



Understanding long-term care in Germany

17 June 2026



Export Program Germany

- Supporting Norway's health export initiative
- Providing market insights on the German healthcare system
- Facilitating access to key stakeholders and networks
- Organizing tailored activities for market entry

Today's Goal

Understand Long-term Care in Germany

- How is it structured, who are they key players and payers?
- How do nursing homes innovate and implement new technologies and solutions addressing the demographical challenges and healthcare personal shortages.
- 1-to-1 meetings with guest speaker Sascha Saßen, CEO Hesena Group Berlin



Nursing homes: Norway vs Germany

Some Key Differences

Norway

- Municipal responsibility for long-term care
- Integrated with primary care services
- Tax-funded (with limited co-payment)
- Predominantly public providers
- Single, coordinated care system
- Clear decision-making at municipal level

Germany

- Separate long-term care insurance (SGB XI)
- Distinct from primary care system (SGB V)
- Funded through insurance + out-of-pocket payments
- Mixed provider market (public, non-profit, private)
- Fragmented system with multiple stakeholders
- Decentralised and complex decision-making

Workshop Programme

Time	Session	Description / Format
09:00 – 09:15	Welcome & Context	Trine Radmann & Lucie Meltzer, Norway Health Tech
09:15 – 10:00	Keynote Presentation	Sascha Saßen, CEO Hesena Group Berlin:
10:00 – 10:15	Open Q&A	Dialogue Session building on the keynote presentation and questions from the participating companies
10:15 – 10:30	Short Break	Coffee & refreshments
10:30 – 11:45	Breakout / 1:1 Sessions	Participating companies can discuss their specific questions with Sascha Saßen in smaller groups, with 15-minute break-out slots per company
11:45 – 12:00	Wrap-Up & Next Steps	Short summary and outlook to upcoming HealthCatalyst Activities addressing the German Market – Arild Kristensen, Norway Health Tech
12:00 – 13:00	Networking Lunch	Informal continued dialogue — hosted at Oslo Science Park

Guest Speaker – Sascha Saßen

- CEO, Hesena Group Berlin
- Former Chief Quality Officer & Member of the Management Board, KORIAN Deutschland
- Extensive leadership experience in the German healthcare and long-term care sector



Wrap-Up & Next Steps

- 1) Expert dialogue workshop on procurement organisations, processes and best-practice – April 14
- 2) Expert dialogue workshop on Long-Term Care – June 17
- 3) Expert dialogue workshop: Digital Health Market Deep-Dive – October 22
- 4) Expert dialogue workshop on Uptake and Reimbursement in the German Healthcare System – November 25
- 5) Matchmaking, connections to German stakeholders
- 6) Ministerial follow-up
- 7) Side events to existing events – e.g. Bio:Cap Berlin

KPIs

Number of new qualified/decision maker level contacts gained	
Number of new partners/distributors gained	



For updated information, see:

[HealthCatalyst](#)



HealthCatalyst

12:00 to 13:00
Time for Lunch & Networking



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