



Health for all

– for the individual and for society

The Faculty of Health Sciences:
Research Strategy 2030



Mission:

We conduct research to improve people's health. We carry out interdisciplinary health science research with a focus on the whole person

Vision:

By 2030, our health research will be internationally recognised for creating value for the individual and for society

Health for all

– for the individual and for society

HEALTH's research strategy aims to contribute to setting the health agenda. 'Health for all – for the individual and society' has been developed in parallel with SDU's strategy 'Value, Quality, People – the University of Southern Denmark towards 2030'. Overall, SDU will 'create value for and with society and shape the future through high quality, talented people and outstanding environments', and this is exactly what HEALTH is bringing into focus with this strategy.

We will help to shape the society of the future through innovative and transformative research. HEALTH will conduct excellent research within a motivational university framework where individuals and groups will be able to realise their full potential. This applies both to our research and to our education programmes: with the help of outstanding research environments, we will also create the basis for delivering research-based education programmes of the highest quality.

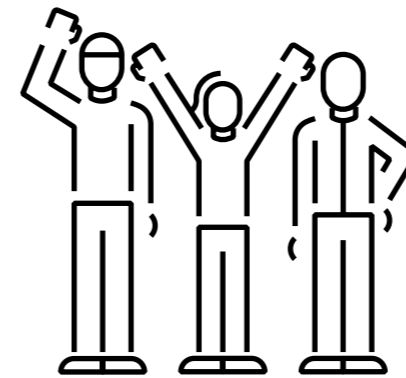
The overarching approach is a focus on the individual and its relationship with the surrounding community. Whether it is the researcher, the student or the citizen in society, HEALTH's research is conducted for all of us. Or, as the SDU strategy states: 'It is in the interaction between individuals and collectives that we succeed as a university.'

SUND will play a significant role in creating value for and with society. We will do this through interdisciplinary, innovative work and always with consideration for collaborations and partnerships.

The Faculty of Health Sciences has an important role in the development of the healthcare sector and public health in general – and this is a responsibility we take seriously because HEALTH desires to create value for and with society. On a daily basis, we work closely with the Region of Southern Denmark's hospitals, particularly Odense University Hospital, with whom we will soon share a new building – and we look forward to welcoming them when they move here.

We want the University of Southern Denmark to be recognised as one of the foremost universities when it comes to delivering societal impact. With the help of our research strategy, HEALTH brings this to the forefront.

Ole Skøtt
Dean, Faculty of Health Sciences



By 2030, HEALTH's research will be known for:

- SUND will provide first-class research support that underpins the entire research process from idea to implementation.
- HEALTH will further develop the Faculty's focus on excellent research that improves people's health. This includes increased attention to the recruitment and development of excellent researchers, as well as a focus on internationalisation.
- HEALTH will conduct translational and interdisciplinary research, created in interaction with international and national partners. These include Odense University Hospital, the regional hospitals and the other faculties at the University of Southern Denmark.
- HEALTH will be the partner of choice in research for and with the citizen, the patient and their family in Denmark. By involving the citizen, the patient and their family, we will increase the democratisation of the healthcare sector and contribute to more inclusion and equality in society.
- HEALTH will foster a culture of increased focus on innovation, whereby cutting-edge research is implemented for the benefit of citizens and society.

The Faculty of Health Sciences will be known for creating value for and with society – and for shaping the future through high quality, talented people and outstanding environments.

The five focus areas and the new HEALTH building

With five focus areas, we will make it clearer for researchers, employees and partners which aspects are to be prioritised and which tools and processes are to be brought into play.

The overall parameter of HEALTH's research strategy 2030 is that we will strengthen research – for instance, through increasing income from external funding at HEALTH and supporting the importance of research for society and the individual.

With HEALTH's research strategy, we want to lay the groundwork for becoming an even better research institution and being among the best at cultivating new research talents.

For many people, the strategy will be lived out and developed on campus in the New HEALTH building, with focus on both existing relationships and the new collaborations that will naturally arise when we are under the same roof as the other faculties and – soon – Odense University Hospital.



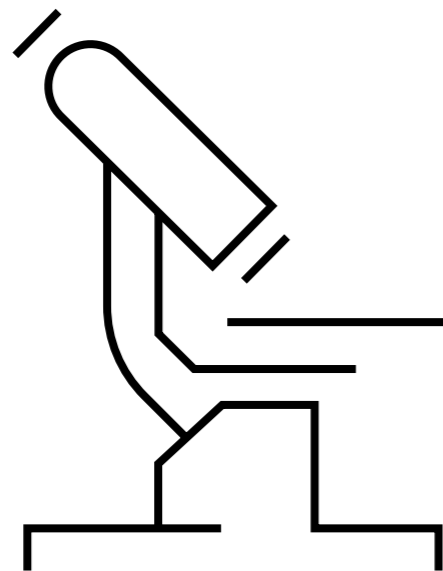


Initiative 1: First-Class Research Support

The goal of First-Class Research Support is for the Faculty to have the best research support that supports both academic and societal impact throughout the entire process.

This applies to all steps: from when the idea first arises to the actual implementation of the research results out in society.

First-Class Research Support is a crucial foundation for the other initiatives in the strategy.



Through the initiative, we will...

1. create a clear infrastructure that supports researchers so that they are best placed to deliver top-quality research, publish in the best journals and attract external funding from national and international sources. In this way, the strategy supports both SDU's strategy and the funding strategy.
2. prioritise international collaboration and publishing with international partners. The Faculty will prioritise strategic recruitment to hire talented researchers with international experience, as well as strive to develop our own PhD students through international exchange.

Action plan:

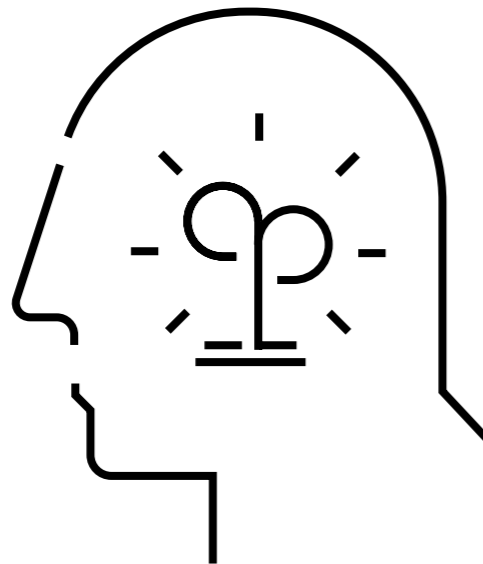
1. Support needs are to be identified and will be prioritised accordingly. The organisation is to be adapted so that the new infrastructure provides the best research support throughout the process from idea to implementation.
2. Description of internationalisation strategy and tools, including Danish and English as equal working languages, international recruitment and PhD study abroad (see SDU's funding strategy).

Initiative 2: Excellence in Focus

The research environments of all departments at HEALTH are leading in their fields, nationally and internationally.

Through this initiative, awareness will be structured and strengthened across HEALTH through increased focus on the use of tools, management priorities and internationalisation that promote excellent research.

Excellent research is the natural basis for convertible knowledge that can contribute to the physical and mental health of the person as a whole and to solving national and international health challenges.



Through the initiative, we will...

1. increase the presence of our researchers in the best journals and secure a high citation rate in their field of specialisation. We will support international collaborations and work to attract funding from sought-after national and international foundations. With the help of excellent research, we will create the greatest possible improvement for the society around us.
2. be continually mindful of creating an attractive working environment that supports well-being for the individual and the research group – for example, by increasing focus on good research management and the Faculty's gender equality strategy.

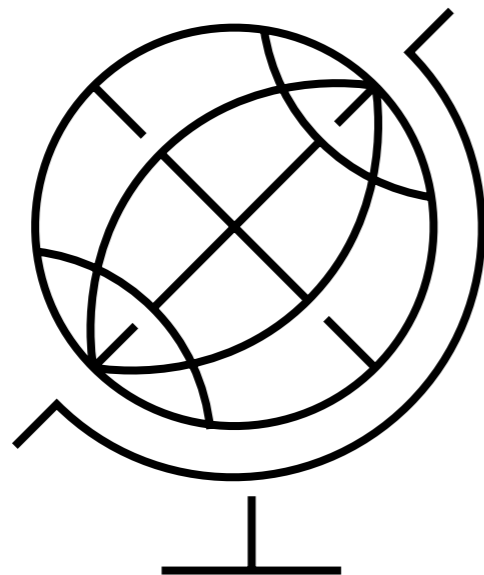
Action plan:

1. Excellent research will be published in the best possible scientific journals. HEALTH will prioritise quality over quantity in relation to both publication of research and funding applications.
2. To expand our staff of excellent researchers at HEALTH, the focus will be on recruiting international researchers as well as developing our own talent, for example, through a mentoring scheme. Focus will be on the development of the individual through strengthened and prioritised leadership.

Initiative 3: Interdisciplinary and Translational Research

Through this initiative, the Faculty will strengthen its position as a strong partner in basic research, translational research and interdisciplinary research. This provides an ideal starting point for generating solutions to specific societal problems.

Interdisciplinary research enables a multifaceted perspective on our societal challenges, while translational research, together with a culture of innovation, will support a short path from research to implementation in practice.



Through the initiative, we will...

1. increase HEALTH's influence and impact on the surrounding society through a strengthened culture of translational and interdisciplinary collaboration.
2. support the image of SDU and HEALTH as the best possible partner for translational research – locally, regionally, nationally and internationally. This includes the collaboration with Odense University Hospital, as well as the other hospitals in the Region of Southern Denmark and Region Zealand.

Action plan:

1. HEALTH will identify and build up the infrastructure to support an interdisciplinary and translational culture of collaboration. New HEALTH offers completely new possibilities by virtue of the building's physical location and its modern facilities, created for multidisciplinary research.
2. Organising multidisciplinary workshops focusing on the participation of several faculties and relevant external parties. In addition, more unofficial after-work meetings with themes that appeal to people from different disciplines.

Through interdisciplinary and translational research, we will strengthen the Faculty's core philosophy.

“

SUND will maintain and develop the University of Southern Denmark as a university with a visible and decisive influence on the development of the healthcare system and on public health – with a view to the sustainable development of society.



Like the rest of SDU, we at HEALTH will be active *'for and with society'*.

Initiative 4: **HEALTH as the partner of choice in research for and with the patient, the citizen and their family in Denmark**

This initiative ensures a clear link between research and its benefit and application in society.

Knowledge must contribute to better physical and mental health through prevention and treatment in a coherent healthcare system. This involves close and organised interaction between research, citizens, patients, professionals, organisations, municipalities, foundations and other authorities in the surrounding community. Decisions that have an impact on people's health will be developed and made in collaboration with the specific users of the research results.

This also means that citizens can become involved directly – for example, through Citizen Science projects in which research is created together.



Through the initiative, we will...

1. build bridges between researchers, organisations, citizens/patients and professionals. HEALTH will strive to ensure that all departments collaborate with external stakeholders and support health promotion, prevention, rehabilitation and treatment.
2. work purposefully to be the research partner of choice for hospitals, university colleges and municipalities as well as private actors and companies in strategic areas – in collaboration with civil society and founded on evidence-based research.

Action plan:

1. Descriptions will be prepared for how and why HEALTH is the research partner of choice for hospitals, municipalities, university colleges, NGOs, patient associations, companies and foundations, among others. Likewise, new networks and partnerships that should be cultivated for the good of society will be explored.
2. HEALTH will establish a strategic forum with relevant internal SDU parties and external parties – including the hospitals in the Region of Southern Denmark – for discussion and taking action related to the creation and support of partnerships and the involvement of citizens, patients and professionals as users of the research results.

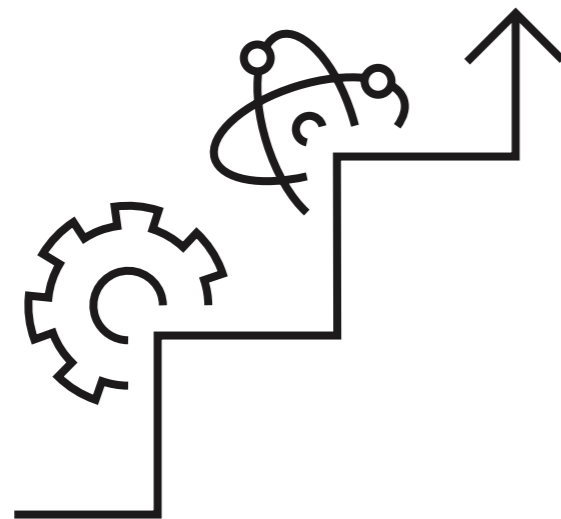
Initiative 5: HEALTH Innovation

Through this initiative, the Faculty will encourage a mindset that further contributes to groundbreaking and radical solutions to specific societal problems. This will be implemented at all HEALTH departments. Relevant platforms, internal and external networks, models and concepts are to be developed and implemented as a basis for a culture that embraces multidisciplinary collaboration and innovation. The HEALTH Innovation initiative will help to ensure a clearer link between traditional research and its application in society. At the same time, the increased innovative focus will create an avenue for seeking funds from relevant and highly sought-after foundations.



“

By focusing on the development, facilitation and implementation of innovative products, processes and solutions for the surrounding community, HEALTH Innovation will contribute to HEALTH making a greater social impact.



Through the initiative, we will...

1. take an entrepreneurial approach, whereby research-based knowledge creates value for people's health. We will ensure cutting-edge research in which knowledge is translated into implementable solutions in society in the form of new products, services, education programmes, methods and interventions.
2. create a network that unites national and international private and public sector skills to facilitate and implement innovative and value-creating projects.

Action plan:

1. Establishment of a functional organisation that drives the initiative forward. Visible career paths are to be created for employees who wish to focus their work on research-based healthcare innovation. This will be accompanied by an increased focus on generating income from external funds for innovation projects.
2. HEALTH will develop innovation platforms in collaboration with the other faculties, SDU RIO, the regional hospitals and national and international partners. The focus here will be on researchers and stakeholders interacting with each other and strengthening their collaborative networks.



University of Southern Denmark
Campusvej 55
DK-5230 Odense

Phone: +45 6550 1000
sdu@sdu.dk
www.sdu.dk