

## CRITICAL INCIDENTS OF GROWTH IN NORDIC E-HEALTH SERVICE START-UPS

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### **Abstract:**

Technological development and digitalisation can revolutionise healthcare delivery and provide new business opportunities for innovative start-ups. Start-up businesses in the healthcare service sector are a promising source of new employment and innovations. The start-up stage is the most critical period for the survival of a business, as decisions made during the early stages have a definitive influence on success.

This study seeks to clarify the early development of eHealth service start-ups. To summarise the research problem, the authors ask the following question: What are the critical incidents related to the early development of eHealth service start-ups?

The units of analysis in this study are 14 Nordic eHealth service start-ups located in Sweden and Finland. The Critical Incident Technique (CIT) and semi-structured interviews were applied for data collection. The results are of interest to the public sector, which plays an essential role in healthcare as a service producer, but also as a creator of the business conditions of and opportunities for small businesses. EHealth service start-ups will provide fresh insights into the challenges and opportunities of the eHealth business sector.

*Keywords: eHealth, healthcare, start-up, critical incidents, entrepreneurship, growth, Finland, Sweden*