



Encare Selected for Health3-2-1 to Drive Expansion into the U.S. Market

Encare is proud to announce that it has been selected as one of the few Swedish companies to participate in Health3-2-1, an EU-funded initiative designed to accelerate international expansion for leading life science companies. As part of this initiative, Encare will focus on strengthening its presence in the U.S., a key market for innovative healthcare solutions.

“We are honored to be selected for Health 3-2-1 and see tremendous potential in the U.S. market,” says Rasmus Waller, CEO of Encare. “With the growing emphasis on surgical quality improvement and enhanced recovery protocols, we believe our solutions can play a pivotal role in improving patient outcomes and hospital efficiency across the U.S. This selection is also an important step in our accelerated U.S. expansion, reinforcing our commitment to bringing evidence-based ERAS® solutions to more healthcare providers nationwide.”

A Strong Fit for the U.S. Market

Many U.S. healthcare providers have attempted to implement ERAS® on their own but have faced challenges such as clinician buy-in, data extraction difficulties, and inconsistent benchmarking. As the demand for standardized, evidence-based solutions grows, hospitals are increasingly turning to adopt Encare’s proven approach to ensure sustainable ERAS® implementation, improved patient outcomes, and continuous quality improvement.

At the same time, the U.S. healthcare system is increasingly embracing Value-Based Healthcare (VBHC), emphasizing data-driven decision-making to improve surgical outcomes and cost efficiency. This aligns well with Encare’s proven solutions for evidence-based quality improvement, enabling hospitals to achieve higher ERAS® compliance, enhanced patient recovery, and optimized resource utilization.

Through Health3-2-1, Encare will gain access to market insights, regulatory guidance, and commercial strategy support for U.S. expansion. The program will also provide opportunities to engage with key industry stakeholders and potential partners, further accelerating market entry. Additionally, it creates opportunities for Encare to showcase its solutions to healthcare providers looking to enhance surgical care and outcomes.

“At Swecare, we are very happy to support the selected companies as they expand into the U.S. and U.K. markets. They are a testament to the strong innovation within the regional life science sector, and we are confident that each of them can help improve healthcare and health outcomes globally,” says Anna Riby, Regional Director at Swecare.

With this support, Encare will continue driving the adoption of high-quality, value-driven perioperative care across the U.S.

Find out more about Encare’s U.S. expansion at encare.net.

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About Encare

Encare is a HealthTech company that develops a SaaS solution that contributes to improving outcomes of surgery. Encare's interactive, cloud-based solution enables healthcare providers to follow international treatment guidelines before, during, and after major surgical procedures. Encare's service contains programs, so-called protocols, based on the international guidelines ERAS[®], Enhanced Recovery After Surgery, which result from research and best practice worldwide. Encare was founded in 2009 by Professor Olle Ljungqvist, who is also one of the founders of the ERAS[®] Society, the network of world-leading perioperative care authorities that develops the guidelines. In 2022, Professor Ljungqvist was awarded the most prestigious prize in the world of surgery for his work with ERAS[®], from the international surgical association ISS/SIC. To learn more about Encare, please visit the company's website at encare.net and follow Encare on [LinkedIn](#).

About Swecare

All around the world, equal access to good healthcare is lacking, which affects development, growth, and people's quality of life. Swedish products, services, and knowledge are often world-leading and are needed to improve people's health. Swecare helps the Swedish life science sector strengthen its international relationships and increase its exports. More details on the Health3-2-1 program and its selected companies can be found in the official announcement [here](#).