Nordic Innovation

Bridging Nordic Health Tech

– with the UK, Northern Europe and beyond

Nordic Proof – a testbed network for health tech companies

NordicProof

Testing solutions for
world class healthcare

This report presents the results and key milestones from the Nordic Proof international project, funded by Nordic Innovation. Over several years, Nordic Proof has expanded its reach into new markets, strengthened existing partnerships, formed new partnerships and strengthened its position as the leading Nordic testbed network for health tech companies.

About Nordic Proof

Nordic Proof is a professional consortium of health tech test facilities spread across all five Nordic countries. The network supports companies developing digital health and medtech solutions with access to testing, development, verification studies, and real-world validation environments, from early-stage prototypes to market-ready products.

The consortium is formally represented by Sunnaas Rehabilitation Hospital in Norway and coordinated by Norway Health Tech. Its strength lies in the combined capacity of a diverse partner network, offering companies both individual test sites and a coordinated Nordic approach to health tech development and market access.

Our Partners:

Nordic Proof currently brings together the following partner organizations:

- Oslo University Hospital – The Intervention Centre (Norway)
- Sunnaas Rehabilitation Hospital (Norway)
- Vestre Viken HF (Norway)
- Smart Care Lab (Norway)
- Aarhus Municipality (Denmark) – until dec. 2025
- Oulu Health Labs (Finland)
- Health Proof Helsinki (Finland)
- Health Campus Turku (Finland)
- Active Life Lab / Preventive Health Research Unit (Finland)
- Lappland Testbed (Finland) – joined 2026
- Landspitali University Hospital (Iceland)
- Skåne Innovation (Sweden)
- Sahlgrenska Science Park (Sweden) – until dec. 2025
- PICTA (Sweden) – joined 2026

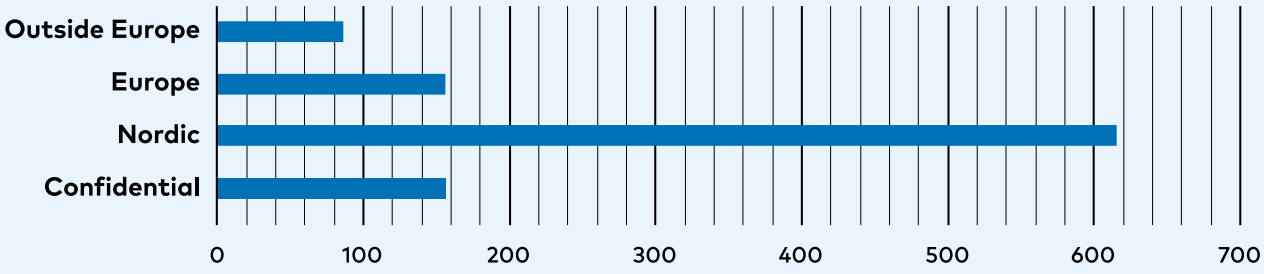
SILENCE
FREEZE
MAIN

Statistics Q2 2022–Q1 2026

Since 2022 the consortium has handled **more than 1000 industry contacts** representing more than 600 different companies.

+1000
contacts

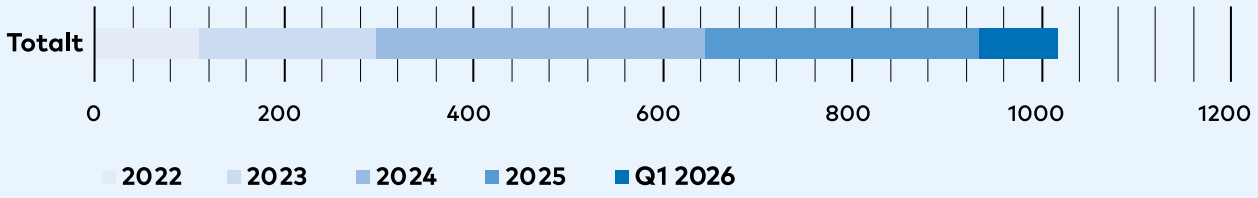
+1000 contacts from the Nordics and 250 international contacs



27
countries

Nordic Proof has in the same period gained interest from companies representing **27 different countries**, with 615 industry contacts coming from the Nordics and a growing international outreach with close to 250 companies from Europe and outside countries.

1000+ industry contacts Nordic Proof consortium



With growing interest our partnership manages to grow the capacity. We continue a stable conversion of inquiries into contracts with approx. 35%, meaning a total of **350 contracts executed**.

Results from the International Work

The Nordic Proof project ran from Q4 2024 to Q1 2026. The project set out to strengthen Nordic Proof's international visibility, attract non-Nordic health tech companies to test in the Nordic market, and build lasting partnerships with European innovation ecosystems.

13 (5)

New international partnerships established

85 (50)

European* companies in direct dialogue with the network

32 (20)

European* companies signing test contracts

10

European* markets engaged

(UK, DE, NL, BG, IT, CH, HU, ES, AU)

160+ (200)

European* companies reached through open events

*) European companies head office outside the Nordics (expected metrics in the funding application)

UK Collaboration

The collaboration with the United Kingdom and Leeds environment has been one of the focus areas for the network the last couple of years. Building on the launch of UK project-collaboration, which saw approximately 70 companies participate in the first information session and 17 follow up directly, Nordic Proof continued to focus on UK-based innovators looking towards the Nordics.

In spring 2025, the Nordic Proof partner network arranged the partner meeting in Leeds, and the visit included events with the UK health tech ecosystem. Also, Nordic Proof hosted a physical industry event that brought together the Nordic Proof partner group with UK-based companies in one2one meetings.

As a result of the focus and collaboration with central hubs in the UK, Nordic Proof have experienced an increasing number of test requests from UK-based companies, reflecting growing awareness of the Nordics as an attractive testbed environment, and by accumulated end of Q1 2026 we have been in dialogue with 30 different companies from the UK.

Germany:
Building Bridges at Medica and Beyond

Nordic Proof has over several years built a collaboration network to strengthen the bond to regions and innovation hubs across Germany. November 2025 marked a significant milestone in Nordic Proof's engagement with the German market, when the network participated in Medica, the world's largest medical trade fair, held in Düsseldorf. During this trip, Nordic Proof organized joint activities alongside GTAI (Germany Trade & Invest). The event provided a platform for meaningful exchanges with German health tech companies and stakeholders, and reinforced Nordic Proof's presence in the German-speaking market.

Germany has been identified as a priority market for Nordic Proof based on the strength and maturity of its medtech and e-health sector.

Nordic Proof have been in dialogue and presented the Nordic Proof network to several German regions and innovation hubs and initiated dialogue regarding closer collaboration. Below is a list of the unformal and formal collaboration partners Nordic Proof have been in dialogue with over the last years:

- **BioCon Valley**
- **Life Science Nord Management**
- **Invest in Bavaria**
- **Baden-Württemberg International**
- **Berlin Partner**
- **AHK - German Norwegian Chamber of Commerce**
- **GTAI (Germany Trade & Invest)**
- **DACH MedTech Cluster Alliance**
- **UKM: Digital Healthcare Hub at the university clinic in Münster**

Egidijus Pelanis from the Intervention Centre at Oslo University Hospital enhances the value of international partnerships and collaboration:

"Participating in large international conferences and events, especially as large as Medica, provides a unique opportunity to efficiently reach out in person to many international companies directly and build connections with industries best suited for Nordic Proof partners."

"This proactive inverse approach for testbeds to reach out to industry to pull in testbed inquiries generates new and tailored opportunities. This is especially relevant (1) for specialized testbeds to receive more relevant inquiries; (2) to reach out to international companies scaling Europe; and (3) global companies to strengthen their investments in Europe and the Nordics by teaching them about the opportunities in the Nordic Proof network."

The Netherlands: A New Strategic Partnership

Alongside the Germany engagement, the November 2025 trip also included a successful visit to TechMed Twente in Enschede, Netherlands. The visit brought together Nordic Proof partners and key actors from the Twente ecosystem and laid the groundwork for a structured, longer-term collaboration. Nordic Proof met with several key stakeholders in the ecosystem:

- **UT TechMed Centre**
- **MedTech Cluster Twente**
- **Health care innovation square (ZGT)**
- **MST hospital Innovation lab**
- **Roessingh Rehab Centre**

Following the visit, Nordic Proof and TechMed Twente co-hosted a webinar that attracted approximately 100 participants from both the Nordic and Dutch side, strong signal of mutual interest. The event has also sparked attention and interest from additional regions in the Netherlands.

Nordic Proof and MedTech Twente will continue the collaboration more formalized as strategic partners to strengthen both the collaboration and value both ways, test capacity and visibility in northern Europe.

Other European Partnership

- **DHI Cluster Bulgaria**
- **Lublin Medizine Cluster**

Voices from the Network

Partners across the Nordic Proof network have reflected on what the project and the network collaboration have meant for their organizations.

Active Life Lab / Preventive Health Research Unit, Finland

Active Life Lab, the testbed arm of the Preventive Health Research Unit at Xamk, Southeastern Finland University of Applied Sciences, offers a broad portfolio of test environments spanning smart labs, virtual reality spaces, and performance testing infrastructure in Mikkeli and Savonlinna. The unit works across five thematic research areas, with a multidisciplinary team spanning health sciences, service design, physiotherapy, health economics, and data-based wellbeing services.

Among the unit's most distinctive assets is the VIA digital platform used by 45–60 Finnish municipalities for sports and lifestyle counselling, which provides access to a pool of nearly 6,000 potential test participants who have consented to be approached for research collaboration.

Reflecting on the value of the international contacts developed through Nordic Proof, Katja Kiukas says:

"A membership of the Nordic Proof has truly expanded our connections with the industry – not only with the companies, but the variety of ecosystem collaborators as well – both in the Nordics, and in Europe. In the Preventive Health Research Unit, we have been in the initial phase of creating our testbed service offerings and practices related."

"The Nordic Proof has given us real opportunities to learn and discuss the best practices, and furthermore, given us possibilities to explore the real picture of pains, gains and jobs the health and wellbeing industry companies are facing. In addition, we have been able to target our resources more towards helping the companies in their different phases of product and service development. Currently, we have a dedicated, funded project that aims to enhance internationalization of the regional health and wellbeing companies, and to improve our testbed activities, operational model, and networks related."

"This means that we will be able to channel the participating companies to new target markets and testing environments, and on the other hand, to act better in helping foreign companies to find their place in the Finnish market. I think that in this scope, the Nordic Proof consortium continues to be a valuable link, staying in forefront of the testing in the Nordics, making the industry and people thrive, and eventually, enhancing wellbeing and health."

Sunnaas Rehabilitation Hospital

Sunnaas Rehabilitation Hospital is Norway's largest specialist hospital in the field of physical medicine and rehabilitation. The hospital provides multidisciplinary rehabilitation for patients with complex functional impairment following illness or injury.

The hospital provides services at both regional and national levels and delivers services to approximately 13 100 patients a year (3100 inpatients/10 000 outpatients/policlinical services).

Sunnaas Rehabilitation Hospital is a guiding force in the acquisition of knowledge and expertise concerning rehabilitation. Clinical treatment, research, and collaboration form the basis of the hospital's activities. The Sunnaas Rehabilitation Cluster (SRC), a recently established research and innovation center within the hospital environment, contributes to the development of new products, diagnostics, treatment, and service solutions in collaboration with users. The center aims to be a leading player in research, innovation, and education in the field of rehabilitation.

"From Sunnaas' perspective, the collaboration with Nordic Proof has been highly valuable and rewarding. We truly appreciate Nordic Proof's structured and professional approach to facilitating partnerships between healthcare providers and innovative companies."

"Nordic Proof has demonstrated strong understanding of the specific needs which we as a public hospital have for companies offering innovative solutions and who wish feedback and/or testing in the public health care sector. Communication and collaboration with Nordic Proof have been well-organized, transparent, and efficient, ensuring that both clinical relevance and innovation potential are carefully considered throughout."

"We especially value the close follow-up, clear communication, and flexibility shown by the Nordic Proof team. They have been proactive in addressing health care needs and questions, aligning expectations, and supporting both Sunnaas and the involved companies in navigating a complex innovation landscape."

"Nordic Proof has contributed to creating an environment for testing and evaluating new solutions, which is essential to ensuring treatment quality and patient safety. Their ability to bridge the gap between innovators and healthcare professionals is a key strength."

"We see Nordic Proof as an important partner that adds significant value to innovation processes in healthcare and that is highly important for us in order to come in contact with private companies offering innovative health care solutions. We look forward to continuing collaboration and further exploring opportunities together."

Health Campus Turku

Health Campus Turku is a multidisciplinary social, health and innovation network in Southwest Finland. It brings together research, education, and business development in medicine, social and health care, and health technology. Its mission is to strengthen research, learning, innovation, and commercial opportunities and cooperation in healthcare to support better health and well-being.

Health Campus Turku operates as a collaborative network rather than a single organization, enabling close interaction between academia, healthcare providers, applied sciences, and business development actors. This integrated model creates unique opportunities for co- creation, research, validation and testing, and innovation in real-life healthcare environments.

The network consists of six core member organizations:

- University of Turku
- Åbo Akademi University (Swedish-speaking university)
- Turku University of Applied Sciences
- Novia University of Applied Sciences (Swedish-speaking)
- The Wellbeing Services County of Southwest Finland (Varha)
- Business Turku

Health Campus Turku about Nordic Proof:

"Through its engagement in the Nordic Proof network, Health Campus Turku has strengthened its role in the Nordic health sector, gaining broader international visibility and new opportunities for collaboration. The network provides a clear and reliable framework for research and testbed cooperation, supporting companies and research groups in validating solutions and advancing their development in realworld settings. This partnership highlights the campus's multidisciplinary expertise and its commitment to fostering highquality research, education, and innovation across the health field."

Norway Health Tech LAB

Norway Health Tech LAB, formerly known as Smart Care Lab, is the dedicated test facility operated by Norway Health Tech. The LAB works to build a national test ecosystem in Norway, with services specifically designed for companies in early and developmental stages, with a strong focus on user insight.

The LAB offers three core services: market insight, usability testing, and benefit mapping helping companies understand their users, validate their solutions, and documenting the value they bring to healthcare.

Reflecting on the role of Nordic Proof, the team says:

"The Nordic Proof network has been instrumental in building up our test lab — both as a source of shared experience and methodology, and as a space to identify new areas of development in the testing field. It is also an important channel for connecting with companies in the development phase, through events held both in person and online. Working in a Nordic setting adds real value in attracting companies from outside the Nordics and to connect with international environments working within the same area."

Company perspective: Viscale Solutions AS

Viscale Solutions develops a portfolio of physical and digital solutions for pediatrics, with the aim of strengthening communication, safety, and understanding between children, caregivers, and healthcare professionals. We focus particularly on how children can express pain, symptoms, and experiences in ways that are adapted to their own understanding and everyday lives, while also providing clinicians with more precise and useful insights. Our solutions are designed for children living with chronic illness and pain, and are intended to support safer, more engaging, and more accurate treatment within healthcare services.

About Nordic Proof and our experience:

"So far, I have not participated extensively in Nordic Proof activities, but I have taken part in several of the digital meetings as well as the 1:1 sessions. For us, this has been highly valuable in the early phase, particularly in mapping and understanding which tools, solutions, and working methods are being used within pediatrics across the partner countries. It has also provided us with valuable insight into relevant environments, test arenas, and stakeholders in the Nordic region."

"Looking ahead, we clearly see significant value in continuing to use the Nordic Proof network, both to expand market access, build international collaborations, and establish relevant pilot and testing opportunities across the Nordic countries."

Nordic Proof: Website Launch

Spring 2026 brings another major milestone: the launch of a fully redesigned Nordic Proof website. The new site represents a significant investment in the network's visibility and has been developed in close collaboration with all partner organizations.

The website goes live in spring 2026 and is designed to give companies and ecosystem actors a clear overview of what Nordic Proof offers, who the partners are, what test capabilities are available, and how to engage with the network. It features dedicated partner pages, case studies, a resource library, and improved navigation for international visitors. The new website also automates the inquiry process and ensures that the network inquiry process is well structured and provides relevant information to companies interested in a collaboration.

Looking Ahead

As this project period draws to a close, Nordic Proof stands in a stronger position internationally. The partnerships established through this project, with Health Innovation Yorkshire & Humber, German regions and innovation hubs, and TechMed Twente with the broader ecosystem they represent, as well as the DHI Cluster Bulgaria and Lublin Medizine Cluster, provide a solid foundation for continued international activity. Growing interest from additional Dutch regions, and the momentum built through Medica and the Leeds visit, suggest that the pipeline of international enquiries will continue to strengthen.

Within the network, the addition of Lappland Testbed and PICTA in 2026 broadens Nordic Proof's geographical coverage and service capacity, reinforcing the network's ability to offer companies diverse, high-quality testing environments across the Nordic region.

A More Thematic and Needs-Driven Approach

Going forward, Nordic Proof is developing towards a more thematic and need-driven way of working. As well as operating broadly, the network is developing methodology and a structure to work more closely within specific areas ensuring that incoming test inquiries are better matched with the capacity and strategic interest areas of the partner group. This approach is designed to make the network more targeted, more relevant, and better equipped to respond to the challenges shaping healthcare today.

Among the areas the network sees as particularly important to develop further are dual use and emergency preparedness, testing of AI-driven solutions and AI test capabilities, hospital-at-home models, and diagnostic imaging.

Exploring next steps to Asia

Nordic Proof has also taken its first steps towards the Asian market. The network coordinator participated in a visit to Japan, exploring how the Nordic region can position itself as a landing spot for Japanese companies looking to enter the European market. This direction is something the network is keen to explore further in the years ahead.

Nordic Innovation

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