



Society leads SEK 40 million financing round for Hälsa Hemma – building next-generation primary care

Society led a SEK 40 million financing round for Hälsa Hemma, a Swedish healthtech company building next-generation primary care through its proprietary integrated care platform. Through its digiphysical model, which combines digital accessibility and efficiency with personal, in-home care, Hälsa Hemma is transforming how and where primary care is delivered. The investment enables expansion, further development of the AI-driven platform and strengthened operational capacity.



Swedish primary care is undergoing a clear shift, with care increasingly moving closer to the patient, while demand for accessibility, continuity and efficiency is increasing. Hälsa Hemma addresses this development with a scalable model that combines digital accessibility with physical home visits. The model enables efficient, personal and accessible care in the patient's home – a solution that strengthens the patient experience and improves healthcare resource utilisation.

Hälsa Hemma is fully integrated into the Swedish primary care system and operates under the same public reimbursement framework as traditional health centres, with recurring revenue per registered patient. The company is EBITDA-positive with an annual revenue run rate of approximately SEK 60 million and has experienced strong growth in recent years. Today, Hälsa Hemma is established in Stockholm, Gothenburg and Malmö/Lund, reaching over 5.5 million inhabitants.

The financing round was led by Society, which also invested alongside its investor network, Society Venture Partners. As a long-term capital partner in life science and digital health, Society combines capital, experience and networks to support growth companies like Hälsa Hemma – creating value for both investors and society.

"The healthcare landscape is undergoing a strategic shift, with more care moving from hospitals to primary care, and ultimately closer to the patient. Digitalisation and home-based care services play a central role in this development. Hälsa Hemma has taken a strong position with a validated model that combines digital care and home visits. We look forward to supporting the company's continued development and expansion as its long-term capital partner," said Andreas Lindblom, Managing Partner at Society.

"The capital injection enables us to scale a care model that is both profitable and makes a real difference for patients in their everyday lives. We are continuing to develop our technological platform and AI capabilities to further increase accessibility and efficiency in healthcare, while expanding into new regions. Our goal is to make primary care more accessible, coherent and sustainable – ensuring more patients receive the right care, in the right way and at the right time," said Fabian Ruben, CEO of Hälsa Hemma.

For more information, please contact:

Andreas Lindblom, Managing Partner, Society

andreas.lindblom@society.se

+46 70 375 73 73

Fabian Ruben, vd, Hälsa Hemma

fabian.ruben@halsahemma.com

+46 705 76 63 51

About Society

Society is a long-term investment partner and investor in life science and health tech, with a focus on the Nordic region. We identify and invest in growth companies with the potential to create significant value for both investors and society, and with a clear path towards a future exit. We lead investment processes and invest alongside leading venture capital firms, family offices, and through our investor network, Society Venture Partners. Our goal is for growth companies within life science and digital health to scale and succeed, making scientific breakthroughs in medicine and technology accessible to people all over the world. For more information, visit www.society.com and follow us on [LinkedIn](#).

About Hälsa Hemma

Hälsa Hemma is an innovative primary care provider that combines digital consultations with home visits to deliver smoother, safer, and more accessible care. Using advanced technology including route optimisation, connected medical devices, and AI, Hälsa Hemma provides primary care at standard patient fees – either in the patient's home or digitally – with a focus on continuity and proactive health. The service is available in Stockholm, Gothenburg, and Malmö/Lund and surrounding areas.