

PRESS RELEASE

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The Luxembourg Institute of Health: a trusted ally to clinicians and patients

The LIH launches a nation-wide public campaign to announce its reorientation as a patient-centric translational research organisation: “Research is advancing, so is your treatment”

As of Tuesday, February 7th, the Luxembourg Institute of Health (LIH) will be communicating its new, visionary repositioning as a leading European institute for precision health, translating research findings into tangible benefits for patients.

The LIH originated in 2015 from the merger of the former Centre de Recherche Publique de la Santé (CRP-Santé) and the Integrated Biobank of Luxembourg (IBBL), giving rise to its current Department of Cancer Research (DoCR), Department of Infection and Immunity (DII) and Department of Precision Health (DoPH). Since then, the institute has been evolving towards an increasingly patient-oriented role, moved by its collective obligation towards society to use the knowledge and technology generated by research, in order to have a direct and meaningful impact on people’s health.

The concepts of ‘translational research’ and ‘precision health’ perfectly embody the LIH’s new and farsighted strategic orientation, characterised by a relationship of trust, openness and proximity between researchers, clinicians and patients. As Prof Ulf Nehrbass, CEO of the LIH, explains, *“The essence of our revised strategy is to put the patient at the heart of all our activities. Specifically, we seek to investigate how the immune system lies at the crossroads of health and disease, being the common mechanism between numerous conditions, from cancer and immune-related disorders to neurodegenerative diseases. To do so, our researchers collaborate closely with patients, clinicians and hospitals in a tightly interconnected cycle – the so-called ‘bed-to-bench-to-bed’ approach. Leveraging digital tools, Artificial Intelligence, clinical data and biological samples derived directly from patients, we will be able to develop novel personalised therapies and diagnostic solutions, which will in turn be brought back to the patients to address their currently unmet medical needs. This is the core of our collaborative ‘translational’ and ‘precision’ health vision at the LIH”.*

The new LIH repositioning and its accompanying updated brand strategy are now being widely disseminated across the Grand Duchy through a comprehensive mass communication campaign. *“After 3 years of intense, almost exclusive media coverage of the COVID-19 pandemic, the time is now ripe to focus on new health priorities, particularly given the extreme relevance of the LIH’s research on cancer and immunological disorders for the general public. We therefore want to take the opportunity to actively communicate our new strategic orientation to the LIH’s diverse audiences in an engaging and meaningful way”,* says Dominique Hansen, Chief Communication Officer at the LIH.

Posters illustrating the LIH's position as a nexus between research and healthcare for the direct benefit of the patient will be linked through a QR code to a series of short videos portraying concrete examples of ongoing collaborative projects between the LIH and Luxembourg hospitals, which will be disseminated through multiple online channels and social networks. These have been developed in close collaboration with Hôpitaux Robert Schuman (HRS), Centre Hospitalier de Luxembourg (CHL), Centre Hospitalier Emile Mayrisch (CHEM), Centre Hospitalier du Nord (CHdN), Fédération des Hôpitaux Luxembourgeois (FHL) and Research Luxembourg.

Central to the campaign is the patient, who is the ultimate beneficiary of the LIH's translational research activities. *"By placing the spotlight on the patient in our various communication initiatives, we wanted to shift the public's perception of science and research away from the traditional 'scientist in the lab working in silos' stereotype, towards the 'scientist as a pillar of modern-day healthcare'. The scientist is now a strategic partner for hospitals and a valued ally working hand-in-hand with clinicians for the single purpose of translating research results into tangible diagnostic and therapeutic solutions for patients, thereby improving their quality of life"*, explains Arnaud D'Agostini, Head of Marketing and Communication at the LIH. *"This collaborative and caregiving aspect of our new identity is also reflected in our revised logo, which features an arc symbolising the close-knit relationship with clinicians and patients, characterised by care and mutual respect"*, concludes Mrs Hansen.

About the Luxembourg Institute of Health (LIH)

The Luxembourg Institute of Health (LIH) is a public biomedical research organisation focused on precision health and invested in becoming a leading reference in Europe for the translation of scientific excellence into meaningful benefits for patients. The LIH places the patient at the heart of all its activities, driven by a collective obligation towards society to use knowledge and technology arising from research on patient derived data to have a direct impact on people's health. Its dedicated teams of multidisciplinary researchers strive for excellence, generating relevant knowledge linked to immune related diseases and cancer. The institute embraces collaborations, disruptive technology and process innovation as unique opportunities to improve the application of diagnostics and therapeutics with the long-term goal of preventing disease.

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