

# The AAU Health Mission

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# The Aalborg University Health Mission

**Direction – Mobilisation – Commitment – Content**

# Direction and mobilisation from Day 1

Top-down



AAUs Health Mission



Bottom-up

Survey with 400 respondents (external and internal)



# Challenges anno 2025 (commitment)

- Coherence
- Individualisation
- Self-management





## Goal of the mission:

To improve patient health through technology-supported and coherent care pathways, tailored to the individual patient





Guided by "What's in it for me?" (commitment)

In other words "how do we create value for you?"

Stakeholder Group	Collaboration	Career Development	Real-World Impact
Young Researchers (PhD, Postdoc, Assistant Prof.)	Collaborate with experienced researchers across faculties	Mentorship, training, and leadership skill-building	Contribute to technology-driven solutions for societal challenges
Senior Researchers (Associate and Full Prof., Deans)	Lead interdisciplinary teams on impactful projects	Opportunities to mentor others and lead key initiatives	Shape legacy through societal-scale research solutions
Students	Participate in cross-faculty projects	Develop interdisciplinary and collaborative skills	Apply learning to real-world interdisciplinary challenges
Patients	Contribute insights on care needs and experiences	Empowerment through patient-centered initiatives	Improve quality of care and health outcomes
Clinicians	Collaborate with researchers to influence solutions	Access to tools for professional growth and decision-making	Develop tools to streamline clinical workflows
Leaders in Healthcare System	Coordinate with policymakers and researchers	Leadership opportunities in health reform efforts	Drive systemic healthcare improvements
Governmental Organizations	Co-develop strategies with stakeholders	Support policy-focused career development	Achieve measurable societal outcomes
Non-Governmental Organizations	Partner in advocacy and collaboration	Empower leaders in NGOs with strategic roles	Address global health equity challenges
Industry	Public-private partnerships to develop scalable solutions	Access to innovation hubs and funding opportunities	Develop and market globally scalable solutions
Foundations	Collaborate with researchers to fund impactful work	Support long-term mission-aligned research initiatives	Support transformational research aligned with global goals





## Open Innovation Summit on multimorbidity (commitment and content)



Support patients with multimorbidity through digital tools

Clear definition of a challenge

Multiple perspectives (inc. patients)

"hackaton"-type to develop idea

Coalition developed – open invitations

Grant development organised

End-goal: Reducing the treatment burden



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## Direction – Mobilisation – Commitment – Content

↓  
Challenge mapping  
Insight generation  
Understanding needs

↓  
Early involvement  
Co-prioritisation  
Shared ownership

↓  
Shared-understanding  
Value creation  
Small wins

↓  
Workshops (all)  
Shared-understanding  
Value creation  
"teams"