

Press release
11th of May, 2015

Danish CEO of eHealth portal receives HIMSS Europe eHealth Leadership Award

Morten Elbæk Petersen, CEO of the Danish public health portal sundhed.dk, has just received the HIMSS Europe eHealth Leadership Award, presented at the EU eHealth Week in Riga, 11 to 13 May 2015. Morten's vision and high ambitions for Danish health IT, which have resulted in a globally unique health portal for citizens and health professionals, are just some of the many reasons why he has received the prestigious award.

“Morten is an exceptional visionary and forward-thinking entrepreneur. He has been sundhed.dk’s anchorman from the very beginning 13 years ago when not many of us were thinking about online patient portals. 13 years later, sundhed.dk is by far the largest patient portal in the whole of Europe” says Claus Duedal Pedersen, Chair of the HIMSS Europe Governing Council and Chief Innovation Officer at Odense University Hospital in Denmark.

Christina Roosen, Vice-President of HIMSS Europe, adds:

“There are many reasons why Morten has received this year’s HIMSS Europe Leadership Award but the statistics speak for themselves. Twenty per cent of the Danish population use this portal every month and sundhed.dk portal acquires so many new users so regularly that they break records on a monthly basis! Morten has been able to effectively bring together all stakeholders involved in creating an extremely successful portal which not only helps Europe’s citizens but also reduces many unnecessary costs to the Danish healthcare system. We sincerely hope that this award will only encourage Morten and his team to keep up the great work whilst they continue to grow”.

The winner of the award, Morten Elbæk Petersen, is deeply honoured and affirms that he’ll continue promoting and enabling eHealth:

“I will use this amazing award to promote and spread the message that eHealth is about patient empowerment, increased quality and better treatment. In the end it’s that simple: better treatment and healthier people”, says Morten Elbæk Petersen.

Morten Elbæk Petersen received HIMSS Europe eHealth Leadership Award during the official opening of eHealth Week, which was opened by EU Commissioner for Health and Food Safety, Vytenis Andriukaitis , and the Latvian Minister of Health , Guntis Belēvičs, among others.

Further information

Morten Elbæk Petersen, CEO, sundhed.dk, phone: + 45 22 22 21 50
Inés Burton, Marketing Coordinator, HIMSS Europe – iburton@himss.org

About sundhed.dk

Sundhed.dk is the unified Danish eHealth Portal enabling both patients and healthcare professionals to access data, find information and communicate across sectors. www.sundhed.dk