

Welcome to Nordic Proof Webinar & Matchmaking Event

February 17th 2021

Before we start

To run the webinar in the best possible way, please;

1. Unmute and turn off you camara
2. If you have questions, please use the chat functionality
3. Please register your full name in Zoom



Agenda

- 12:00 pm Welcome and short intro to Nordic Proof and the program
Siri Stabel Olsen, Coordinator Nordic Proof
- 12:10 pm An innovation partnership; «Goals and Activities where the Patient is».
Lene Mosberg, Testbed Coordinator Sunnaas rehabilitation hospital
- 12:30 pm Health and social services reform in Finland – ongoing project “POPsoTe”
Jouko Luukkonen, POPsoTe project director
- 12:40 pm Examples of co-creation
Timo Alaläykkölä, Manager of Testing and Innovations, Oulu University Hospital
- 12:50 pm Citizen-centric approach to developing mental health services - experiences from Oulu, *Eeva Kiuru, Health Innovation*
- 1:00 pm Closing of webinar. One2One meetings in separate online meeting rooms

Nordic Proof

Consortium of premium test facilities in the Nordics



Operated by



Funded by



Mission

Our network offers easy access to the most renowned health institutions and testing hubs within healthcare in the Nordics.

Professional expertise provides predictability and solid services based on real customer needs.



Main objective

Strategic areas and
need driven innovation
for Health Institutions

Requests from
companies



Effective and better
healthcare services

New products and services
that are targeted to the
market

Why is the Nordics a superior test arena?

Top three core qualities survey results¹⁾

1. The Nordic region provides equitable healthcare to all
2. The Nordic healthcare system is characterized by **high quality and knowledge**
3. Nordic countries are **early adopters** of new treatments and technology



27 million people

Learn market needs and
healthcare systems for
future market entry!

1) Report: Strongholds and Qualities of the Nordic Health Tech Ecosystem, Menon Economics, 2018, © Nordic Innovation

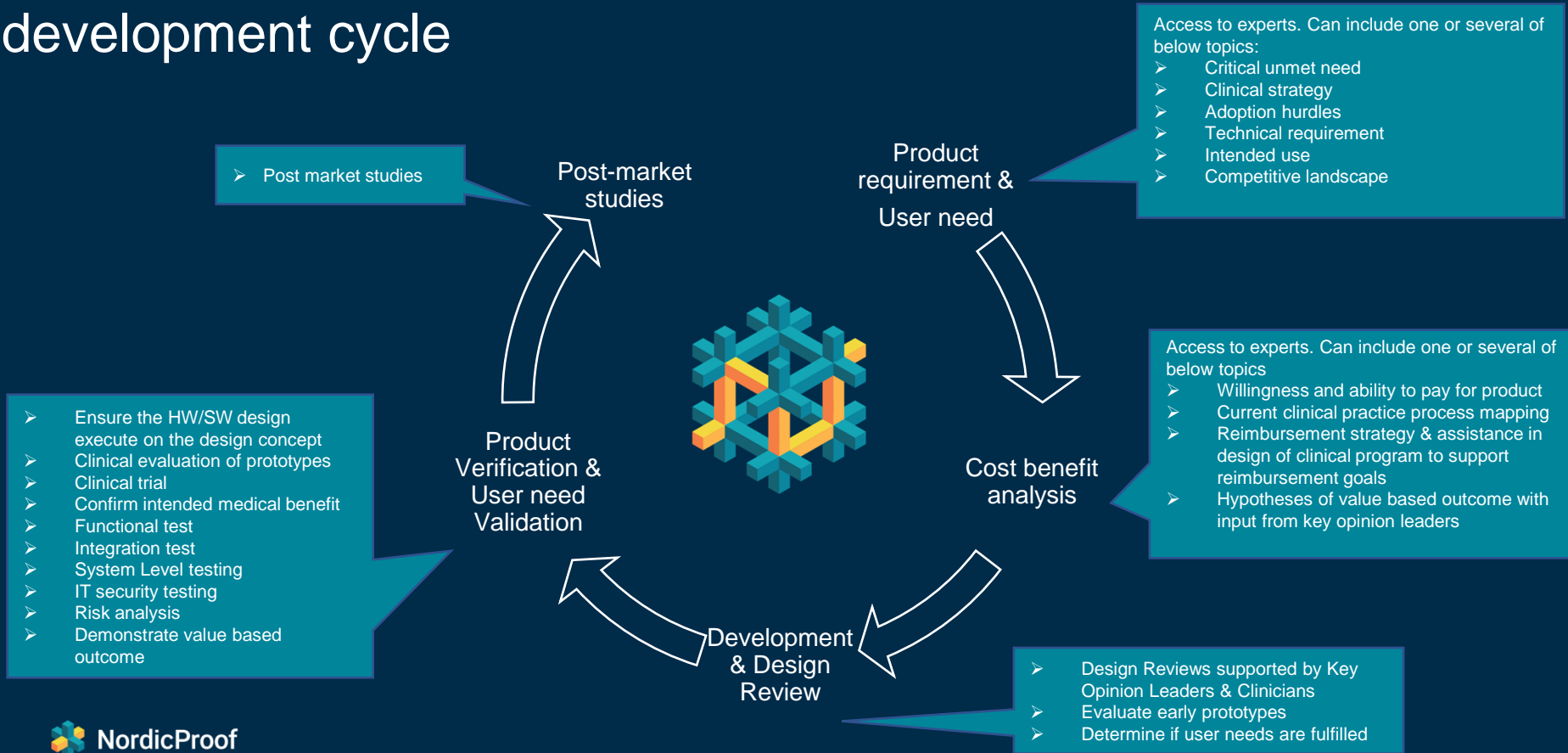
What we offer to the health industry

- One point of contact to a network of world class health institutions in the Nordics.
- Efficient, transparent and on time services.
- Tested with Nordic quality and expertise from idea to finished product.

Nordic Proof – a way the get to know the Nordic market and their needs



Services throughout your development cycle



Fixed price workshop package



Content and process:

- Order the service package through our website
- Nordic Proof coordinator check availability of experts (2-3 experts per workshop) with relevant Nordic Proof partner(s).
- Nordic Proof coordinator create semi-structured interview guide with input from company.
- Selected Nordic Proof partner(s) recruit relevant experts.
- 1/2 day workshop conducted with company and recruited experts at partner(s) test facility.
- Nordic Proof partner(s) write report with findings and recommendations.

Price:

€3000 for one workshop including the development of interview guide

€2000 per additional workshop



Case – Independence Gear

- ❁ Started out testing with innovation department at Sunnaas Hospital in their home market
- ❁ Scaled user test to VihTek in Copenhagen and Danderyd in Stockholm
- ❁ Launching first product to market
- ❁ Now starting to develop product number two together with users at Sunnaas hospital



“Without access to real life testing facilities at the Nordic Proof partners, we would not have products in the market, says Carl Christian Sole Semb in the Norwegian med-tech company Independence Gear”



Case – Rabmed – conducting a market study

- ❁ Early phase prototype of needle-free connector for glass ampoules
- ❁ Designed an interview guide together with Nordic Proof
- ❁ Conducting one day on-site interview with health professionals
 - ❁ Helsinki
 - ❁ Stockholm
 - ❁ Oslo
- ❁ Each test facility wrote a sum up report from the interview
- ❁ The company got important feedback for their further development process and market strategy



“We came in selling the product as if we were doing a sales pitch. We soon realized that the meetings were most valuable to us if we sat back and allowed them to be brutally honest - almost prompting their most critical feedback”

Marius Andresen, serial entrepreneur

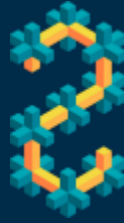
AmpuSeal

How to get in contact?



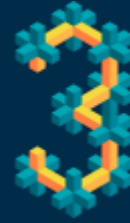
Fill out the form

The inquiry form is filled in and the more detailed information you can provide, the better we can match you with the right partner(s) that offer the service you are looking for.



We connect you

When the inquiry form has been received we will review and connect you to the most suitable partner(s) who will reply directly to you.




Testing and documentation


The actual testing will be done at the chosen partner's site, and will also be responsible for all documentation after completion.



Fill out the form

www.nordicproof.org



About Partners Services Cases Events [Send Inquiry](#) 

PLEASE FILL IN THIS FORM TO SEND INQUIRY

Please fill in the scheme below and send it to our network coordinator.

We would like to know more about your company and get a first description of the test you would like us to perform.

We will get in contact with you as soon as we have feedback.

Your inquiry



• Company name	• Company address(City and country)
<input type="text"/>	<input type="text"/>
• Contact person	• Contact mail
<input type="text"/>	<input type="text"/>
• Contact phone	• Company web site
<input type="text"/>	<input type="text"/>

Product description	Product development status
<input type="checkbox"/> Medical device class I	<input type="checkbox"/> Early concept phase
<input type="checkbox"/> Medical device class IIa	<input type="checkbox"/> Prototype phase
<input type="checkbox"/> Medical device class IIb	<input type="checkbox"/> Pre-market product
<input type="checkbox"/> Medical device class III	<input type="checkbox"/> CE-marked product
<input type="checkbox"/> E-health solution	<input type="checkbox"/> Other
<input type="checkbox"/> Rehabilitation / training device	
<input type="checkbox"/> Active implantable device	
<input type="checkbox"/> Non classified / non-medical	



Fill out the form

www.nordicproof.org

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Provide a short description of your product

You can attach a presentation of the product with more information at the end of the scheme

Describe intended use of your product

What your product does and is intended to be used for?

Describe your need for testing service(s)

*Please be as detailed as possible about your preferred setup, use of resources, execution and outcome of the test(s). If several tests, please describe them one-by-one. Please prioritize what is the most important. If you have, please attach your test protocol.

Describe your need for testing service(s)


Timeline

Please describe your preferred timeline for the test

Funding

Please describe your funding plan

Other input/comments

 **Attach document**
The file size is not more than 10 MB.
JPEG, PDF, XLS, PPTX

[SEND](#)

Available test facilities for one-to-one meetings

- Oulu: Jaana Kokko and Timo Alalaakkola
- HUS Testbed: Pekka Kahri
- Danderyd Hospital: Olof Hillborg
- Nordic Medtest: Jörgen Larsson (**alternative day**)
- Intervention Centre: Karl Øyri
- Sunnaas Hospital: Lene Mosberg
- Norwegian SmartCare Lab: Marit Hagland, Tone Skår, Karoline Mogleiv
- Nordic Proof Coordinator: Siri Stabel Olsen

Moderator: Bent-Håkon Lauritzen

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Experience/background

- ❖ Project leader Nordic Public Procurement of Innovation (PCP and PPI) and several procurement projects in Norway
- ❖ Business coach startup companies and project leader lean launchpad program
- ❖ Project leader innovation projects with Municipal sector and hospitals in Norway
- ❖ Lecturing at University of Southeast Norway
- ❖ Development of business parks and incubators
- ❖ Industry development projects for Norwegian Ministry of Foreign Affairs in the Balkan region
- ❖ Previous owner and CEO of Norwegians largest bookstore chain

Experience/background

- ❖ 10+ years experience from industrial R&D chemistry (Dyno/Dynal)
- ❖ 15+ years in commercial and leadership roles in the diagnostic- and medical device industry
- ❖ International experience - EU, China, USA
- ❖ B2B business development
- ❖ CEO for Skannex AS for 7+ years. A medical device company developing and supplying SW/HW products for point of care diagnostics
- ❖ Master of Science in Polymer Chemistry
- ❖ Master of Management in leadership and strategy



Welcome to Nordic Proof

www.nordicproof.org



Bridging today's health solutions with the
unlimited potential of tomorrow

