

# Edinburgh, Scotland

Healthcare Innovation Pathways  
Delegation trip, April 9-10 2025

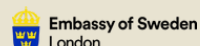


Margareta Bloom Sandebäck/imagebank.sweden.se

ORGANISED BY



IN PARTNERSHIP WITH



# Message from the organizer



## Dear Friends,

We are thrilled to bring a Swedish delegation representing companies, healthcare innovation actors and academia to Scotland this April. We are looking forward to meeting with Scottish counterparts to learn more about Scotland, as a dynamic hub for life sciences and healthcare innovation, its ecosystem and its successes when it comes to tackling the healthcare challenges. To network and exchange experiences with colleagues are also on top of the agenda.

The interests of the Swedish participants include innovation, sustainability, and healthcare transformation, with a shared interest in the implementation of digital solutions.

We hope that our visit will help to establish valuable connections between the Swedish and the Scottish healthcare ecosystem. The meetings and discussions during the delegation visit can serve as a catalyst for knowledge exchange and discussions on how to address today's and tomorrow's healthcare challenges.

We believe that this delegation will open opportunities for further collaborations and business partnerships with the potential to transform healthcare. Strengthening the ties between Sweden and Scotland will contribute to the growth and success of both life science communities.

**Maria Helling, CEO**  
**Anna Riby, Regional Director**



# Office of Science and Innovation – Embassy of Sweden

The Swedish government's international Offices for Science and Innovation play a strategic role in strengthening Sweden's position as a leading knowledge nation. Through international collaboration, the offices help promote Swedish innovation, research, and higher education on the global stage.

The initiative is a collaboration between the Ministry of Climate and Enterprise, the Ministry of Education, and the Ministry for Foreign Affairs, coordinated by a secretariat within the Ministry of Climate and Enterprise.

Located at Swedish embassies in London, New Delhi, Beijing, Seoul, Washington D.C., Brasília, and Tokyo, the offices are led by Science and Innovation Counsellors, supported by staff with deep knowledge of local innovation and research systems.

Their mission is to act as strategic advisors, connectors, and facilitators—building long-term relationships, linking key actors, and advancing innovation and research partnerships. They also contribute to Team Sweden efforts in each country, promoting Sweden as a hub for knowledge, talent, and investment.

By fostering international networks and supporting bilateral cooperation, the offices actively contribute to Sweden's innovation and research diplomacy.

## **Marika Amartey Kaliff**

Science and Innovation Counsellor at the Embassy of Sweden in the UK







For more information about Sweden's healthcare system or to explore partnership opportunities, please contact: [info@swecare.se](mailto:info@swecare.se)  
Visit our webpage [www.healthbysweden.com](http://www.healthbysweden.com)

# Swedish Excellence on tour

A Swedish delegation, representing companies, healthcare innovators, and academia, is visiting Scotland to explore its dynamic life sciences and healthcare ecosystem. Focus areas include innovation, sustainability, and digital healthcare solutions. We hope that our visit will help to establish valuable connections between the Swedish and the Scottish healthcare ecosystem.

## Building Bridges: Swedish Delegation visits Scotland

Scotland is recognized as one of Europe's largest Life Science clusters, with approximately 770 life science organizations and a rising trend in healthcare spending. The country has committed GBP 19.5 billion to healthcare in the most recent budget, positioning Scotland as a leader in healthcare transformation. This transformation is being driven by the adoption of new technologies, including digital health solutions such as telemedicine and electronic health records, alongside a strong focus on sustainability and innovation.

Scotland is also the first UK health service to commit to becoming a zero-net organization, a commitment that has evolved into a comprehensive sustainability strategy. This focus on triple helix collaboration—engaging government, industry, and academia—is helping Scotland create a roadmap for other nations to follow in driving innovation and improving access to care.

We are thrilled to bring a Swedish delegation representing companies, healthcare innovation actors and academia to Scotland this April. We are looking forward to meeting with Scottish counterparts to learn more about Scotland, as a dynamic hub for life sciences and healthcare innovation, its ecosystem and its successes when it comes to tackling the healthcare challenges. To network and exchange experiences with colleagues are also on top of the agenda.

### Participants

Arjo  
AstraZeneca  
BCB Medical  
Elekta  
My-E-Health  
Medtech4health  
Stockholm School of Economics  
Visiba UK  
Vision Zero Cancer

### Organizers

Swecare Foundation  
in collaboration with the Swedish Embassy  
to the UK  
  
Scottish Development International  
Scottish Government

To learn more about the delegation, its participants and the ongoing discussions, check out the delegation brochure!

Swecare

[www.swecare.se](http://www.swecare.se)  
[www.healthbysweden.com](http://www.healthbysweden.com)

# Delegation

Arjo

AstraZeneca

BCB Medical

Elekta

My-E-Health

Medtech4health

Stockholm School of Economics

Visiba UK

Vision Zero Cancer

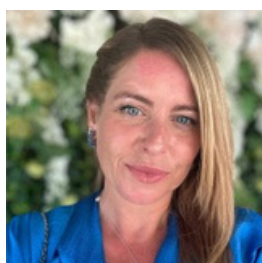
Swecare Foundation

Scottish Development International



# Arjo

## Representative



**Lynne Hamilton**  
Strategic Marketing Outcomes Manager  
+44 (0) 7713 399590  
[lynne.hamilton@arjo.com](mailto:lynne.hamilton@arjo.com)

Arjo is a global supplier of medical devices and solutions, dedicated to empowering movement within healthcare environments.

Our products and services are designed to promote a safe and dignified experience through patient handling, medical beds, personal hygiene, disinfection, diagnostics, and the prevention of pressure injuries and venous thromboembolism.

We collaborate with healthcare professionals to enhance clinical and financial outcomes, ensuring quality care for patients worldwide.

Arjo UK Ltd  
Houghton Hall Business Park  
Houghton Regis, LU5 5XF

Arjo AB  
Hans Michelsensgatan 10  
Malmö, Sweden

[www.arjo.com](http://www.arjo.com)  
<http://www.arjohuntleigh.co.uk/>

## Representative



**Alexandra Svanström**  
Policy & Patient Affairs  
+46 70 379 66 01  
[alexandra.svanstrom1@astrazeneca.com](mailto:alexandra.svanstrom1@astrazeneca.com)

AstraZeneca is a global, life-science company with strong footprint in Sweden. Our strategic research hub in Gothenburg conducts research in all areas of drug development. Our research and development centers focus on new treatments for some of the most serious diseases that have the greatest impact on patients' lives, such as heart, lung or kidney diseases and cancer.

AstraZeneca  
Life City, Solnavägen 3  
Stockholm, Sweden

[www.astrazeneca.se](http://www.astrazeneca.se)

## Representative



**Thomas Wintrip**  
Business & Partnership Director UK  
+44 (0) 7742 761994  
[thomas.wintrip@bcbmedical.com](mailto:thomas.wintrip@bcbmedical.com)

BCB Medical has over 20 years of experience transforming healthcare through innovative clinical data management. Trusted by over 400 centres across the UK and the Nordics, BCB Medical's solutions are designed to help healthcare teams deliver personalised, data-driven care for complex patient cohorts.

BCB's mission is to enhance clinical outcomes by providing real-time insights, advanced analytics and collaborative decision-making tools.

Our expertise in data integration ensures healthcare professionals can make informed, proactive decisions to improve patient care and optimise resources.

BCB Medical UK  
5 Upper Montagu Street  
London, W1H 2AG

BCB Medical  
Götgatan 48  
Stockholm, Sweden

<https://bcbmedical.com>



## Representative



**Mark Samsa**  
Customer Manager for Scotland, Ireland & Wales  
+44 (0)7824 130615  
[mark.samsa@elekta.com](mailto:mark.samsa@elekta.com)

As a leader in precision radiation therapy, Elekta is committed to ensuring every patient has access to the best cancer care possible. We openly collaborate with customers to advance sustainable, outcome-driven and cost-efficient solutions to meet evolving patient needs, improve lives and bring hope to everyone dealing with cancer.

To us, it's personal, and our global team of 4,500 employees combine passion, science, and imagination to profoundly change cancer care. We don't just build technology, we build hope.

Elekta is headquartered in Stockholm, Sweden, with offices in more than 40 countries, and is listed on Nasdaq Stockholm.

Elekta AB (publ)  
Hagaplan 4  
Stockholm, Sweden

[www.elekta.com](http://www.elekta.com)



# My-E-Health

## Representatives



**Clive Michelsen**  
Founder, Chairman & C.E.O  
+46 70 406 56 96  
[clive.michelsen@my-e-health.com](mailto:clive.michelsen@my-e-health.com)



**Adam Mangan**  
UK representative and Global Expansion  
Consultant  
+44 (0) 7580 982239  
[adam.mangan@my-e-health.com](mailto:adam.mangan@my-e-health.com)

My-E-Health is a CE- and CA-approved, MDR Class 1 registered digital health platform offering integrated mental health and wellness solutions. It provides AI-driven Cognitive Behavioral Therapy (CBT), psychometric assessments, and real-time biometric tracking via Garmin, UltraHuman Rings, Abbott Diabetes patches, and My-E-Health's own health ring for continuous home health monitoring.

Supporting anxiety, depression, and chronic disease comorbidities like renal disease, diabetes, oncology, and cardiovascular conditions, it also includes burnout prevention, psychological and physical readiness scores, sleep optimization, nutrition, and fitness coaching. With secure telehealth, corporate wellness programs, and dynamic analytics, My-E-Health ensures proactive, personalized care or homecare.

My-E-Health  
Båtsmansvägen 71  
Skanör, Sweden

My-E-Health UK Ltd  
Lowin House, Tregolls Road  
Truro, Cornwall TR1 2NA

[www.my-e-health.com](http://www.my-e-health.com)

## Representative



**Lena Strömberg**  
CEO/Program Director  
+46 70 855 68 78  
[lana.stromberg@mt4h.se](mailto:lana.stromberg@mt4h.se)

Medtech4Health is a Strategic Innovation Programme within medical technology financed by the Swedish government and innovation agency Vinnova. We act as a catalyst for more medtech ideas and solutions in Swedish healthcare, a more efficient healthcare sector and a strengthened medtech industry.

Medtech4Health supports initiatives that focus on increasing the value of patients and users and lower systemic obstacles. We do this by funding innovative services, products, approaches and processes.

Medtech4Health  
Sveavägen 63  
Stockholm, Sweden

[www.medtech4health.se](http://www.medtech4health.se)



SSE INSTITUTE FOR RESEARCH

# Stockholm School of Economics

## Representative



### **Ola Ejlerstsson**

Project manager at the Center for Resilient Health at the Stockholm School of Economics, co-founder Vision Zero Cancer

+46 70 760 70 27

[ola.ejlerstsson@exedsse.se](mailto:ola.ejlerstsson@exedsse.se)

**The Stockholm School of Economics (SSE)** is the leading business school in the Nordic and Baltic countries and enjoys a high reputation in Sweden and internationally. World-class research forms the basis of our programs, consisting of Bachelor, Master and postgraduate programs, an MBA program and a wide range of executive education programs. Our programs are developed in close collaboration with both the research and the business communities, which gives our students great opportunities for achieving leading positions in businesses and other organizations.

**Center for Resilient Health** is a multidisciplinary research center at SSE House of Governance and Public Policy, dedicated to advancing academic inquiry into the future of health, care and health policy. The Center for Resilient Health brings together researchers across SSE's academic departments and affiliated scholars from other universities. We conduct research and education on innovation in health and care, improved healthcare systems, inclusive access to quality care, and a sustainable life science sector. Our vision is to help drive positive change in healthcare for the betterment of communities worldwide.

**The Stockholm School of Economics Institute for Research (SIR)** is a Swedish national research institute for the economic sciences. The overall aim of SIR is to contribute to the advancement of the economic sciences through basic, as well as applied, research within a wider social science context. SIR is the coordinator of the Swedish innovation ecosystem Vision Zero Cancer & Testbed Sweden together with SSE Center for Resilient Health, SSE House of Innovation and the Swedish collaborative organisation Genomic Medicine Sweden (GMS).

Stockholm School of Economics  
Norrtullsgatan 2  
Stockholm, Sweden

[www.visionzerocancer.com](http://www.visionzerocancer.com)

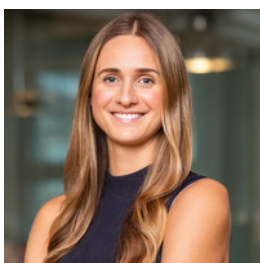
[www.testbedswedenphc.se](http://www.testbedswedenphc.se)

<https://www.hhs.se/en/research/centers/crh/>



# Visiba UK Ltd

## Representative



**Hannah Gibson**  
Director  
+44 (0) 7725 723438  
[hannah.gibson@visibagroup.com](mailto:hannah.gibson@visibagroup.com)

Visiba is a health technology organisation, specialising in the application of artificial intelligence for patient triage and navigation. Visiba Triage is a Class IIA medical device, used in the United Kingdom, Sweden, Norway and Finland for the purpose of patient navigation.

Visiba's approach to responsible AI has led to the award of a ground-breaking national pilot with NHS England, as well as large scale deployments across the Nordics.

Visiba UK  
Metro Bldg, Mindspace Hammersmith  
1 Butterwick  
W6 8DL, London

Visiba  
Krokslätts Fabriker 61  
Mölndal, Sweden

<https://www.visibagroup.com/sv/>



# Vision Zero Cancer

## Representative



**Ebba Hallersjö Hult**

Project manager at the Center for Resilient Health at the Stockholm School of Economics, co-founder and head of Vision Zero Cancer – Testbed Sweden  
+46 72 711 44 91  
[ebba.hallersjo.hult@hhs.se](mailto:ebba.hallersjo.hult@hhs.se)

**Vision Zero Cancer** is a leading innovation environment shaping the future of cancer care. Established in 2019 through the Vision-Driven Health initiative by Sweden's Innovation Agency, Vinnova, it brings together a broad consortium of stakeholders.

Our **vision** is to eliminate cancer as a cause of death and empower individuals to live longer, healthier lives. We pursue this through a **mission-driven, collaborative approach** that transforms cancer care. Our **mission** is to build and scale an innovation ecosystem that unites healthcare, academia, industry, civil society, and policy. Together, we tackle cancer through prevention, early detection, personalized treatment, and rehabilitation—striving for equitable, sustainable outcomes.

In 2021, Vision Zero Cancer joined forces with **Genomic Medicine Sweden (GMS)** and **SciLifeLab**, alongside public authorities, regional health systems, academia, industry, and patient associations, to launch **Testbed Sweden Precision Health Cancer**. This national system demonstrator designs clinical studies and prototypes solutions for the sustainable implementation and scaling of precision cancer medicine in routine care. We actively contribute to EU projects such as **ECHoS**, **PCM4EU**, and **PRIME-ROSE**, helping develop European guidelines for national cancer mission hubs and accelerating the implementation of **precision cancer medicine**.

One of our key initiatives, **FOCU.SE**, is Sweden's first nationwide precision cancer medicine trial. Developed within Testbed Sweden, it is a DRUP-like, biomarker-driven study that advances basic research, clinical innovation, and real-world application. FOCU.SE is part of the **PRIME-ROSE** consortium, which supports faster insights and improved access to promising treatments.

The **Vision Zero Cancer – Testbed Sweden** ecosystem is coordinated by the **Stockholm School of Economics** and **Genomic Medicine Sweden**, with funding from the Swedish Innovation Agency and private sector partners.

Vision Zero Cancer  
Norr tullsgatan 2  
Stockholm, Sweden

[www.visionzerocancer.com](http://www.visionzerocancer.com)  
[www.testbedswedenphc.se](http://www.testbedswedenphc.se)  
<https://www.hhs.se/en/research/centers/crh/>



# Swecare Foundation

## Organizers



**Maria Helling**  
CEO  
+46 8 406 75 53  
+46 70 279 64 20 (Mobile)  
maria.helling@swecare.se



**Anna Riby**  
Regional Director  
+46 8 406 75 57  
+46 70 588 03 85 (Mobile)  
anna.riby@swecare.se



**Paola Diamandieva**  
Export Promotion Intern  
+46 8 406 75 50  
+46 70 588 40 34 (Mobile)  
intern2@swecare.se

Swecare is a unique non-profit platform where academia, public and private sector join forces toward enhanced export and internationalization of Swedish health care and life science.

Swecare was founded in 1978 by the Swedish government and the health care industry together as a semi-governmental non-profit organization. Today, Swecare has more than 115 Swedish companies and organizations in its network.

Swecare's work is based on the triple helix model where academia, public sector, and private sector jointly address health care challenges. Joining forces and addressing problems from multiple angles in turn increases collaboration and international competitiveness of Swedish health care.

Swecare Foundation  
Sveavägen 63  
Stockholm, Sweden

[info@swecare.se](mailto:info@swecare.se)  
[www.swecare.se](http://www.swecare.se)

Visit our interactive platform Health by Sweden:



# Scottish Development International

## In partnership with



**Marianne Bo Friis, MSc. Pharm MBA**  
Senior Trade Specialist, Life Sciences  
+45 5151 2643  
[marianne.friis@scotent.co.uk](mailto:marianne.friis@scotent.co.uk)

Scottish Development International promotes Scotland as a place for investment and trade. Securing more international trade and investment is vitally important in helping to create a more dynamic and globally competitive economy in Scotland.

We do this by providing information, partnering with businesses and investors that want to set up or invest here, and helping businesses find the connections they need.

We've already helped thousands of companies to realise their ambitions in Scotland, so you can be assured of our support before, during and after you locate in Scotland.

We'll connect you to the right people, in the right place and at the right time, to ensure that you get your Scottish operations up and running as quickly and easily as possible.

Scottish Development International  
c/o British Embassy Copenhagen  
Kastelsvej 36-40  
Copenhagen 2100 Ø

<http://www.sdi.co.uk>

# Swedish Excellence in Healthcare

Sweden has done well in combining high levels of economic growth with increasing equality. From being one of the poorest countries in Europe, the 100-year period from 1870 to 1970 turned Sweden into the fourth richest country in the world. Today, Sweden's generous systems for health and long-term care for the elderly are regarded among the best in the world.



Explore more of Swedish Excellence.  
Scan the QR-code to enter  
our interactive platform.



## Cancer Control



Swedish cancer care does well in international comparisons with good outcomes like lower mortality and longer survival. Initiatives for a more equitable and accessible high-quality cancer care in Sweden include the introduction of a national system of standardized care pathways, without unnecessary lead times and a good interaction between patient and care provider, based on reliable information and open and trusting communication. Sweden is a pioneer in cancer control and has excellent prerequisites for implementing precision health and medicine. The Swedish government has since 2009 a strategy for cancer.

Sweden has a well-established tradition of close collaboration between universities, healthcare providers and the life science industry. This has been a path to success for new advances in cancer care and treatment. Swedish companies contribute to medical breakthroughs in e.g. more precise pharmaceutical and radiation treatments; advanced, often digital, diagnostic technologies, innovative monitoring and follow-up methods.







# The Digital Transformation of Healthcare



Sweden is a country of early adopters and a pioneer in the digital transformation of healthcare. Prescriptions and medical record systems are electronic. Appointments and consultation are increasingly online. The Swedish Vision 2025 for eHealth states that Sweden will be best in the world at using the opportunities offered by digitisation and eHealth to make it easier for people to achieve good and equal health and welfare, and to develop and strengthen their own resources for increased independence and participation in the life of society. Digital solutions to help streamline healthcare and empower patients and healthcare staff are being rolled out continuously. The COVID-19 pandemic has certainly propelled this development that was already well underway.

Sweden is a force in health tech. Swedish companies offer electronic medical records combined with AI decision support. Digital health providers and platform developers for both primary and specialist care are making great advances in export markets. Other examples include apps for prevention, risk assessment, diagnostics to rehab and chronic disease management and systems for individual care planning. For healthcare staff, systems for decision support, administration, care planning contribute to more efficiency and higher quality.

# Infection Prevention and Control



## Sweden as a model - a One Health approach

As a pioneer in infection prevention and control, Sweden offering solutions that prevent and reduce infections and improve patient safety in healthcare settings.

Sweden has paid significant attention to antibiotic resistance and has taken measures for many years to prevent the spread of resistant bacteria and to limit the unnecessary use of antibiotics. The Swedish government has adopted a strategy to combat antibiotic resistance.

The Swedish healthcare system is of high quality and well organized, a prerequisite for healthcare hygiene solutions to be implemented throughout the care chain. Swedish companies offer solutions that help prevent and reduce infections and improve patient safety in healthcare settings, such as innovative consumables, sterilization devices, optimization of workflows, infection diagnostics, infrastructure solutions and treatments.







# Smart, Safe and Sustainable Hospitals



## A holistic and patient-centered perspective

Swedish hospitals take a holistic view with sustainable buildings and focus on a healing environment with a patient-centered perspective.

Unnecessary hospitalizations can be avoided through out-patient care and remote follow-up and monitoring. Digitalization supports innovative and smart ways of planning and working, also improving patient flows. Most hospitals have innovation departments and collaboration with academia and industry.

Swedish solutions help hospitals to be more resilient and sustainable. Sweden is home to world-class healthcare architects and planners. Their work, combined with green infrastructure solutions and innovative digital technologies, lays the foundation for sustainable, smart, and safe care.

For many years Sweden has been a leading country of innovative medical technology solutions contributing to efficient, qualitative, and patient-safe advanced healthcare.

# Healthy Aging and Chronic Disease Management



Sweden has a well-developed, and cost-efficient system for elderly care and among the highest life expectancy in the world. Emphasis is put on prevention, active ageing and ageing in place, so as to help people live longer, healthier and dignified lives. Swedish companies are an important source of innovative solutions such as assistive devices, incontinence and wound care. Smart digital solutions support people of age, their families and staff in everyday life.

Sweden's transformation into an ageing society started early, intensifying from the 60's and onwards. The result is that Sweden has a well-developed, and cost-efficient system for elderly care and among the highest life expectancy in the world. Emphasis is put on prevention and active ageing and ageing in place, so as to help people live longer, healthier and dignified lives. The Swedish government has since 2018 a strategy for dementia care.

Swedish companies are also an important source of innovative solutions and constant improvement. We find them in assistive devices, training and education, fall prevention, ulcer treatment, safety alarms, quality register systems, e-Health and IT solutions, InContinence care and many more.



