

CASE STUDY



Your health information in your hands

Summary

Terviseportaal is a **digital gateway** to a person's own and their family's health information. It replaced Digilugu, left almost unchanged since 2013, and went live on **27 November 2023** with one goal: to make national health services genuinely usable and accessible to everyone.

In the case of Digilugu, users highlighted the following concerns that needed to be addressed when creating the Terviseportaal:

- the basic functions were manageable, but it required a lot of effort;
- complex navigation and design;
- complex language use both on the website and in the content of the documents;
- insufficient functions, which is why the service did not offer enough value to the user.

Good service design, though, doesn't stop at launch. A service is **never truly “finished”**, it earns its quality by improving continuously, in response to how people actually use it. Since 2022 the Health Portal has grown through **~1 600 improvements across 13 service areas**, and it keeps evolving continuously.

The impact is measurable: **usage has grown roughly 2.3×**, over **70%** of it on mobile, and independent research (**Kantar Emor 2025**) confirms high awareness, ease of use and satisfaction.



Background & team

Before the project

The project was preceded by piloting, pre-analysis and prototyping.

Digilugu spanned many separate health services, so the problem was also tackled in the public-service development programme, today's Government Office Innovation Team, where one specific service was piloted using **service-design principles**: personas, user journeys and interviews.

The first version went live on **27 November 2023**. From there the service began its **continuous, feedback-driven evolution**.

Who took part

The National Institute for Health Development, the Health Insurance Fund, the Ministry of Social Affairs, the Health and Welfare Information Systems Centre (TEHIK), the State Agency of Medicines, the Estonian Blind Union, and doctors, professional associations, specialists and end-users.

CREDITS

Client

Tervisekassa
TEHIK

Design

Iglu

Project management

Evgeni Nikolaevski,
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Development

Snowhound,
Industry 62,
Iglu

Launch wasn't the end, but the start

LIVE: 27 November 2023

BEFORE LAUNCH

Goal

Design and build a health service that is **user-friendly and accessible to everyone**, replacing Digilugu, unchanged since 2013.

Key activities

- Research & preliminary analysis
- User needs & journey mapping
- Prototyping: paper → lo-fi → hi-fi
- Usability testing before launch

AFTER LAUNCH

Goal

The service is **never “finished”**. Keep improving it **continuously**, from real use and ongoing user feedback.

Key activities

- Feedback: support, social media, specialists, in-portal
- Analyse → design → test → release
- Improvements shipped on a rolling basis

That shift: from building the service to continuously improving it, is the essence of good service design.

Four years, ~1,600 improvements

The Health Portal is never finished: it keeps evolving on user feedback.

From October 2022 to August 2026, ~1 600 new features and enhancements reached users across 13 service areas, a steady flow, year after year.

~1 600

new features &
enhancements

34

improvements a month, on
average

13

service areas

~4

years of steady delivery

The busiest year of development was 2024 (~ **542 enhancements**).

After the portal went live, investment went both into user-facing services and into the foundation.

For example, new services were added, such as **voluntary health insurance** and ordering the **European Health Insurance Card**; users gained the ability to see their own **medication plan**; a **new dashboard** was introduced; the national GovSSO authentication method was adopted for logging in; the design system was updated; and automated tests were added across all service areas.

Source: full project history of user-facing functionality changes, October 2022 to August 2026.

Convenience and access moved people to mobile

The Health Portal isn't only there when someone needs help — it also helps prevent illness and maintain health. Its usability and accessibility shape people's health, healthy years lived, awareness, and even the environment.

Accessibility

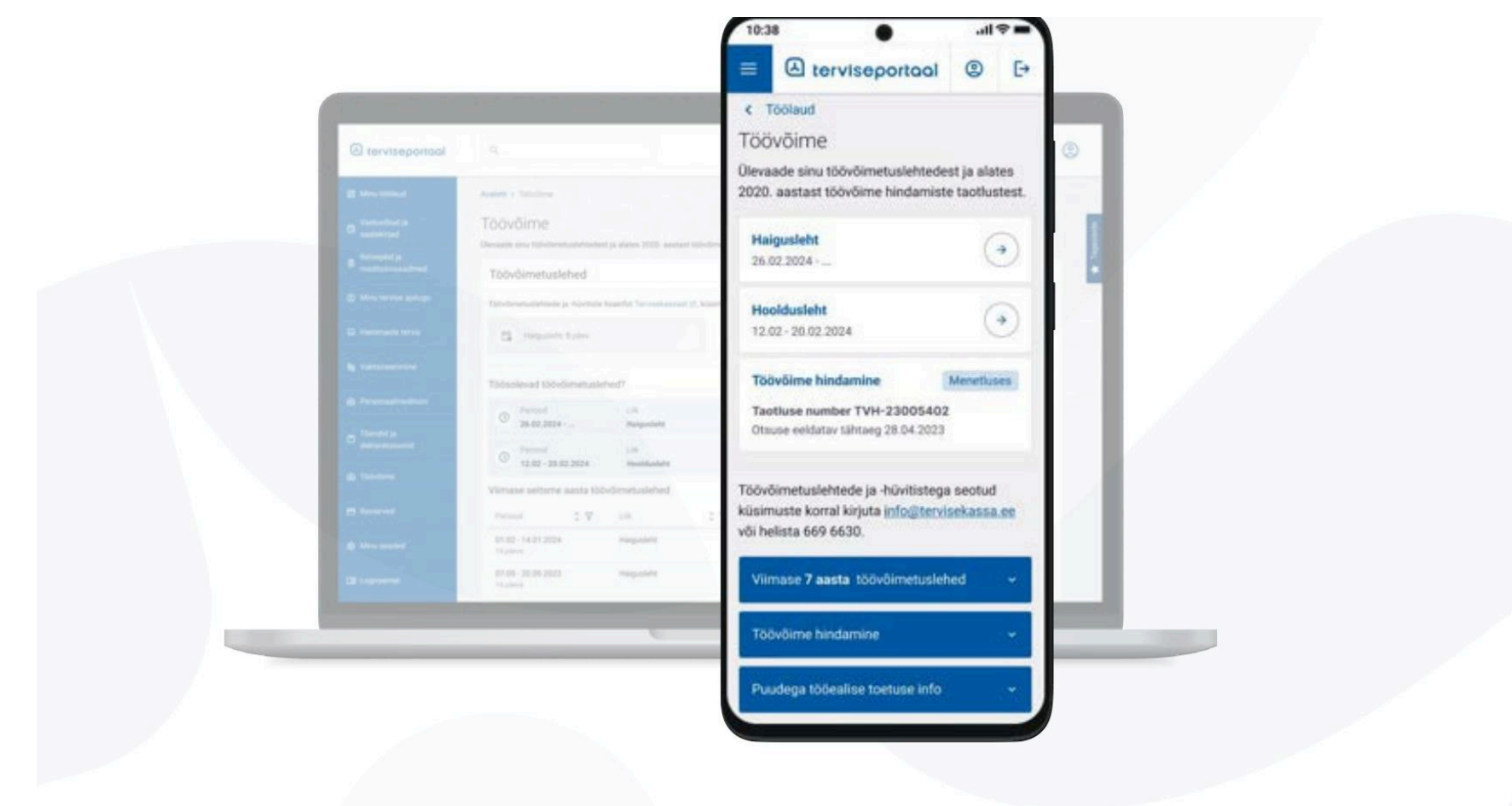
One of Digilugu's biggest weaknesses was difficult access to health data, both in user experience and WCAG accessibility. There was no mobile support at all.

Replacing Digilugu didn't change the historical data, but the Health Portal now shows it more logically and clearly. The design added value through usability and accessibility. Feedback also improved how data is collected, so future data is higher quality.

A key win is high mobile usage. On Digilugu, users split fairly evenly between mobile and desktop; on the Health Portal at least **70%** of use is mobile.

The Health Portal has undergone extensive **WCAG testing across various devices and operating systems**, resulting in an accessibility statement with only minor observations.

The testing was supported by volunteers from the Estonian Blind Union and the Consumer Protection and Technical Regulatory Authority.

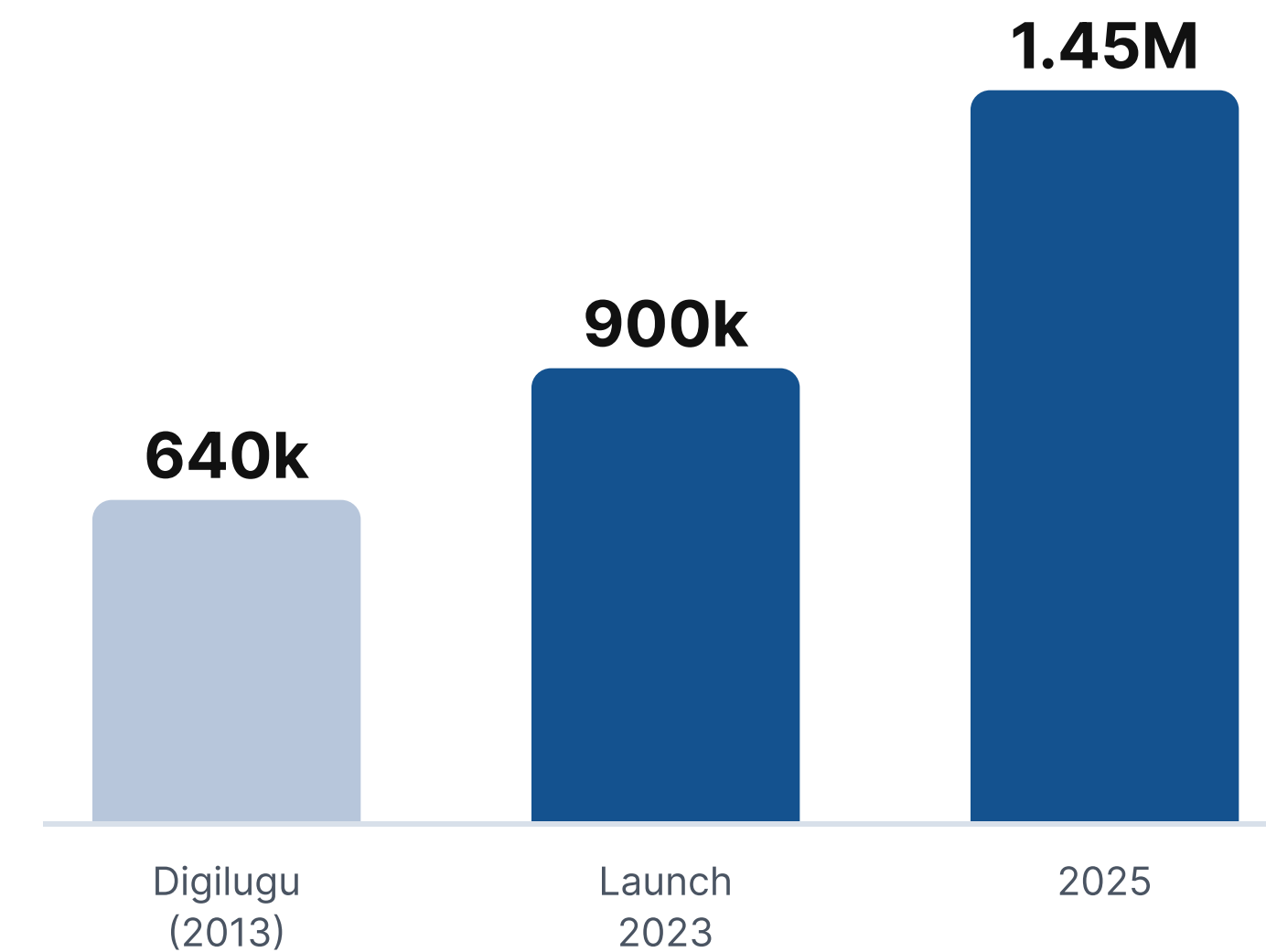


Design that pays for itself

- **Higher use:** monthly logins grew from ~640 000 (Digilugu) to ~900 000 at launch and to about 1.45 million a month by 2025, roughly 2.3× more. That is 17.4 million logins and 802 184 unique visitors a year.
- **Efficient content & translation:** managed in-house, saving significant time and money.
- **Frees clinicians' time:** clear content reduces routine contact with doctors, letting them focus on care.
- **Long-term savings:** better-informed, more preventive citizens mean a healthier population and lower costs.
- **New opportunities & reach:** collaboration with the private sector, and access anywhere with internet.

Monthly logins

Grown roughly 2.3× since Digilugu (2013)



802 184 unique visitors a year

Better access, smaller footprint

Better access to healthcare services. The portal's evidence-based, validated content raises health awareness. Digital solutions reduce the strain on the healthcare system.

Impact on Environment

Fewer in-person visits mean lower energy use at care facilities and less transport. Documentation is paperless.

Impact on Community

Digital solutions reduce health inequality by offering easier access to services, including under physical and economic constraints.

User feedback and comments

After the project was launched, the social media manager, product manager, and usability specialist monitored all comments. Based on these comments, corrections were made and data quality issues were identified.



Users are satisfied, and they say why

Feedback comes in continuously through email, phone and an in-portal form.

What users say

“

I really like the new portal, much more intuitive than Digilugu. New information is visible right away.

“

It's more relevant than its predecessor and finds what's needed more easily.

“

First visit was very positive: all indicators, visits, medicines and prescriptions right there.

“

Very handy and convenient to use. Cheers!

“

I just wanted to check a prescription, and didn't have to search for anything anywhere.

“

Practical, very simple and clear. Thank you!

User satisfaction index

80.73%

overall satisfaction · 2025 · 20 058 ratings

89.88%

satisfaction with the booking-confirmation view
(median 90.19%)

The in-portal user-rating median is 81.2%. In 2025, ~47 600 ratings were collected in total, guiding what to improve next.

Independent research confirms it reached people

Kantar Emor's representative nationwide survey confirms the Health Portal's reach and usability. Awareness and use have grown sharply, from about a sixth of residents in 2015 to the vast majority today, and **40%** now use the portal to book appointments via the digital registry.

95%

of residents have heard of
the Health Portal

86%

have visited the portal at
least once

89%

of visitors find it easy to use

84%

visit to view their own health
data

Source: Kantar Emor, "Estonian residents' assessments of medical care", 2025, n=1 274, commissioned by the Estonian Health Insurance Fund.

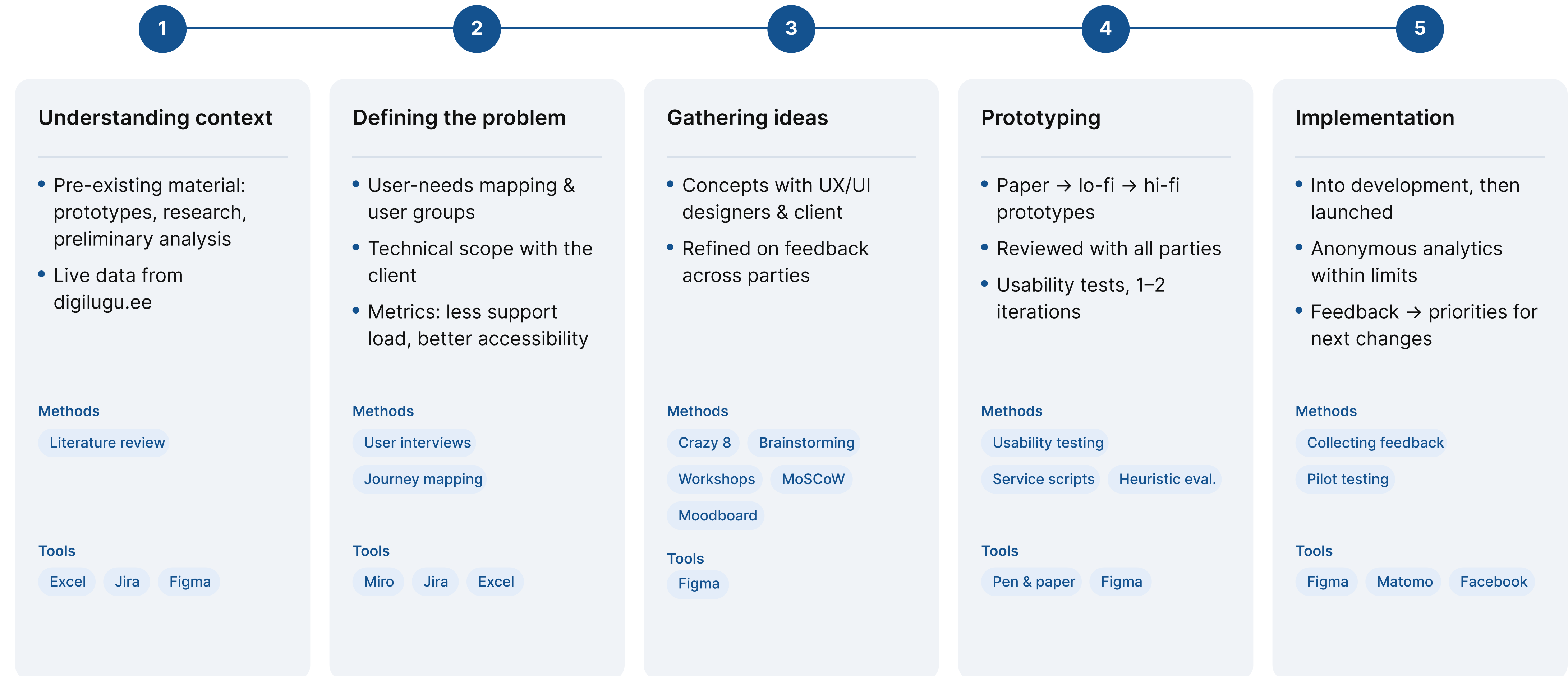
The dashboard view

A dashboard that adapts to the person

The dashboard brings important, time-critical information onto a single page and guides the person through the system.

Every decision was made with real users

From understanding the context to continuous delivery: the methods and tools behind every service.



One portal that shows each person what matters

The dashboard shows each person exactly what matters to them, from healthy adults to people managing several chronic conditions.

Healthy adult

Little time-critical data. The home page shows what's available and helps manage loved ones' health.

Healthy child

Little time-critical data. Surfaces the latest health checks and reminds of upcoming check-ups.

One chronic condition

Moderate data. Prescriptions, test results, referral-based booking and reminders take priority.

Multiple chronic conditions

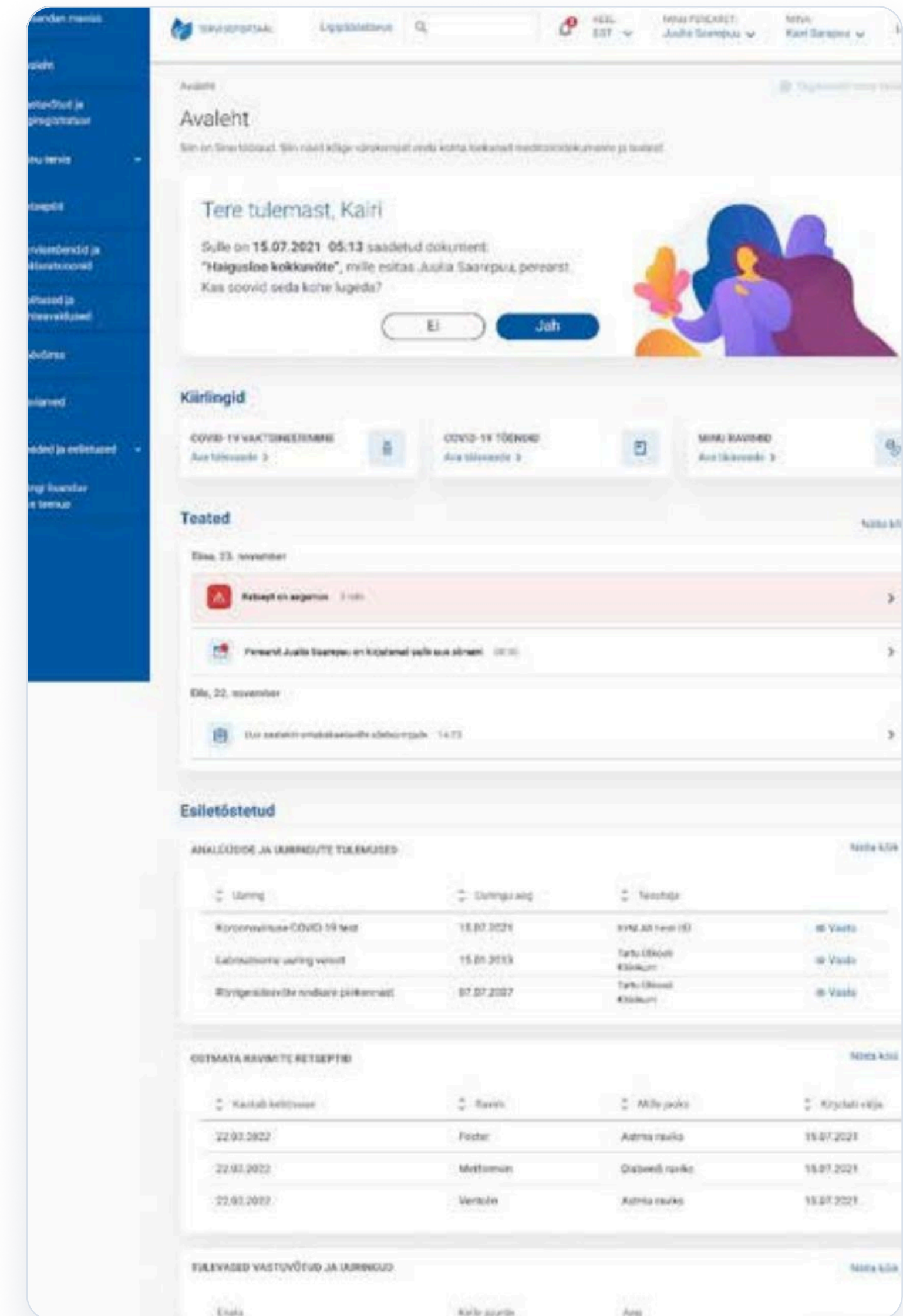
Data-rich. Current prescriptions and the many recent and upcoming appointments are surfaced first.

It started by mapping the client's needs

Where it started

The problem was clear: health information was scattered across many separate services and written in clinical language, making it hard for people to understand what was happening with their health. The client and the design team mapped the needs, opportunities and priorities from earlier user interviews and set expectations for the new service.

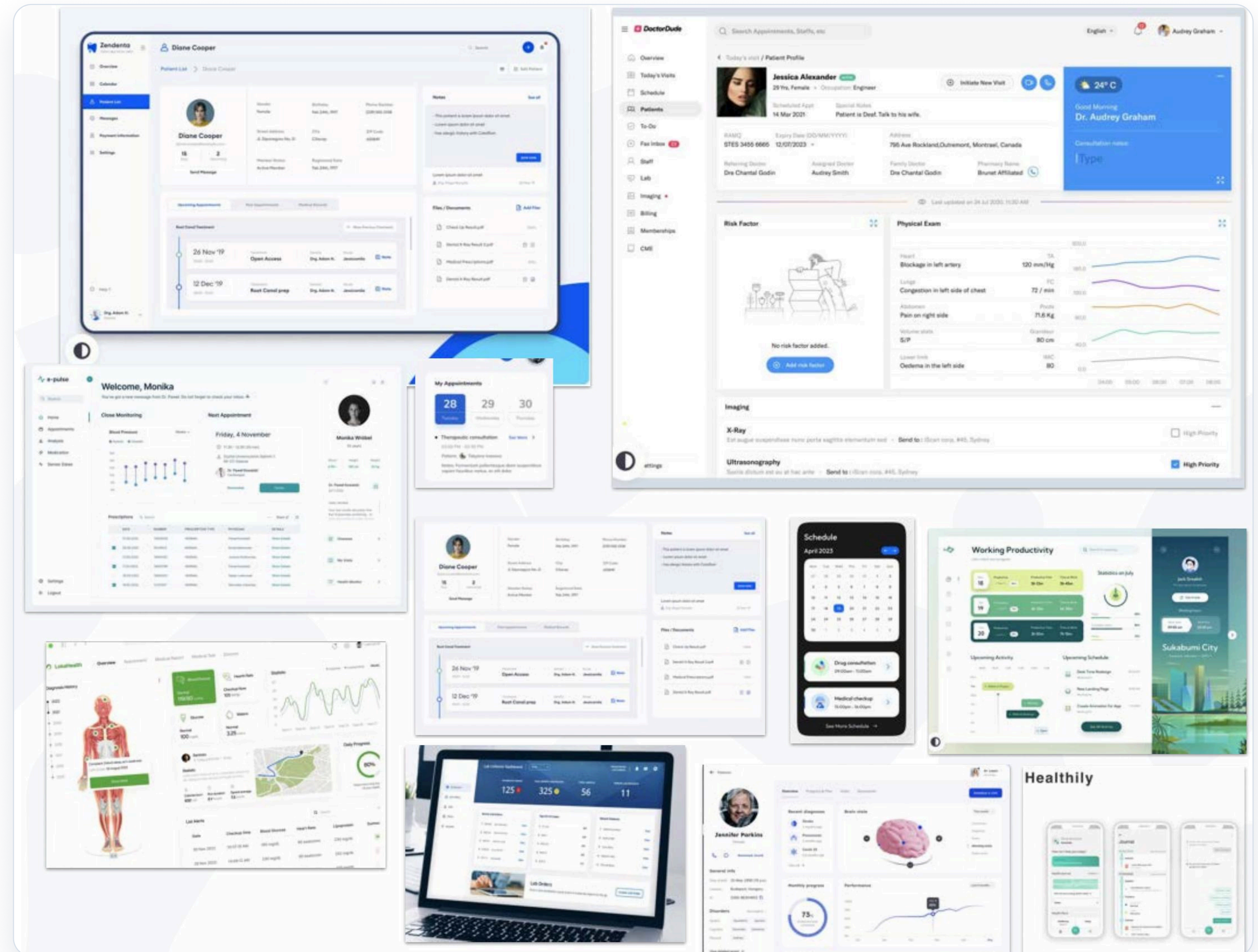
Meeting notes and input from the previous tender fed straight into the first concepts.



The visual direction came from the best examples

References

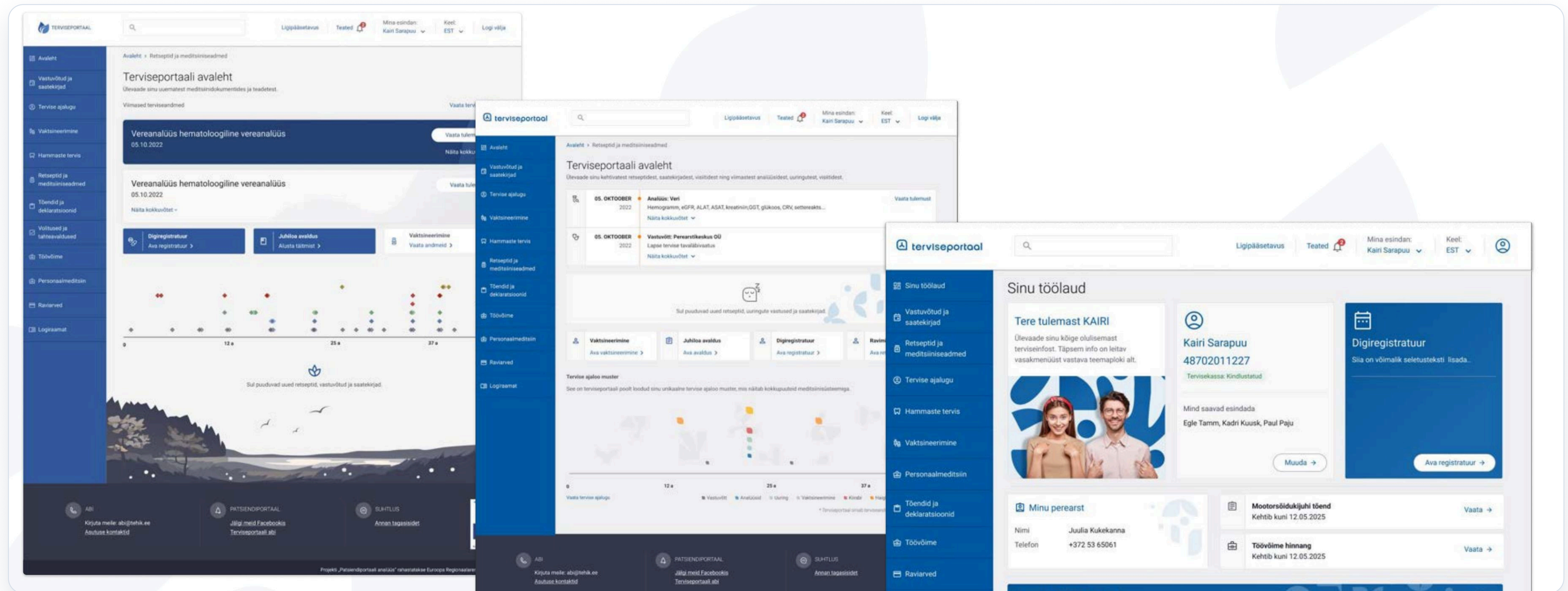
We studied leading health and dashboard products to shape a calm, scannable and trustworthy interface.



Ideas became tangible on paper first

The first prototypes were on paper.

Then we built clickable prototypes with TEHIK's design-system components in Figma.



Eight experts reviewed the design critically

Eight usability specialists debated the design in depth, especially the brand patterns and visual details.

What the experts said

“

The pattern at the bottom reminds me of the one on nappies.

“

Those bottom motifs are a bit much for me. I'd prefer the health pattern, or drop both.

“

Otherwise it looks good: the information is logically divided and I like the card system. The contrasts are right too.

How it shaped the design

Debating the brand patterns in depth led to a calmer visual system.

Decorative motifs were toned down so the interface stays quiet and clear, while contrast keeps the important things easy to spot.

The home page surfaces what needs attention

Tested across at least four iterations with six users each, surfacing both what worked and what didn't.

What testing revealed

“

I like the calmer blue-green style, the client-friendly tone and the icons. Labels help things stand out and the structure is logical.

“

The home page should let me move on: I check prescriptions and summaries more often than booking a time. Right now it's less handy than Digilugu.

“

Good that the digital registry is surfaced.

“

I'd like expiry labels on documents.

From feedback to change

Testing showed the home page had to prioritise what needs attention.

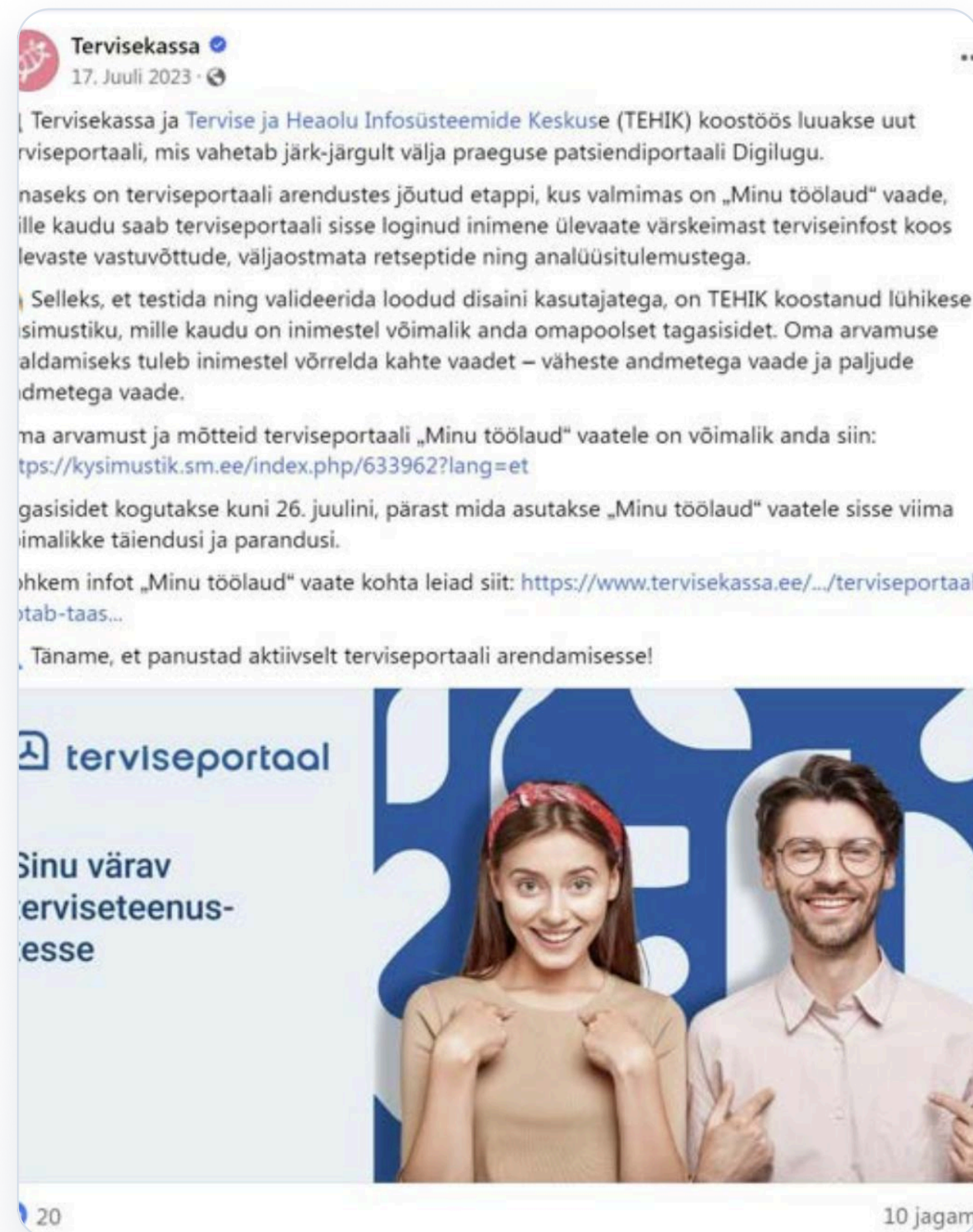
The dashboard now surfaces

- ✓ Expiring prescriptions
- ✓ Upcoming appointments
- ✓ New results

exactly what users came to check

Public feedback scored it 4.46/5

We ran a public campaign on social media inviting people to try the redesigned service and share their impressions.



Key results

The redesign was received positively and generated ideas for what to improve next.

4.46 /5

first impression of the new service

4.34 /5

rating of the visual design

Recurring notes on wording and information priority became the next round of improvements.

A dashboard that has grown with its users

From Digilugu's fragmented view we reached our first 2023 version, and through continuous refinement, today's clearer dashboard. The growth came not from necessity but from quality: 89% find the service easy to use and keep coming back by choice.

2.3×

more logins than Digilugu

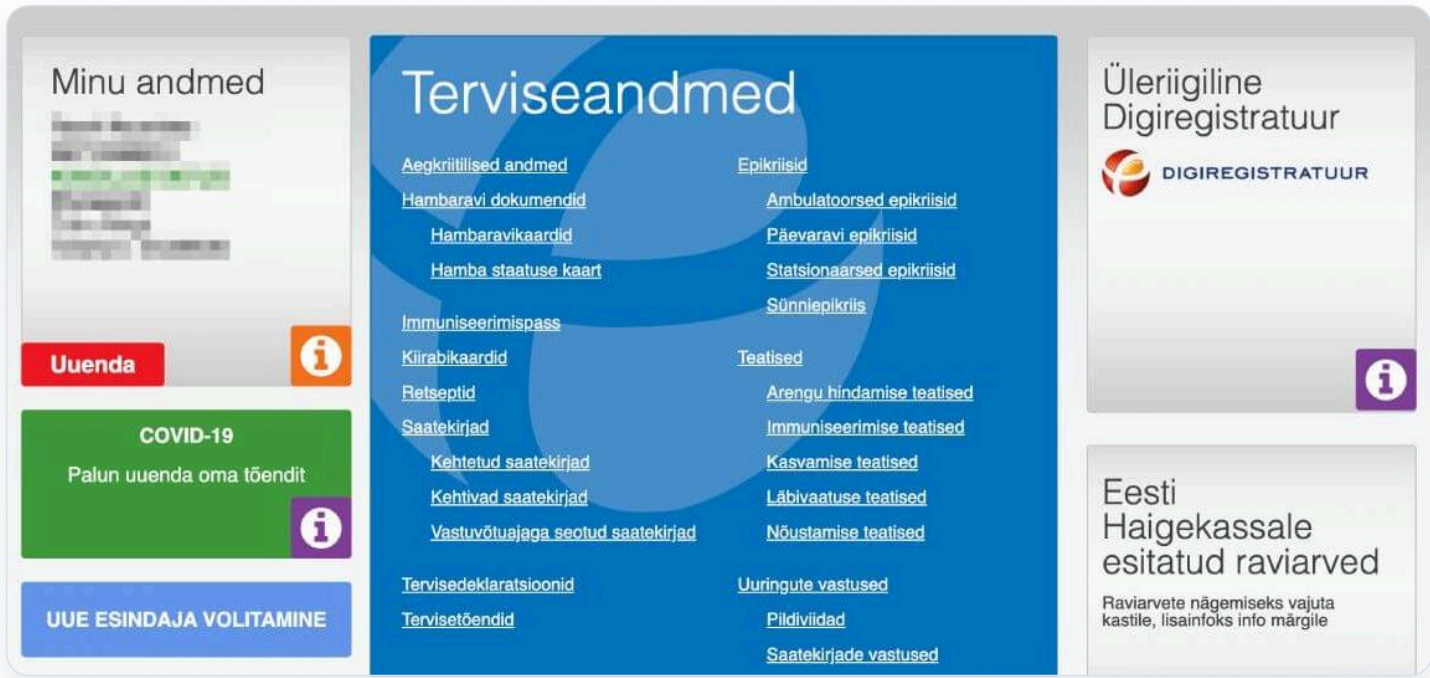
80.73%

2025 satisfaction index

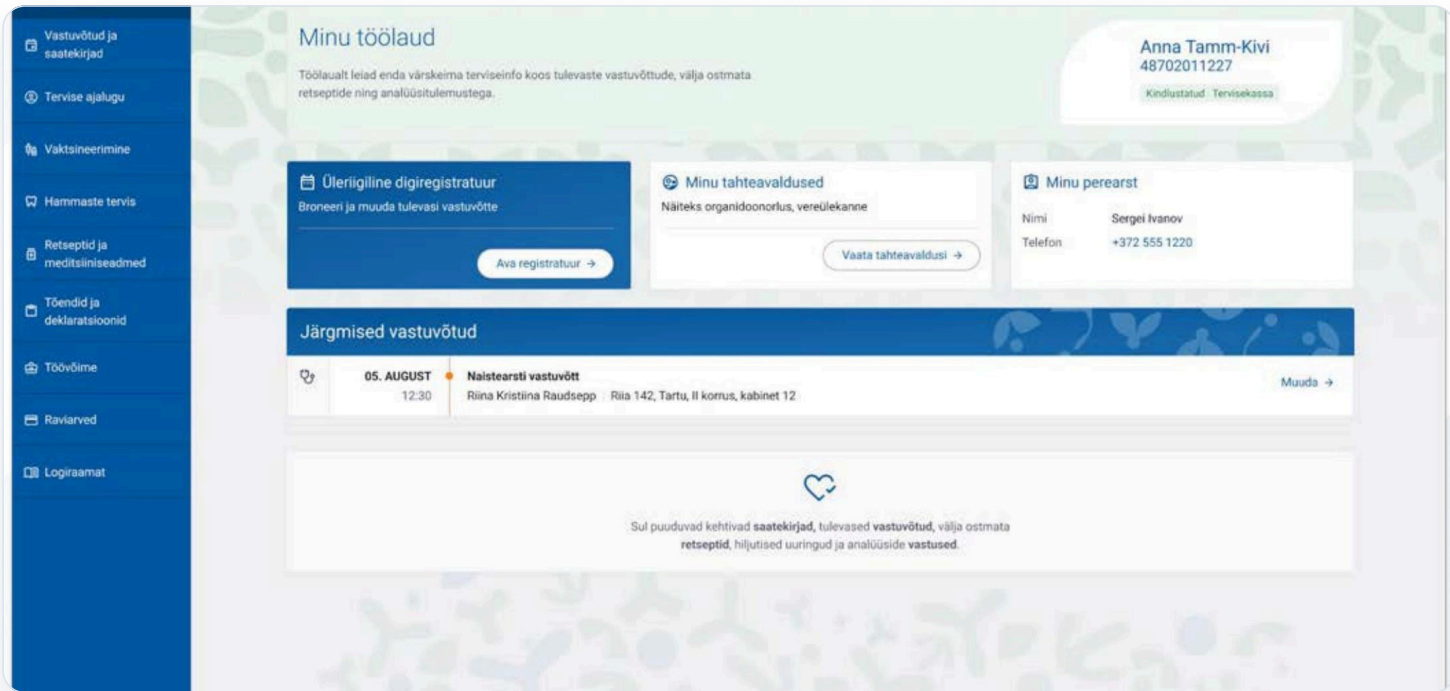
1.45M

logins a month in 2025

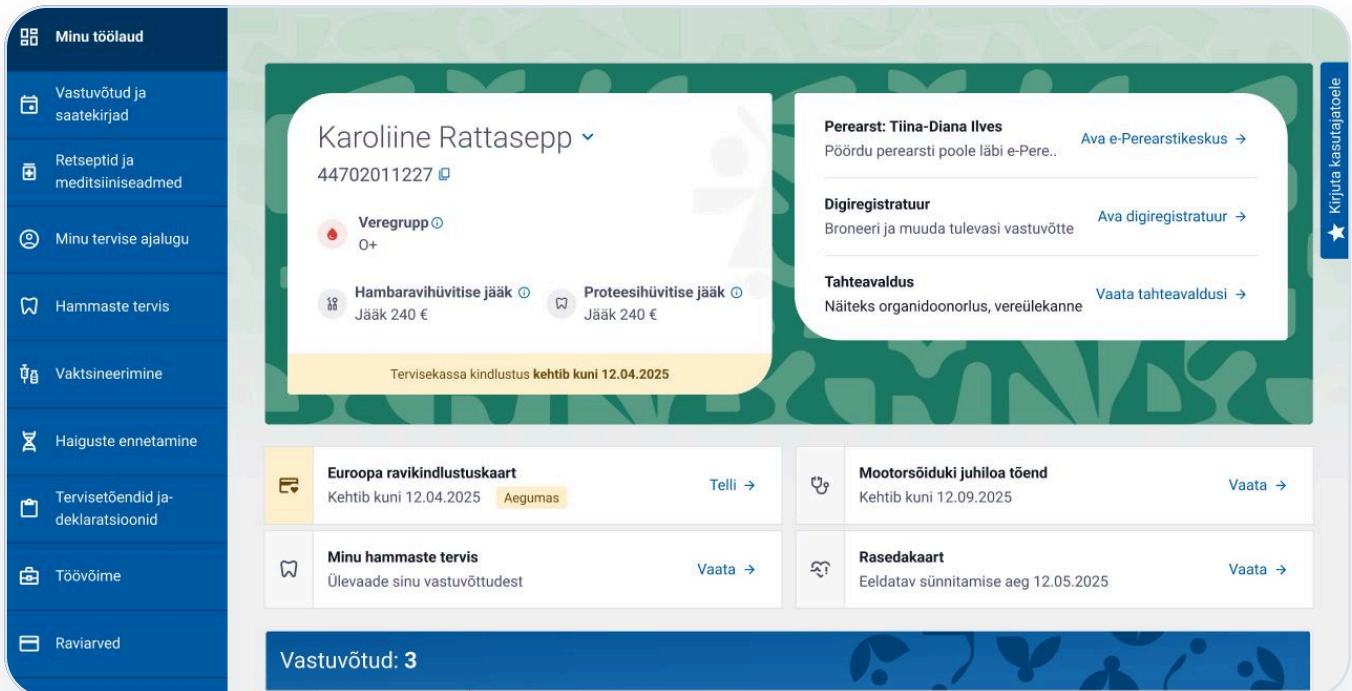
until 2023 · Digilugu



2023 · at launch



2026 · present



The service reaches most Estonian adults

Good service design shows not in looks but in measurable impact, for people and for the whole system.

69%

802 184 people out of Estonia's 1.16 million adults use the service every year.

~28%

use the service every month

89%

find the service easy to use (Kantar Emor)

~1 600

improvements shipped from user feedback, on a rolling basis

Accessibility is built in (WCAG, with the Estonian Blind Union) and content is managed in-house, so the service keeps improving on continuous feedback.



The aim of the Health Portal is to serve as a service gateway that helps people maintain good health and prevent health problems.

The accessibility and usability of the Health Portal indirectly impact people's health, years lived in good health, health awareness, and environmental sustainability.

