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Why Care of Sweden exists – And how the journey began 25 years ago

Care of Sweden was founded 25 years ago by Magnus Högberg with a clear goal: to improve healthcare through innovative aids that prevent pressure ulcers/injuries and reduce suffering. With a strong focus on long-term commitment, knowledge, and care, the company has evolved its vision to encompass not just aids but also education and holistic support for the healthcare system. Here, Magnus shares the journey, the challenges, and the long-term ambition to eliminate pressure ulcers/injuries and contribute to more efficient, patient-centered care.

Background

This year, Care of Sweden celebrates 25 years, a journey that began when Magnus Högberg and a former business partner established the company in 1999. However, the story goes even further back to when Magnus returned to his hometown of Svenljunga. With a father who was a masseur and sold Tempur mattresses, Magnus took his first steps into the business world by selling neck pillows and mattresses. It was soon within healthcare that he saw a greater need and an area where his efforts could make a real difference – pressure ulcer/injury prevention.

“Pressure ulcers cause immense suffering for individuals and are a significant cost burden for healthcare,” says Magnus. “We quickly saw how our aids could help prevent these wounds, which became the core of our business.”

A vision for the future: "Supporting Life"

Over time, Care of Sweden developed not just aids but an entire philosophy, encapsulated in the company's brand value "Supporting Life." This concept represents the company's ambition to reduce suffering through individualized care and simultaneously support a better healthcare economy. The company's work is not only about products for pressure ulcer prevention but also about supporting the healthcare system as a whole.



“We work closely with our clients to combat the suffering that pressure ulcers entail, not only for individuals but also for society and our environment,” explains Magnus.

More than just pressure ulcer prevention

For individuals, Care of Sweden's products provide aids for preventative measures to avoid the occurrence of pressure ulcers/injuries, as well as aids for treating existing pressure ulcers/injuries. For caregivers, they offer a means to simplify the work process, where more effective products can help avoid extended care time and, consequently, costs.

“From a health economics perspective, our pressure ulcer prevention mattresses can significantly reduce healthcare costs,” says Magnus.

The cornerstones of the business

"Supporting Life" extends beyond merely pressure ulcer prevention products. It involves a broader sustainability perspective where Care of Sweden strives to make a long-term difference.

Education is a central part of Care of Sweden's operations. Each week, the company offers training at healthcare facilities across Sweden to increase awareness about pressure ulcers/injuries and how to use these aids most effectively. These trainings are also available digitally from the company's recording studios, enabling them to reach both Swedish and international clients.

“Education has been central to us from the start. We want our clients to understand the importance of our systems and how they can strengthen the entire care chain,” explains Magnus

The future – A work in constant development

Over the past 25 years, Care of Sweden has made significant progress in the fight against pressure ulcers/injuries, but challenges remain.



“We cannot eliminate pressure ulcers on our own. It requires close collaboration with the entire healthcare system, and although we cannot promise a world without pressure ulcers, we must continue to work strategically to continually reduce their occurrence,” concludes Magnus.

About

Care of Sweden is a leader in pressure ulcer/injury innovation, dedicated to providing solutions that empower patients and improve outcomes with the help of healthcare systems worldwide. With a commitment to excellence and compassion, they strive to make a positive impact on the lives of individuals and communities worldwide. The vision is to eliminate pressure ulcers together with healthcare by our promise “Supporting Life”.