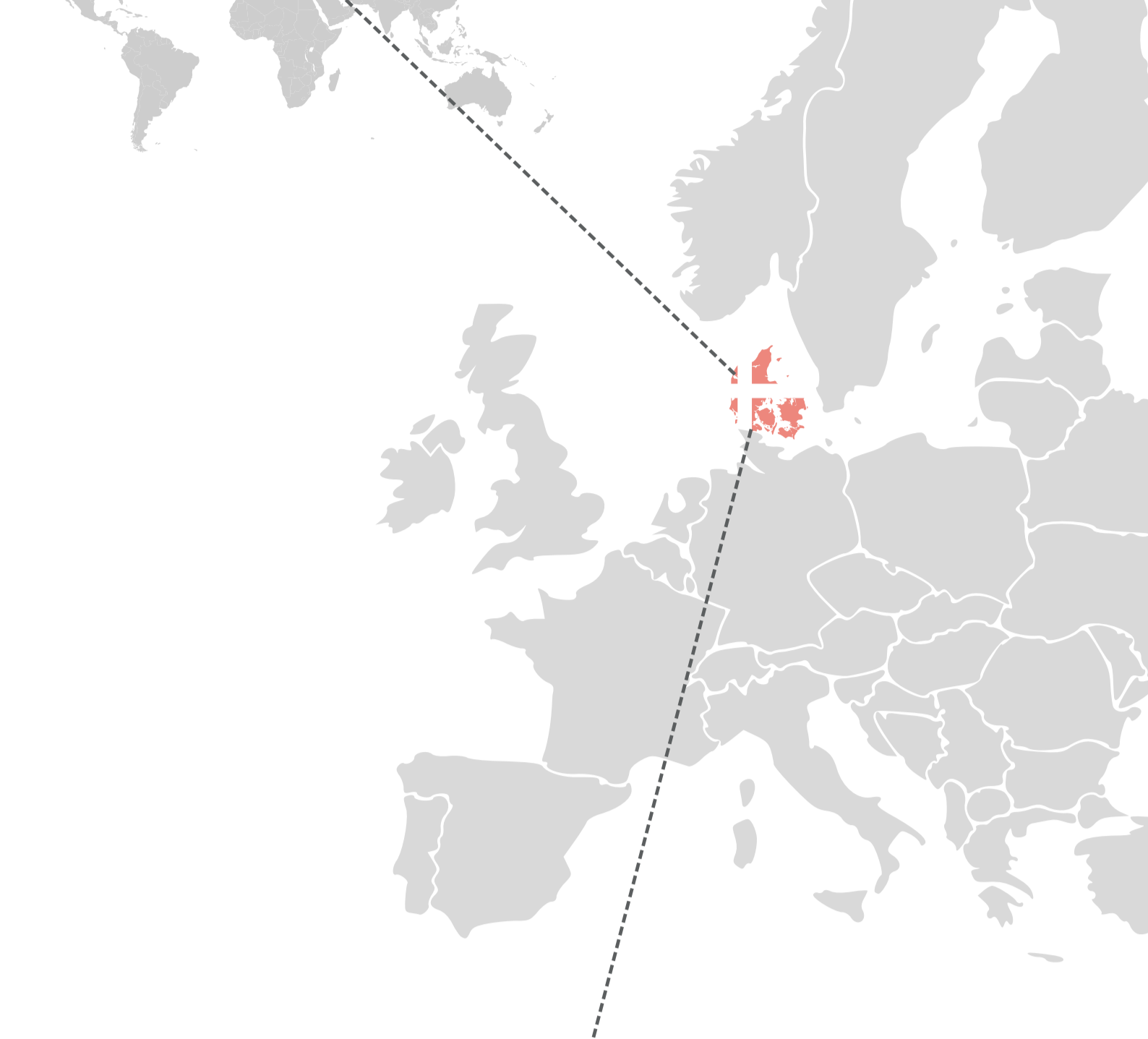


Denmark | Health 2.0

An opportunity for eHealth investment



Country profile

Kingdom of Denmark



Political	
Form of state	Unitary parliamentary constitutional monarchy
Government	Liberal party
Head of state	Queen Margrethe II
Head of government	Lars Løkke Rasmussen
Member of	UN, OECD, EU, Nato, Schengen, OSCE, IMF, WTO and others.

Climate Temperate

Area total 42,895 Km²

Social & population

Population	5,699,220						
Density	130.1 Km ²						
Urban population	4,934,732.0						
Total fertility rate	1.8						
Life expectancy at birth	77.6 ↑ 81.7 ↓						
Population growth rate	0.22%						
Ethnic groups	<table border="1"> <tr> <td>Danish origin</td> <td>85%</td> </tr> <tr> <td>Immigrants</td> <td>10%</td> </tr> <tr> <td>Descendant</td> <td>5%</td> </tr> </table>	Danish origin	85%	Immigrants	10%	Descendant	5%
Danish origin	85%						
Immigrants	10%						
Descendant	5%						

Language

Danish	Official
English	Second

Economics

Currency	Danish Kroner (DKK)			
GDP per capita	37,324\$			
GDP annual growth	1.4%			
GDP by sector	<table border="1"> <tr> <td>76.2% Services</td> </tr> <tr> <td>22.5% Industry</td> </tr> <tr> <td>1.4% Agriculture</td> </tr> </table>	76.2% Services	22.5% Industry	1.4% Agriculture
76.2% Services				
22.5% Industry				
1.4% Agriculture				
Annual inflation rate	0.46%			
External Debt	46.6% of GDP			

Human development

HDI	0.901%
HDI (Global Ranking)	4*
Poverty rate	0.054%
Unemployment rate	6.6%

Overview

The digital is flooding every market sector. Google Inc. has always been a main protagonist of this revolution, becoming a leader, in the creation of digital culture offering, who are innovating in this sector, programs ad hoc like Google Entrepreneurship and investing financial resources with Google Venture for innovative Start up growth.

In the last years, Google has already decided to invest in Europe. In fact it has opened technological Campuses all over the Old Continent in countries such as: Spain (Madrid), UK (London) and Poland (Warsaw). Moreover it has opened a new investment fund for European Digital Startups with Google Venture.

In Europe there are a lot of interesting reality where the digital culture is broadly evolved, especially in Denmark. This country is the first one in the European Digital Agenda's ranking, imposed by the European Commission.

Denmark: land of digital education

According to the Digital Economic and Social index (DESI), as we said before, Denmark is the Top European country for the compliance to the Digital Agenda for Europe



The Digital Economy and Society Index (DESI) is a composite index that summarises some 30 relevant indicators on Europe's digital performance and tracks the evolution of EU Member States, across five main dimensions: Connectivity, Human Capital, Use of Internet, Integration of Digital Technology, Digital Public Services.

93,2% Individual who are Regular internet users

Denmark is third in EU ranking for percentage of population that use internet at the least once a week. The EU average is 76.4%.

33,3% Students having access to computer for education purposes

Denmark is the top country in EU ranking for Primary School.

71.3% of population using computer with internet at work

20% of population have created a web page

4.04% of population employed with ICT specialistic skills

70.7% of population with basic or above basic digital skills



eHealth in Denmark

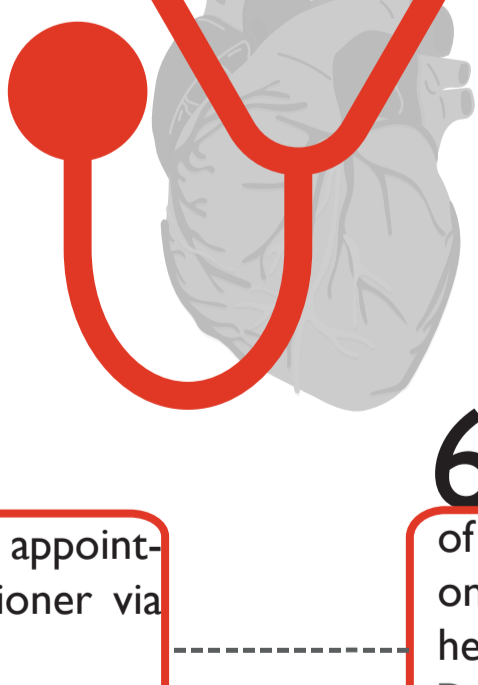
Danish eHealth is top of its class internationally. They already have a number of ICT systems in support of patient treatment, workflow, and cross-sectoral collaboration.

91.8% of General Practitioner exchanging medical patient data with other health care providers and professionals

Denmark is the top country in EU ranking

99.6% of General Practitioner using electronic networks to transfer prescription to pharmacist

Denmark is the top country in EU ranking



32.3% of population making appointment with a practitioner via web site

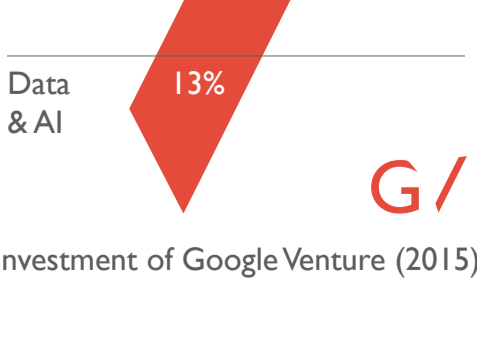
Denmark is the second country in EU ranking

65.6% of population seeking online information about health

Denmark is the second country in EU ranking

Also the Danish Government is giving his contribution to improve eHealth sector. In fact Denmark has one of the highest expenditures (10.4% of GDP) for health and have created the National Strategy for Digitalisation of the Danish Healthcare Sector 2013-2017. The strategy of this program was created by The Danish National Board of eHealth. The purpose of this program is to fully exploit the potential of these digital solutions in the treatment of patients, to ensure greater coherence between digitalisation efforts across the healthcare sector, to ensure greater visibility of outcomes and to create new opportunities for future work. The name of the project is: Making eHealth work.

Business opportunity & conclusion



Investment of Google Venture (2015)

The forecast annual growth of the eHealth market is between 12% and 16% worldwide. Thinking about the investment policy of Google Inc. for the next years (In the last year the major share of Google Venture investment has been invested in Life Science and Health Startup companies), and then coherently with the company strategy, Denmark is the best choice for Google. This country should build a technological framework focused on eHealth innovation, in order to intervene later with financial resources addressed to Innovative Start ups with Google Venture to improve their portfolio.

We can say that because Denmark is already inclined and confident to this eHealth market and a breeding ground for the development and growth, especially for innovative companies in startup phase because the maturity of the market reduce the risk of failure. Effectively Denmark has emerged as the best country to start an eHealth business, according to a survey conducted by research2guidance. The results of this research, which establish Denmark as having the best market pre-requisites needed for an eHealth business, are based on the average of the scores in five categories: eHealth adoption; level of digitalisation; market potential; ease of starting an eHealth business; and the eHealth regulatory framework in the country. In particular from this research, about the ease of starting an eHealth business, emerged that Denmark ranked extremely high in this category because, as the smaller countries – Ireland was top in this category – tend to support new businesses better than larger countries.

The weakness of this country is that Denmark have one of the highest taxation in the world, but on the other hand Danish government provide efficiently a lot of public services for citizens and companies. Furthermore the goals of the Danish government's strategy about eHealth and the Danish people's digital skills will be a driver for the growth of this sector. In conclusion, with the right investment and the right place, Google and Denmark will be together leaders of the eHealth sector.