent data from Denmark

# European Health Data Space

Portals in EHDS context



# Role of Portals in Context of EHDS



## **Citizens access their health information through national health portals.**

The national portals contain a wide variety of digital health services that empower citizens to make informed decision about their health



## **Health portals as a gateway to manage health data sharing:**

The EHDS grants citizens specific rights related to data handling and consent that can be administered through the national portal



## **Better data sharing domestically**

Through common EU standards more health data will become interoperable domestically

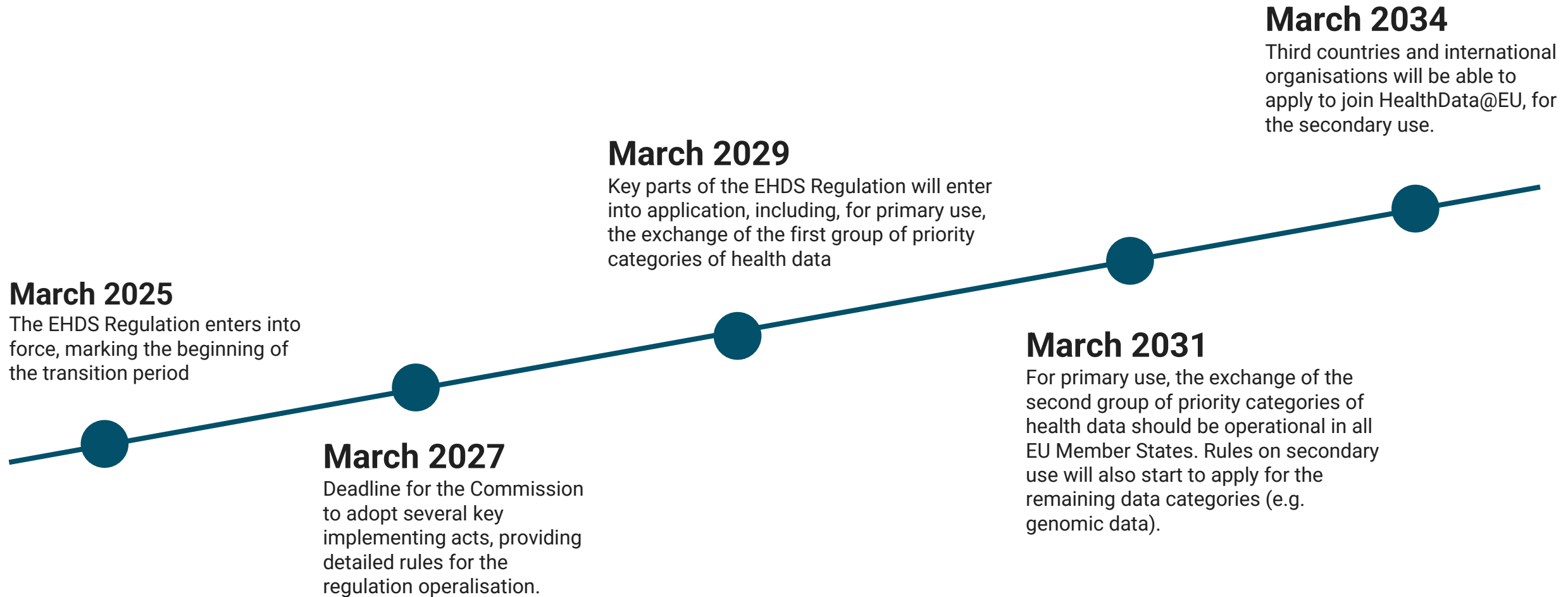


## **Important note:**

This overview presents a limited selection of EHDS topics to illustrate similarities and differences.

All information provided is subject to change in the coming years.

# What is EHDS?



# User groups and services

Differences and similarities

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# How Well Known Are the Portals?

## Denmark

- Citizens perception: **Good** (NPS\*: 29(2024))
- 96% has heard of sundhed.dk (2023)

## Finland

- Citizens perception: **Good** (Usage recommendation 3.96 /5.00 (2024))
- 87 % knows MyKanta at least by name (2024)

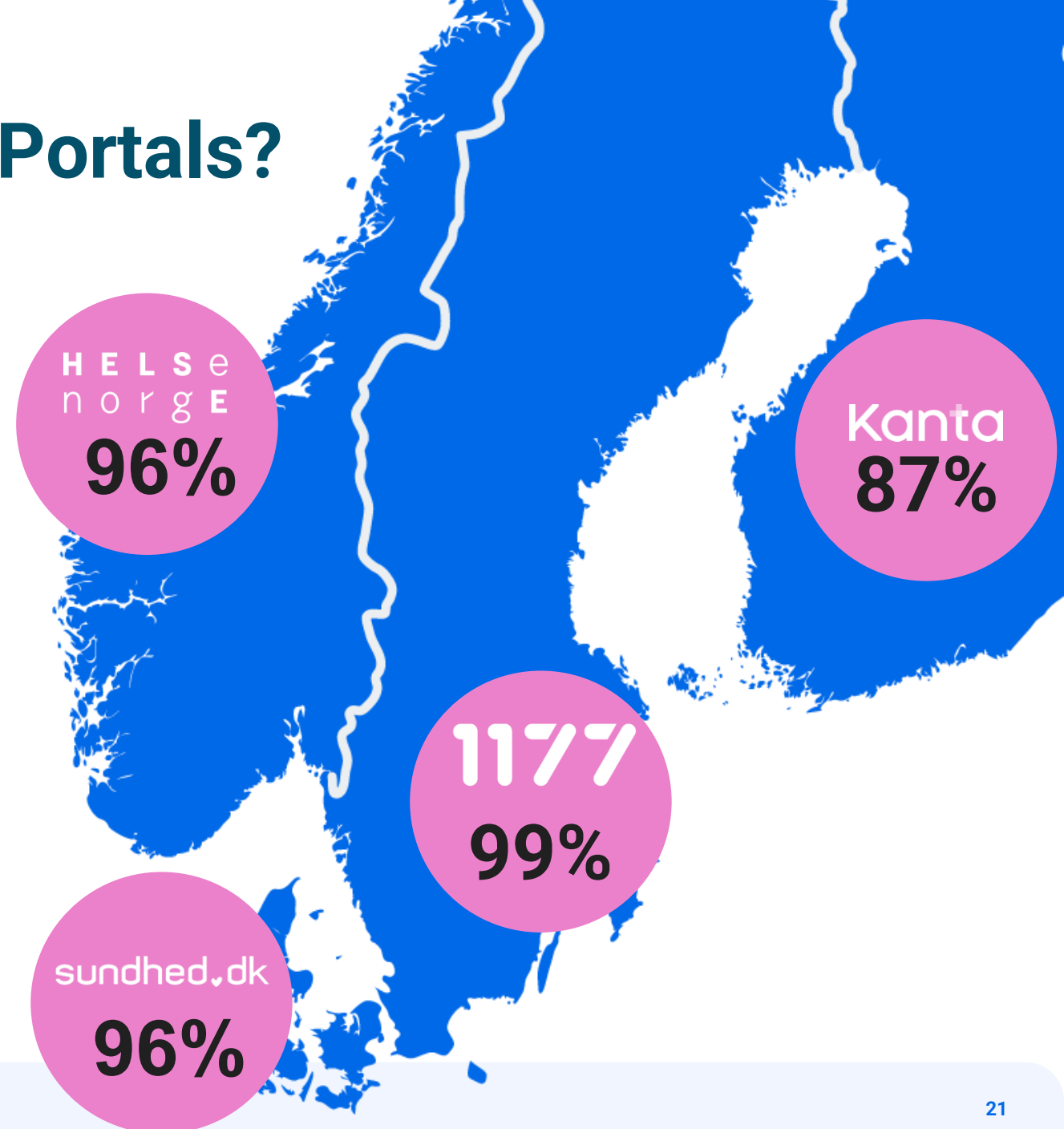
## Norway

- Citizens perception: **Very good** (NPS: 48 (2025))
- 96% has heard of Helsenorger (2025)

## Sweden

- Citizens perception: **Very good** (NPS: 47 (2025))
- 98,8% has "heard of 1177» (2025)

Slight decline in awareness as pandemic becomes more distant.





## Usage by Different Population Groups

There is still 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 and Sweden, healthcare personnel are a targeted user group for the portals.



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. EHDS is expected to further strengthen the focus on making health information available to close ones.



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.



# Toolbox for Apps- Overview of Recommended Tools



Helsenorge offers a toolbox of 36 digital self-help tools that citizens can use independently



Sundhed.dk lists 11 apps recommended by an expert committee



MyKanta currently have no toolbox available, but Digi-HTA is assessing the suitability of apps for use in healthcare

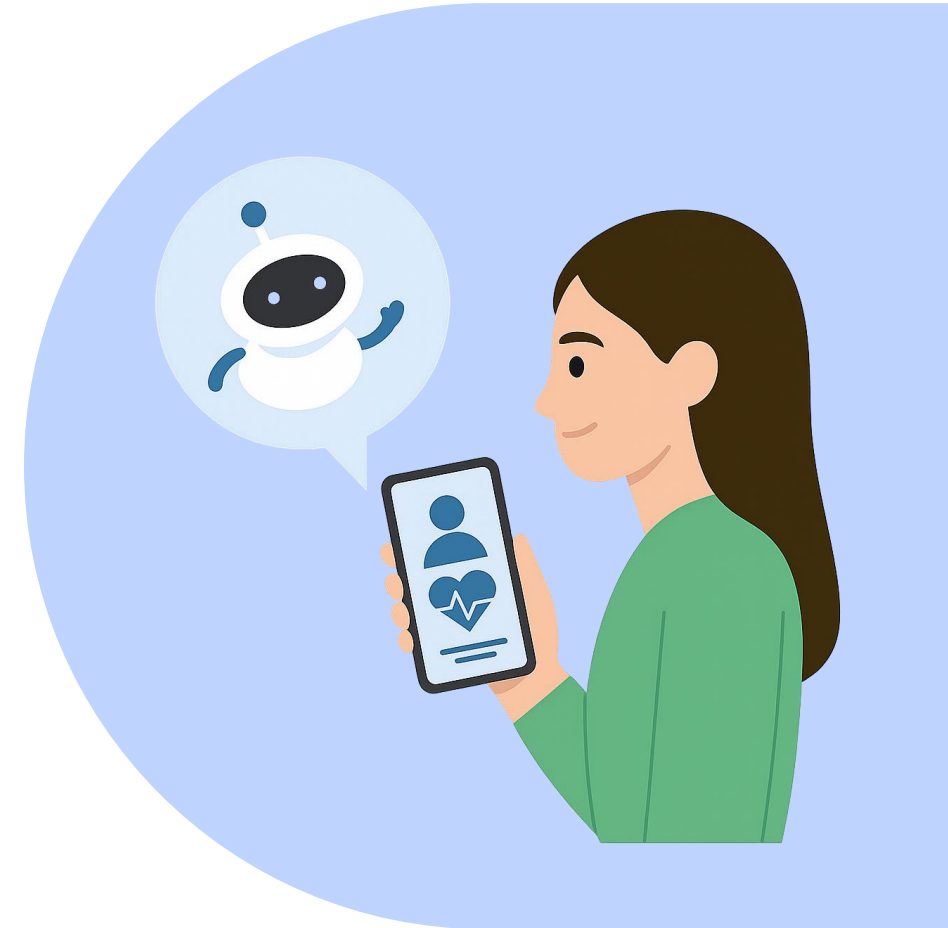


1177 does not offer any digital tools through the portal

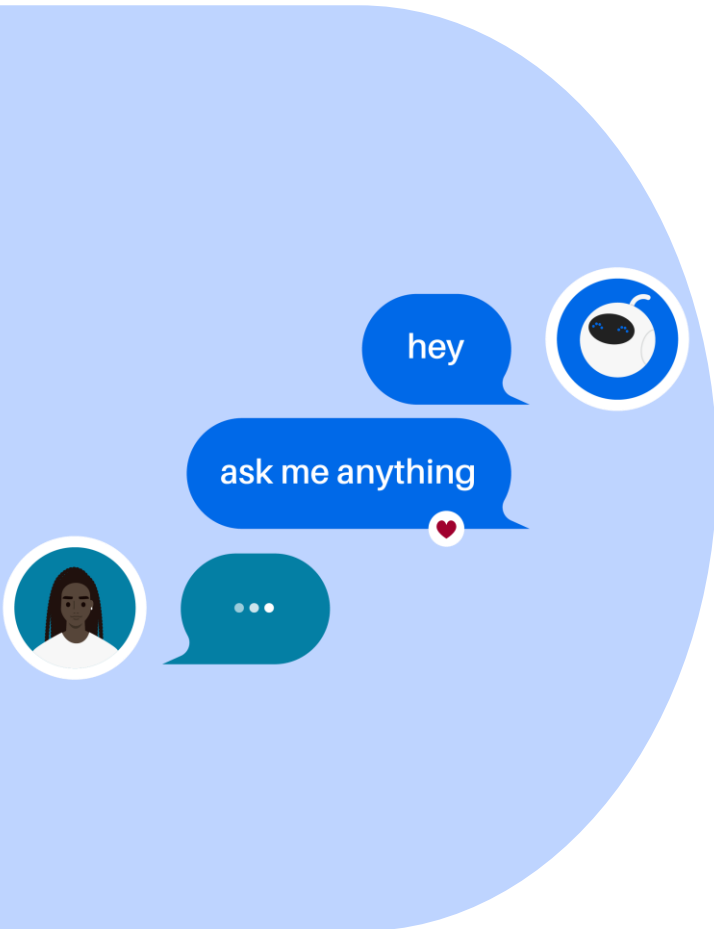


# Many Citizens Use Commercial Language Models to Ask Health Related Questions

- **AI is changing how citizens seek health information** – Growing numbers use commercial AI tools instead of visiting health portals directly
- **Commercial AI tools draw on portal content – without quality guarantees** – AI services retrieve information from health portals and present it without editorial control
- **All Nordic countries are working to integrate AI – but none have solved it yet** – Different approaches are being tested: chatbots, clinical decision support, and content generation



# Chatbot for Open Source Material



## **Norway and Finland – administrative guidance only**

Chatbots help citizens navigate the portal and find relevant information, but do not provide clinical advice



## **Denmark – content-based health queries**

The Sundhed.dk chatbot answers health-related questions drawing on the portal's curated databases



## **Sweden – integrated with escalation to healthcare personnel**

1177 offers a chatbot that automatically connects users to healthcare staff when the bot cannot resolve the query

# Information Availability

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# All Countries Also Have Apps with Various Functionality

## Denmark

- App has a different interface and many functions found on website

## Finland

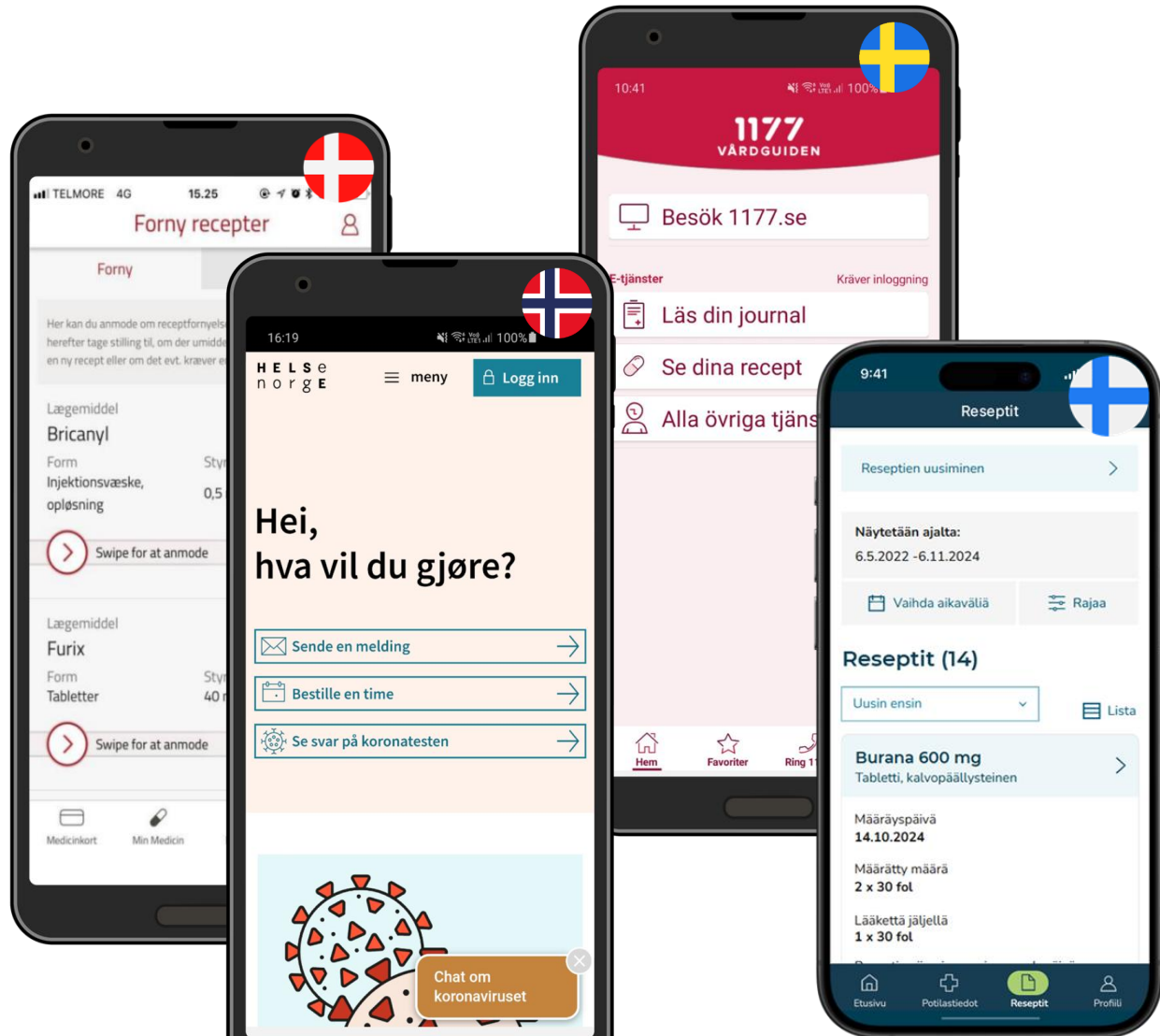
- MyKanta app has similar interface and it contains the most used functions, app is developing in phases

## Norway

- App has similar interface and all functions found on portal

## Sweden

- App has similar interface and all functions found on portal



# Are There Other Health Portals?

1177



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

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

sundhed.dk



In Denmark, the capital region 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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# Section on Sundhed.dk with Focus on Mental Health

Issues	<ul style="list-style-type: none"><li>• Give more focus to mental health</li></ul>
How	<ul style="list-style-type: none"><li>• Open sections with articles, guides and other helpful content related to mental health</li><li>• Logged in area where citizens and health profs. can follow the various treatments.</li><li>• Both for adults and young people.</li></ul>
Aim	<ul style="list-style-type: none"><li>• The usage of both solutions are monitored closely</li></ul>
Use	<ul style="list-style-type: none"><li>• Currently under development. Planning for release in stages</li></ul>



# Early Parenthood



## Issues

- New parents need support to help them take good care of their new family. There is a vast amount of information available to them, but not all from qualified sources.

## How

- With this service, information relevant for new parents is automatically presented to them in Helsenorge. This means parents get information on the development, needs, planned and available health services for children aged 0-2 years.

## Aim

- Success is measured by monitoring the level of usage of the new service and content, and through surveys.

## Use

- The functionality was launched in 2025. It is national use for all parents with children in the age-group. The functionality will be improved through 2026. One of the planned improvements is extending it beyond 2 years.



# Social Welfare Services Data in MyKanta



## Issues

- Citizens need information about their social welfare services. Everyone can view their own data in MyKanta.

## How

- Kanta stores social welfare data such as client background information, needs assessments, service plans, and official decisions for example on personal assistance or home care.

## Aim

- MyKanta is familiar to most of the Finns and they are used to view their data from this service. The number of users of the new service and customer feedback are monitored.

## Use

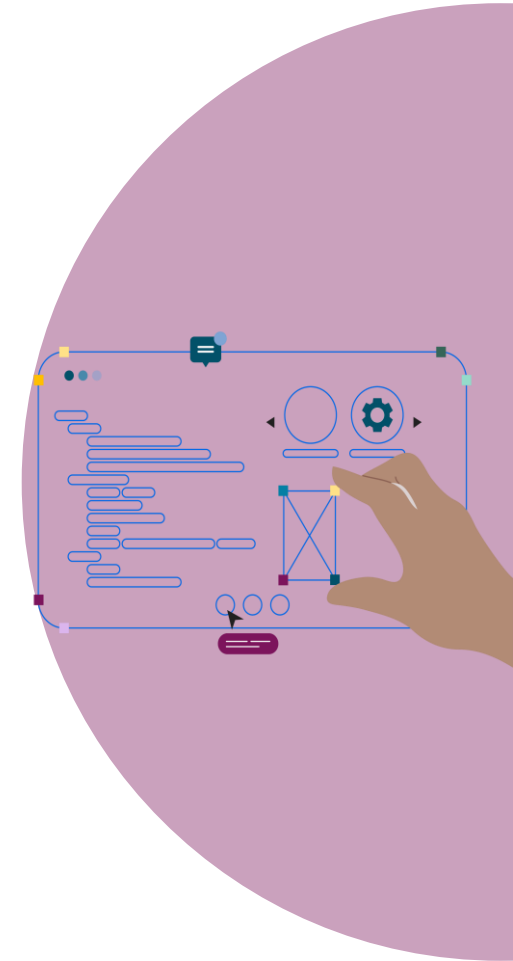
- The data will become available in MyKanta gradually during 2023–2026.
- Social welfare service providers will deploy the Kanta services within legally defined transition periods by 1 September 2026.





# New Strategy for the Future of 1177

Issues	<ul style="list-style-type: none"><li>• Although widely used and trusted, 1177 has developed in a fragmented way with siloed services and uneven regional integration. Stronger national alignment is needed to support coordinated, person-centred digital care in Sweden's decentralised system.</li></ul>
How	<ul style="list-style-type: none"><li>• A national strategy aligning the development of 1177 towards 2030. It guides the shift to a unified platform, seamless user journeys, personalized guidance, interoperable infrastructure and coordinated governance across regions.</li></ul>
Aim	<ul style="list-style-type: none"><li>• Progress towards the 2030 vision, improved user experience, increased interoperability, reduced duplication of development and stronger national–regional alignment, monitored through joint governance and annual planning.</li></ul>
Use	<ul style="list-style-type: none"><li>• The strategy was developed in 2025 and is now in early implementation. Governance and architecture are established, with phased development and coordinated implementation across regions planned for 2026–2030.</li></ul>



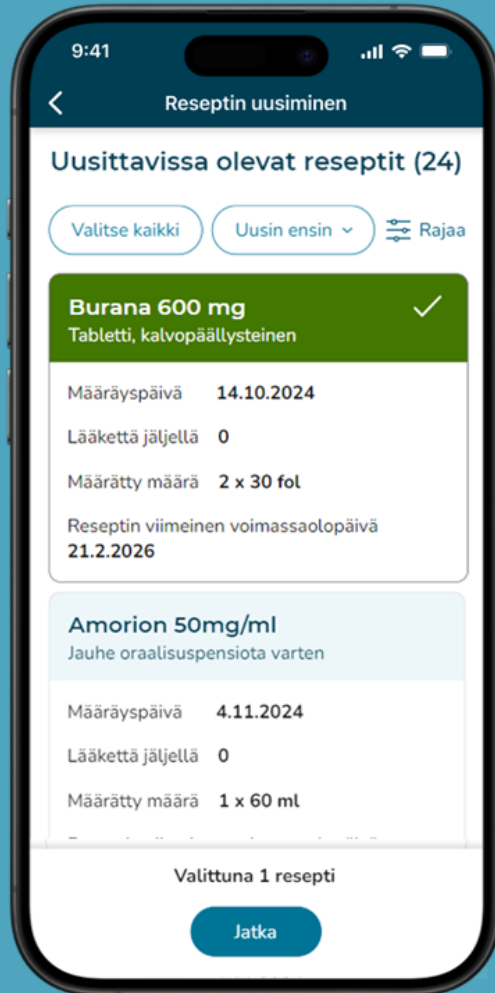
# What is Ahead?

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# Further Development

- Launch of AI-Chatbot, making it easier for citizens to ask questions about their health, where we only take information from our own sources such as “Læge- og Patienthåndbogen”. Timeline on Website Notifications on MinSundhed
- Expanded sundhed.dk with mental health area, for both children and adults. Open area with articles, guides and external links to helpful sites and closed area where both healthcare pros. and citizens can follow their treatment.
- Launch of “Graviditetsmappe”, making it easier for healthcare pros. to access data about a pregnancies.





## Further Development

- Topical development areas in Kanta Services and MyKanta include
  - Moving from prescriptions to the Kanta medication list
  - Data transfer between social welfare and health care
  - Saving health care appointment information in Kanta
- MyKanta mobile application
  - The app can send notifications about new data and booster vaccinations. Additional notifications will be introduced.
  - Acting on behalf of others is one of the most requested features. The implementation has not yet been decided.
- MyKanta online service
  - Transition to the new service will be completed, and the old user interface will be closed.

# Further Development

- Applying AI to make it easier to find relevant Helsenorge content.
- Expanding the «Nettlege»-trial to additional municipalities. In this trial, doctors provide health services via Helsenorge by video/text, when your GP is unavailable.
- Expanding the use of the digital pregnancy card, accessible for citizens in Helsenorge, and for health personnel through their patient journal.
- Improving the information about waiting times and providers of specialist care services in Helsenorge.





## Further Development

- Integrated Care Planning (1177, Phase 2 – 2026): Development of shared digital overviews (contacts, care plans, appointments, test results, personalised information) to improve coordination for people with complex care needs across providers.
- New Age Limits in 1177 (during 2026): Implementation of a new framework defining when guardians manage children’s digital services and when young people gain independent access to services and health records.
- Long-term modernisation of the 1177 platform to improve user experience and update technology and architecture. The goal is for 1177 to function as a central hub connecting digital healthcare services and systems, enabling seamless navigation for citizens.

# 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

- Finland: Usage recommendation and the number of people who are familiar with MyKanta is based on electronic survey which was made by T-Media Oy (external research company).

## 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.

# Methods Used in the Report

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

	Definition of «visits»	Definition of «Logins»
<b>Norway</b>	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.
<b>Sweden</b>	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.
<b>Denmark</b>	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.
<b>Finland</b>	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.

# Comparative Analysis 2026: Summary

- **The nordic countires are among the countries with most extensive e-government**
- **Stable growth**
  - Log-in and visits on portals has stabilized between 2024 and 2025.
- **New information sources shape expectations from citizens**
  - All countries are working on developing user interfaces that allow citizens to actively engage with health information on portals
  - Trust in portals remain high
- **EHDS (European Health Data Space) is seen as a driver for further development**
  - National health portals are increasingly acting as gateways for citizens to access their health information.

# Questions or Feedback?



The Norwegian Directorate of Health

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