

Health Portal



The Health Portal is the Estonian government's new people-centred health data environment, which replaced Digilugu, a system that had remained unchanged for over a decade. The previous service was functional but had a complex structure and was difficult to understand for both the public and healthcare professionals. The aim of the new national health information system was, and remains, to support people's health behaviour by improving the accessibility and comprehensibility of health data.

The design process was based on the principles of service design: user research, mapping the needs of different target groups (adults, older people, people with chronic conditions, users with low digital literacy, healthcare professionals), creating user journeys, prototyping and several iterations of usability testing. Particular attention was paid to simplifying medical terminology, ensuring clear navigation, WCAG accessibility and a seamless mobile experience.

— Design team

The project was started by a four-person team from DUX and Iglu, of whom Iglu continues to this day. The creative work, design research, and user-interface design have been led from the very beginning by Laura Asu and Egle Kiik, with Anna Linskaja serving as project manager and providing support to the designers.

— Measurable impact

The Health Portal's impact is broad, clearly measurable, and lasting over time. Impact was assessed using statistics, satisfaction surveys, independent studies, user interviews, and service analytics.

Measurable results:

- **Use grew roughly 2.3×** (monthly logins rose from ~640,000 to ~1.45 million)
- The portal is opened **17.4 million times a year** (~1.45 million a month, 2025 statistics)
- **802,184 unique visits a year**; for comparison, the number of residents aged 15+ in Estonia is 1,156,267
- **80.73% user satisfaction** (median 81.2%, 20,058 reviews) in 2025
- **82.04% user satisfaction** (median 82.3%, 11,334 reviews) in 2026
- **89.88%** satisfaction with the digital registry's booking-confirmation view (the booked-appointment view)
- Campaign measurements: first impression **4.46** / visual design **4.34** (on a 5-point scale)
- **Over 70% use the portal on mobile** (Digilugu had no mobile support)

Independent proof — Kantar Emor 2025

Data from Kantar Emor's representative nationwide survey "Estonian residents' assessments of medical care" (2025, n=1274, commissioned by the Estonian Health Insurance Fund) confirm the portal's reach and usability:

- **95%** of residents have heard of the Health Portal
- **89%** of visitors find it easy to use
- **86%** have visited the portal at least once (from roughly one sixth in 2015 to 86% in 2025)
- **84%** visit to view their own health data, 40% to book in the digital registry

— Impact that reaches beyond the user

For people and society

- Better access to healthcare services regardless of location, reducing regional and health-related inequality
- Clearer health information, leading to better adherence to treatment recommendations and to prevention
- Accessible even to the most vulnerable (WCAG testing together with the Estonian Blind Union)
- Over 70% use it on mobile

For the healthcare system and business

- Support load decreases, as the services are self-explanatory
- Fast access to data frees healthcare professionals' time for patient care
- Efficient management of content and translations saves time and money
- Opens collaboration opportunities with the private sector (e.g. health tests, services)

For the environment

- Paper-free documentation reduces material use
- Fewer physical visits, meaning less transport and energy use

— Accessibility

One significant shortcoming of Digilugu was the difficulty in accessing health data, both from the perspective of user experience and accessibility standards (WCAG). Furthermore, the system lacked mobile support. The Health Portal has undergone thorough WCAG testing across a range of devices and operating systems, resulting in an accessibility report with only minor observations. The testing was carried out with the assistance of volunteers from the Estonian Blind Union and the Consumer Protection and Technical Regulatory Authority.

One of the Health Portal's most significant achievements is its high level of mobile usage. Previously, the majority of users accessed the portal via a computer, but following the COVID-19 pandemic, Digilugu users were split roughly equally between mobile and computer users; however, mobile users now account for at least 70 per cent of all Health Portal users. This is also reflected in the number of visitors to the portal: whilst the average number of logins per month for Digilugu was 640,000, the corresponding figure for the Health Portal is 1,450,000.

— How the design achieved this

The Health Portal has been deliberately designed as an evolutionary service that is never 'finished'. Input is gathered on a daily basis from the service's analytics, customer support, campaign metrics and independent research. All of this triggers subsequent changes and improvements. User behaviour, expectations and technologies are constantly changing, which is why the design serves as a framework for continuous improvement: every new metric, piece of feedback or usage pattern triggers the next enhancement. This approach ensures that the service remains relevant, accessible and user-friendly over time.

The investment in design in 2025 amounted to approximately €130,000.

— Summary

The Health Portal is a digital gateway that provides access to health information for both individuals and their loved ones. The main objectives in developing the new portal were to make it easier to use and accessible to all users. By updating the former digilugu.ee services, health inequalities were reduced by offering users easier access to various healthcare services, including those who face physical or financial barriers to accessing medical care.