



2023

# NORDIC eHEALTH BAROMETER

**Readiness for Digital Health in the Nordics**

A study measuring the uptake and readiness of digital health services among the Nordic population

 **Opinion:**



# What is it?

- A unique set of data comparing digital eHealth readiness across the Nordic countries
- Large quantitative surveys conducted in Norway, Sweden, Denmark and Finland in 2022 and 2023 in national representative samples
- For detailed content, please see next pages

## CONTACT

Want to know more?

For orders or questions please contact:

**Ola Gaute Aas Askheim**

**[olag@opinion.no](mailto:olag@opinion.no)**



# Deliveries



## INSIGHT REPORT

Insight report with main findings across the Nordic countries, including tables, figures and findings for the Nordic average, per country and background variables.

## RAW DATA

Get access to the full raw data file. For those who want to dive into the data and do their own analysis, for example in a specific country, region or population group.

## PRESENTATIONS & TALKS

Get the highlights from the report presented in an engaging way from experienced speakers. The talk is perfect for conferences, seminars and meetings, and will be adjusted to fit the audience and topic of the gathering. We conduct both physical and digital talks.

## PRICE LIST

**REPORT INCL. RAW DATA**  
**49 000 NOK**

**PRESENTATION**  
**By further agreement**

## BACKGROUND VARIABLES

- **COUNTRY**
- **GENDER**
- **AGE GROUPS**
- **EDUCATION**
- **ILLNESS** long-term or chronic
- **RISK GROUP** for developing illness
- **NEXT OF KIN**
- **REGION**

*All prices are in NOK and ex MVA*

# Table of Content

## 1

### **NORDIC CITIZEN PORTALS: SEAMLESS FLOW OF HEALTH INFO IN THE NORDIC REGION?**

- 7 Introduction & Key Insights
- 8 Health Service Satisfaction
- 10 Citizen Portal Awareness and Usage
- 12 Knowledge and Attitude towards Sharing Data

## 2

### **PUBLIC & PRIVATE E-HEALTH SERVICES: WILL ONLINE MAKE FACE-TO-FACE REDUNDANT?**

- 17 Introduction & Key Insights
- 18 Contact with the health system
- 19 Physical versus digital contact
- 22 Digital Frequency
- 23 Types of eHealth Services
- 27 Digital Tools for Logging and Guidance

## 3

### **DIGITAL MATURITY VS. WORRIES & CONCERNS ON THE TECH HIGHWAY**

- 30 Introduction & Key Insights
- 31 Digital optimism – or opportunism?
- 33 Potential Threats
- 35 Digitalization speeds up health services
- 37 Artificial Intelligence (AI) in the health care system

## 4

### **PHARMACY OF THE FUTURE**

- 40 Introduction & Key Insights
- 41 Capabilities Seen from The Customers' Perspective
- 42 Skepticism in Sweden
- 43 Different attitudes by age & gender

## 5

### **APPENDIX**

- 45 Data Collection & Quality
- 46 Survey Sample
- 44 Questionnaire
- 51 Margins of error

# Survey sample

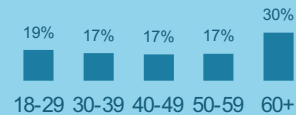
Sample size, background variables and information about the weighting methodology.

The sample is weighted by country, gender, age and county. Weighted total is the number of weighted respondents per country after all countries have been weighted together.

## NORWAY 1002 interviews | 959 weighted total



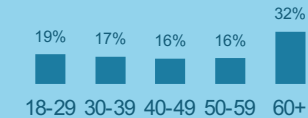
<b>GENDER</b> male/female	<b>50/50</b>
<b>HIGHER EDUCATION</b>	<b>55 %</b>
<b>ILLNESS</b> long-term or chronic	<b>22 %</b>
<b>RISK GROUP</b> for developing illness	<b>9 %</b>
<b>NEXT OF KIN</b>	<b>25 %</b>
<b>AGEGROUPS</b>	



## SWEDEN 1004 interviews | 1819 weighted total



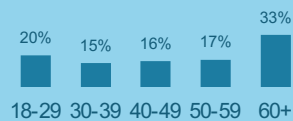
<b>GENDER</b> male/female	<b>50/50</b>
<b>HIGHER EDUCATION</b>	<b>49 %</b>
<b>ILLNESS</b> long-term or chronic	<b>18 %</b>
<b>RISK GROUP</b> for developing illness	<b>12 %</b>
<b>NEXT OF KIN</b>	<b>25 %</b>
<b>AGEGROUPS</b>	



## DENMARK 1004 interviews | 1041 weighted total



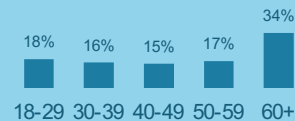
<b>GENDER</b> male/female	<b>49/51</b>
<b>HIGHER EDUCATION</b>	<b>56 %</b>
<b>ILLNESS</b> long-term or chronic	<b>23 %</b>
<b>RISK GROUP</b> for developing illness	<b>16 %</b>
<b>NEXT OF KIN</b>	<b>20 %</b>
<b>AGEGROUPS</b>	



## FINLAND 1009 interviews | 979 weighted total



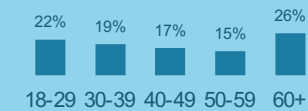
<b>GENDER</b> male/female	<b>49/51</b>
<b>HIGHER EDUCATION</b>	<b>57 %</b>
<b>ILLNESS</b> long-term or chronic	<b>25 %</b>
<b>RISK GROUP</b> for developing illness	<b>13 %</b>
<b>NEXT OF KIN</b>	<b>30 %</b>
<b>AGEGROUPS</b>	



## ICELAND 843 interviews | 65 weighted total



<b>GENDER</b> male/female	<b>51/49</b>
<b>HIGHER EDUCATION</b>	<b>44 %</b>
<b>ILLNESS</b> long-term or chronic	<b>18 %</b>
<b>RISK GROUP</b> for developing illness	<b>10 %</b>
<b>NEXT OF KIN</b>	<b>30 %</b>
<b>AGEGROUPS</b>	



With 95 % awareness and 85 % usage, **Nordic citizen portals have become a mainstream tool for health information**, showing an increase in usage even post-Covid. Notably, Norway and Sweden lead with 9 in 10 of the population using the portals. Satisfaction with health services varies across the region – 63 % are content, 18 % neutral, while another 18 % express dissatisfaction. Norway flaunts the most satisfied population, with a 74 % satisfaction rate. Sweden, however, lags behind with 54 % satisfaction. In Finland, dissatisfaction is rife, with 3 out of every 10 citizens expressing discontent. Finland, however, have seen a significant increase in Citizen Portal awareness the last year. These portals have evidently played a vital role in maintaining health information flow in the Nordic region. In this chapter we examine the usage and awareness of the portals, including the populations attitude towards sharing data.

#### KEY INSIGHTS - CHAPTER 1



**95 %**

IS **AWARE** OF THE  
CITIZEN PORTAL IN  
THEIR COUNTRY



**85 %**

HAVE **USED** THE  
CITIZEN PORTAL IN  
THEIR COUNTRY



**63 %**

IS **SATISFIED** WITH THE  
HEALTH SERVICES IN  
THEIR COUNTRY