



Future of Eldercare in Denmark and CEE



Presentation by Jakob Skaarup Nielsen, CEO, Healthcare DENMARK
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Her Royal Highness The Crown Princess of Denmark is patron for Healthcare DENMARK

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*In Denmark, our focus on putting the **patient first** – combined with constant efforts to improve efficiency and quality – has resulted in a wide array of innovative healthcare solutions.*

I sincerely believe Danish technologies, products and expertise can have a positive impact on global health.



Five core values in Danish elderly care

- Influence over ones own life
- Respect for diversity
- Focus on humanity
- Good experiences every day
- A worthy end to life

