

# Entering Denmark's Digital Health Market

A roadmap for SMEs

## MARKET SNAPSHOT

**Market focus:** Digital adoption is exceptionally high, with 80% of the population trusting digital communication.

**Key players:** The ecosystem is steered by the central government in coordination with regional public hospitals and municipal care facilities.

**Scale:** The acute care infrastructure is consolidated into 21 regional hospitals.

**Reimbursement:** Funding is predominantly public (85%), with a limited role for private insurance.

**Adoption pathways:** This is a digitally mature but decentralised market; success requires securing large-scale regional contracts rather than small individual sales.



## DIGIH4A'S SME TIPS

- ✓ **Leverage Denmark's digitally mature health ecosystem** with high public investment and policy commitment to data-driven care.
- ✓ No single organisation can shortcut the fragmented reimbursement system. **SMEs will be required to be procured and present evidence in each region in each region.**
- ✓ **Align early** with regional IT, GDPR requirements to avoid late-stage roadblocks.
- ✓ **Don't underestimate having certification and clinical evidence from more centralised markets;** it might help you to use these results to build regional credibility.

**PLEASE NOTE:** This pathway is expected to change in 2027, as the Danish Government is developing a new framework named Digital Health Denmark.

## 1 Identify the best route

Reimbursement in Denmark is regional, and all information must be submitted separately to each of the five regions; approval in one region does not automatically lead to approval in others.

## 2 Reimbursement process

6-12 months

### Regional regulatory readiness

Initial requirements: CE/MDR (if applicable), GDPR/DPIA, security pack, MedCom/EHR integration plan.

1-3 months

### Regional pilot contracting

Identify a clinical champion and plan pilots.

9-18 months

### Pilot Implementation

Localise workflows; generate Danish real-world evidence (RWE).

**Evidence required:**

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Clinical trials/pilots | <input checked="" type="checkbox"/> Budget impact        | <input checked="" type="checkbox"/> User acceptance  |
| <input checked="" type="checkbox"/> Cost-effectiveness     | <input checked="" type="checkbox"/> Socio-economic eval. | <input checked="" type="checkbox"/> Interoperability |

4-9 months

### Local evaluation and procurement

- Present results; consider an evaluation in the Board for Health Apps or the Healthcare Quality Institute.
- Tender or framework under Udbudsloven.

3-6 months

### First paid deployment

First contracted and invoiced rollout at a Danish hospital/municipality, funded by a region or municipality, with data/privacy approvals, possible EHR integrations, and KPIs set for regional scale-up.

Ongoing

## 3 Scaling up

- Resubmit all evidence to additional regions, hospitals or municipalities.



**CONGRATS!!**

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