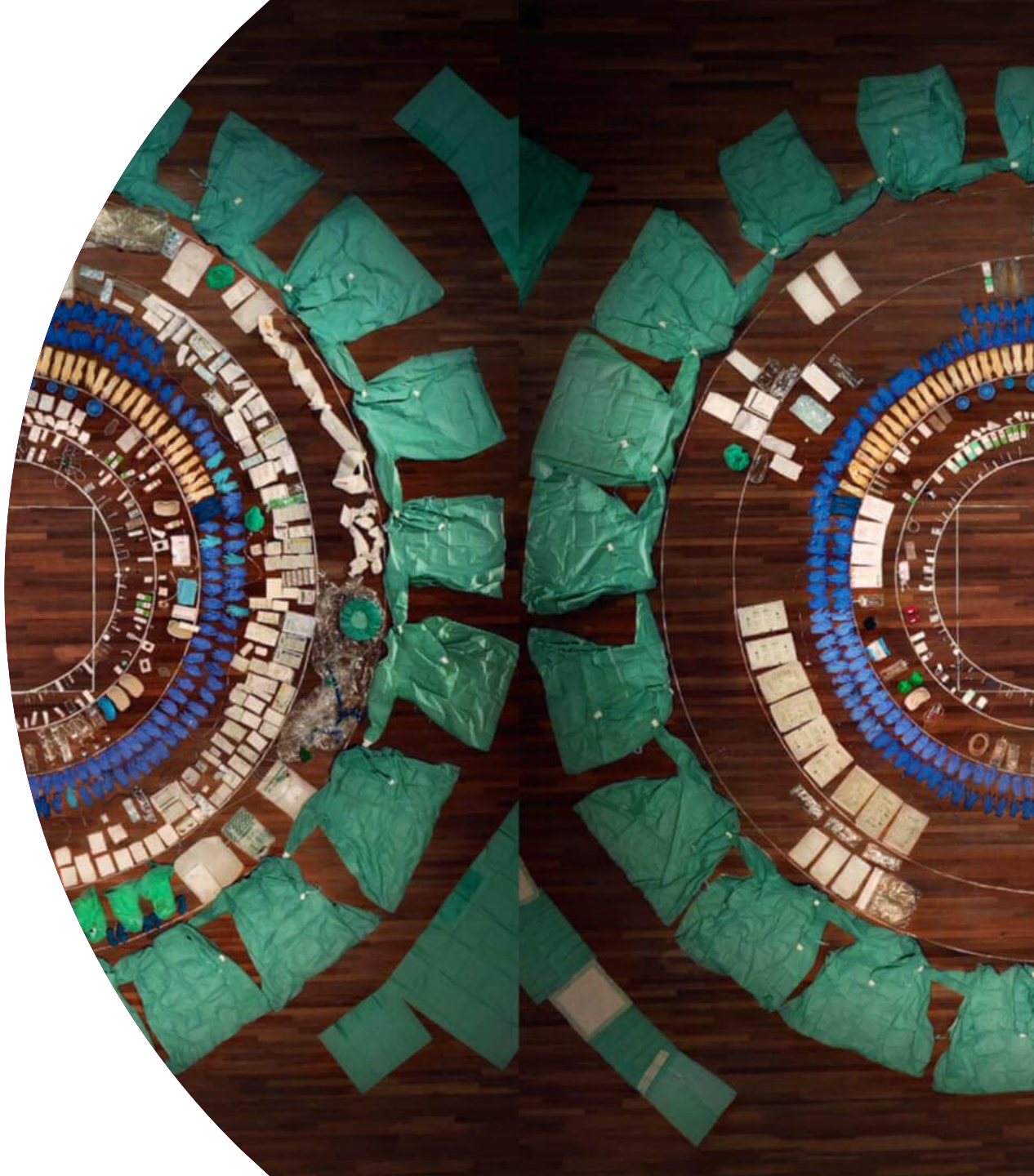
AstraZeneca

Content is Queen

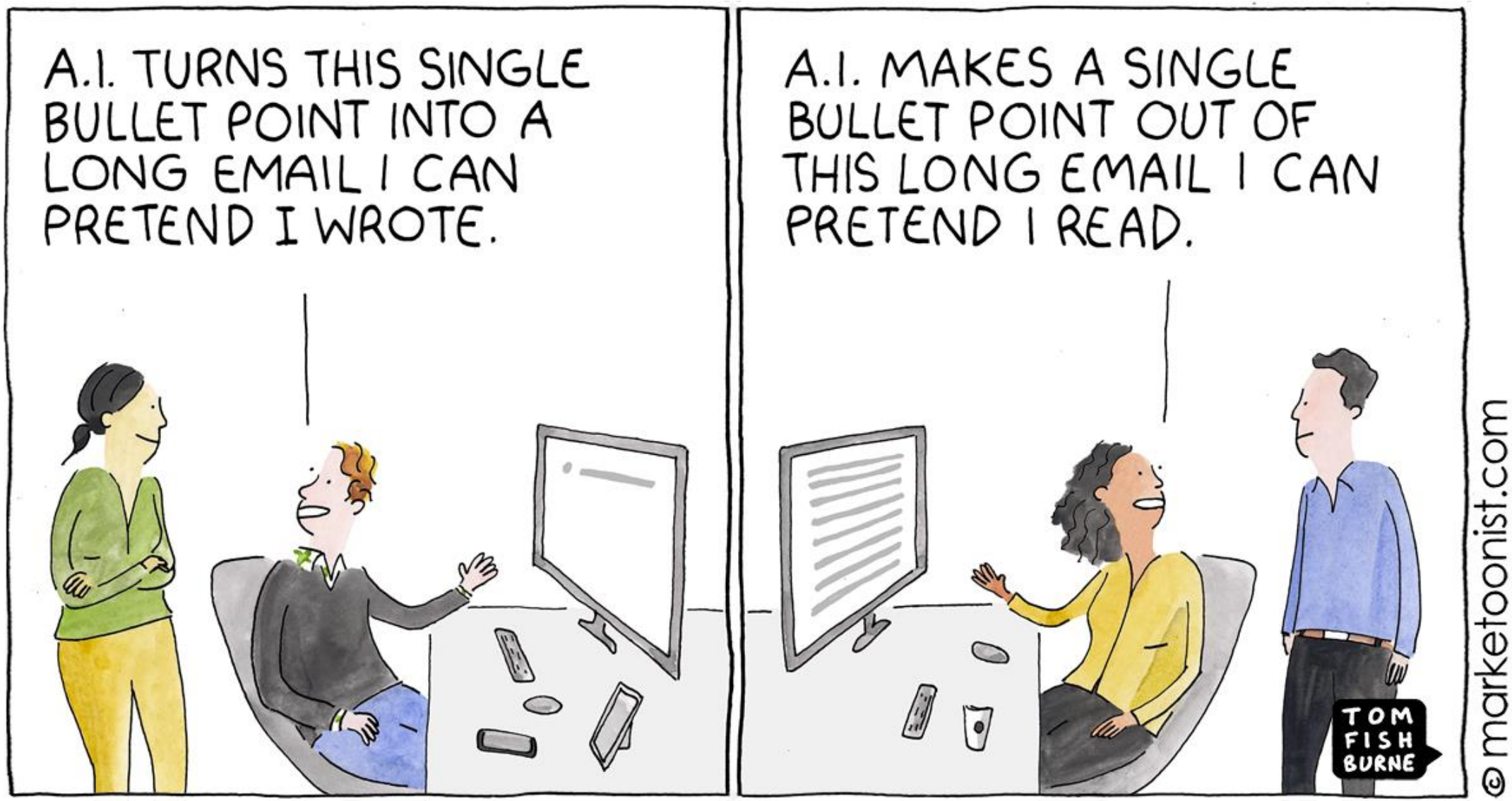
Mia Ekdahl,

Head of Relations & Communication

A.Catalyst Network



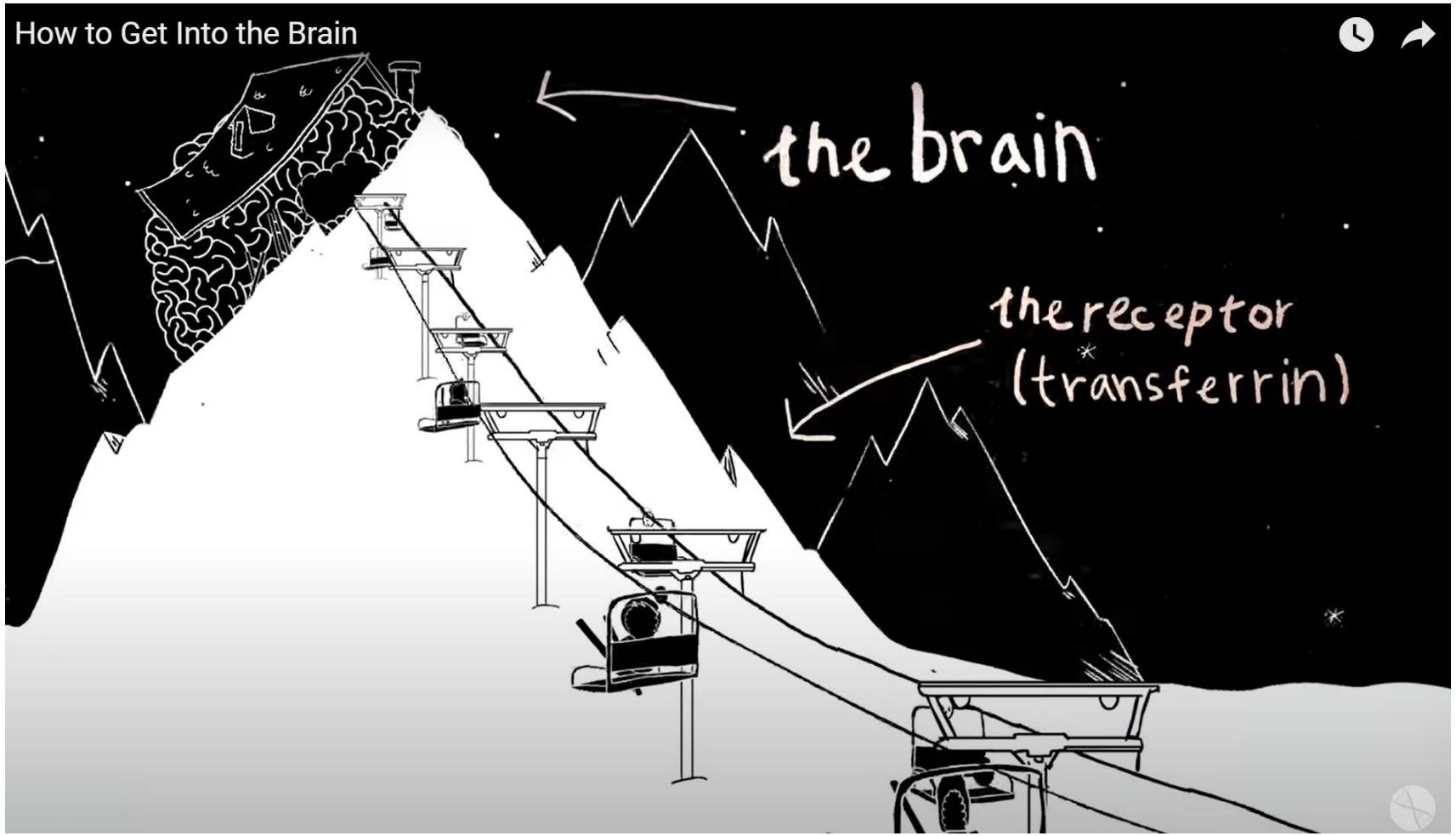
Is there anybody out there?


A.I. TURNS THIS SINGLE BULLET POINT INTO A LONG EMAIL I CAN PRETEND I WROTE.
A.I. MAKES A SINGLE BULLET POINT OUT OF THIS LONG EMAIL I CAN PRETEND I READ.
TOM FISH BURNE
© marketoonist.com

The **We** and **You** division

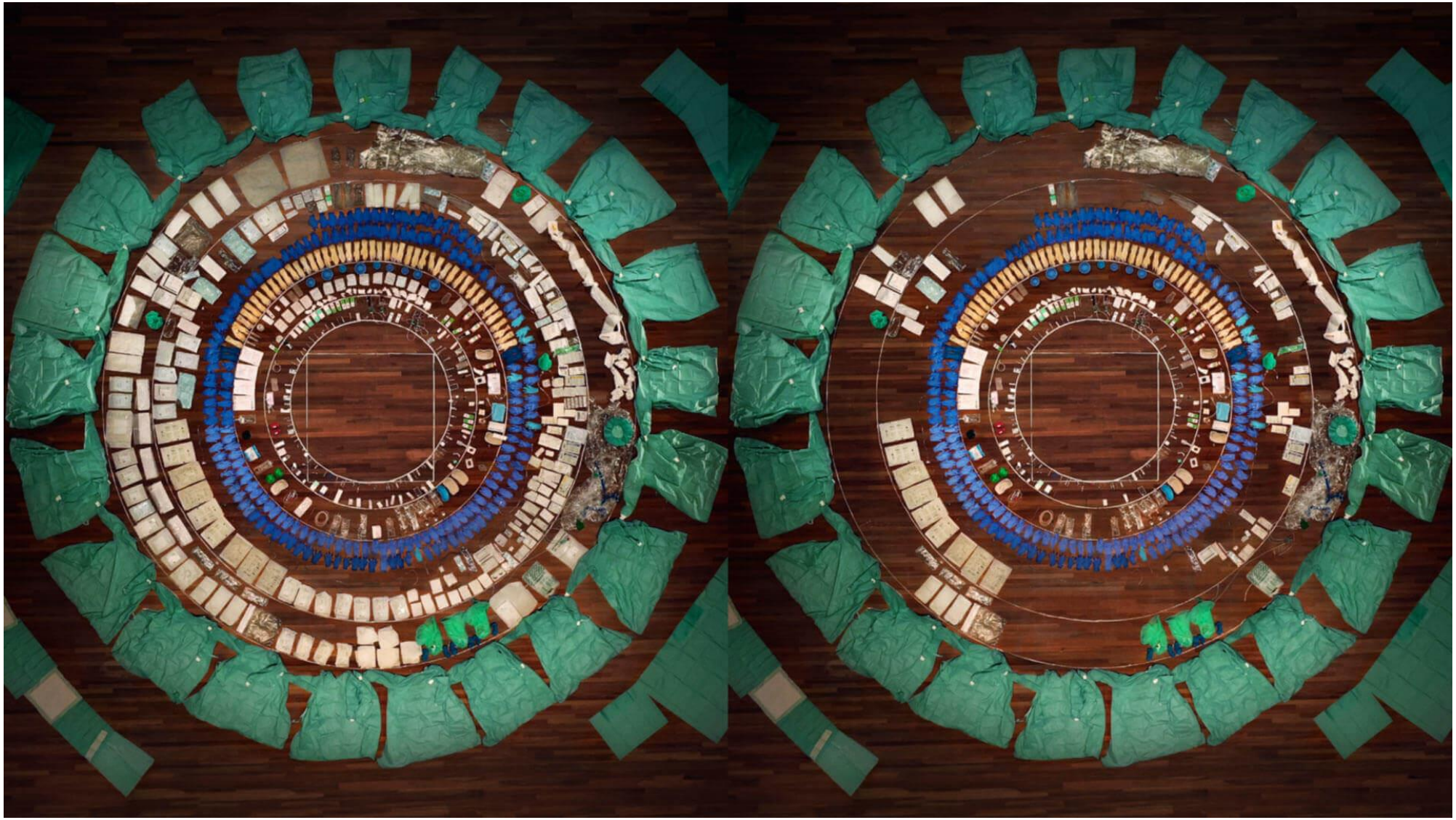
Investors	Colleagues	Patients	HCPs
"We…"	**"We…"**	**"You…"**	**"You…"**
Milestones	Appreciation	Acknowledgement	Education
Results	Results	Education /Information	Information
Agreements	Trust	Call-to-Action	Call-to-Action
Aquisitions	Engagement		

The value of analogies and unexpected formats



Genentech 2012: How to Get Into the Brain – getting medicines through the blood-brain barrier

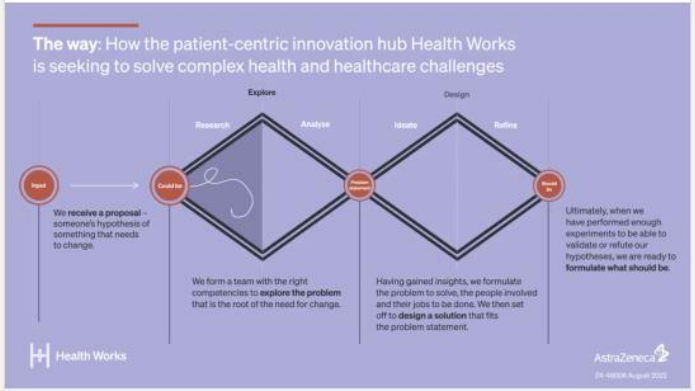
Listening to the outside voice



A call to action

AstraZeneca
2,199,358 followers
1w •

Your ideas are needed!
Our Innovation Hub Health Works is now open for the next round of project proposals to help solve healthcare challenges. If you represent a health-oriented organisation or work in healthcare - and have a problem, idea or challenge you want to tackle together with others - submit your application now.



Collaborate with Health Works to help solve healthcare challenges

86 2 comments • 6 shares

Reactions +78

Like Comment Share Send

Add a comment...

Most relevant

Abhisweta Bhattacharjee (She/Her) • 3rd+ 1w
Early-career Wellbeing/Psychology/Neuroscience researcher and educa...
Got to know about this too late this year. Applying next year for sure!

AstraZeneca
2,199,356 followers
1w •

If you are working in healthcare or for a patient organisation and have a challenge you would like to solve in collaboration with AstraZeneca, submit your proposal before 30 September. Visit the Health Works website to find out more.

Dan Wygal • 2nd
Country President, AstraZeneca Ireland at AstraZeneca
2w • + Follow

Do you work in healthcare or for a patient organisation? Are you looking to resolve inefficiencies or gaps in healthcare? Through our Health Works initiative, we could help to co-create sustainable and realisable solutions and we'd love to hear from Irish applicants!

Health Works is an AstraZeneca initiated innovation hub, putting people at the centre of healthcare transformation. Throughout September, we will be welcoming project proposals for new potential collaborations. Discover how we approach our work – and how you can submit an idea.

https://lnkd.in/ef5kg2zC

You and 119 others 3 comments • 4 shares

Health Works

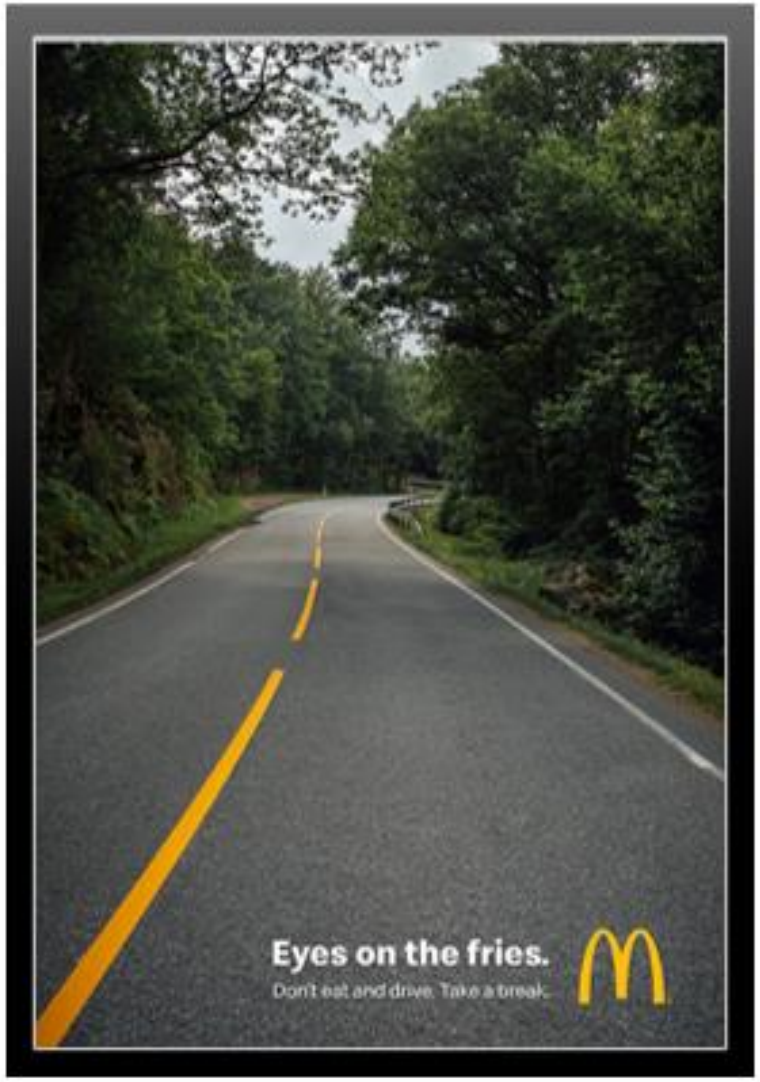
"The goal of Health Works is to create impactful solutions to today's and tomorrow's health and healthcare challenges. We can only achieve this through collaboration with the people whose challenges we want to solve, as well as healthcare

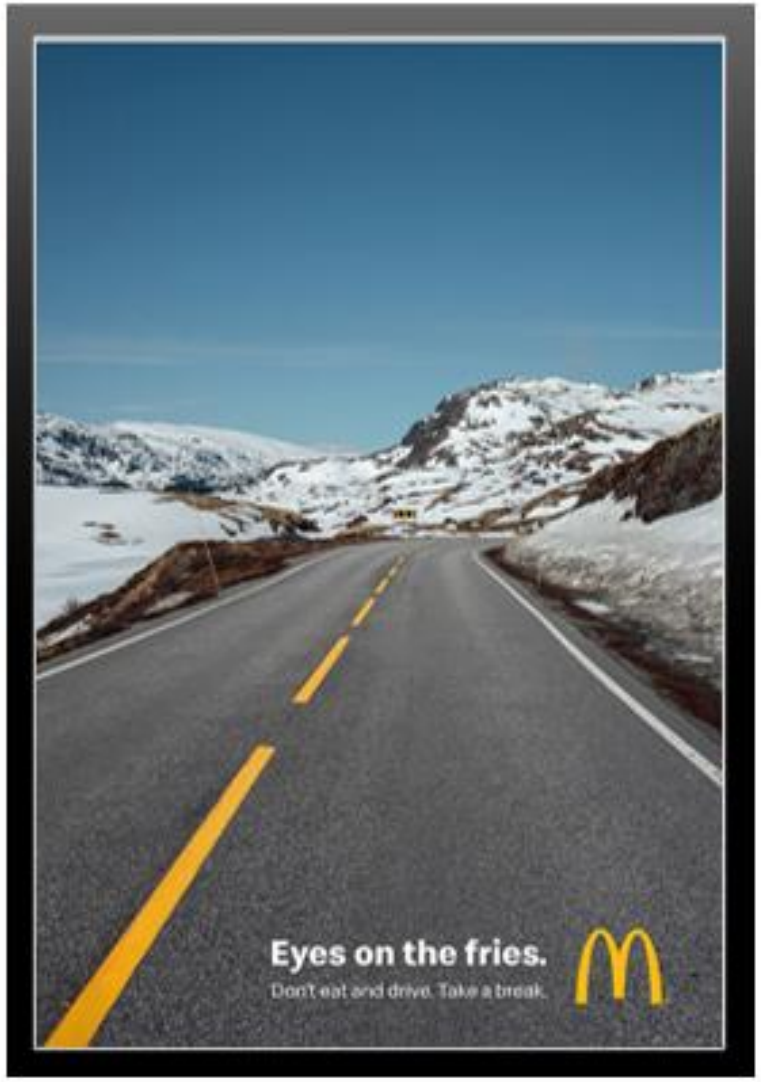
Health Works - Open Call for Collaboration Projects

Health Works is a patient-centric innovation hub founded and owned by AstraZeneca. solutions to healthcare challenges and opportunities where AstraZeneca can add value thro and experience. The outcome of these efforts might be new digital tools or smart devices, i interactions, and ways of working, or increased knowledge or policy changes. Applications f accepted in September. Visit https://www.healthworksaz.com/apply-to-collab/ for more in

GAAPP News

Brevity vs. clarity





Stealing the spotlight

- Comment – and introduce yourself to an audience that extends far beyond your own network

- Like raising your hand at a congress – the whole room will hear it

Sharing the spotlight

Sophie Brooks • 2nd
Inspiring senior leaders in organisations to achie...
Reposted from Harry Malcolm • 5d •
+ Follow

Following our colleague Harry Malcolm's recent feature in PharmaTimes Media Ltd, he's now sharing the local stories that informed the piece - inspiring examples of how local healthcare challenges have been overcome through the work c ...see more

The **A.Catalyst** Network- a local approach to improving global health outcomes - the stories
Harry Malcolm on LinkedIn • 3 min read

María González Manso • 2nd
Reinventing the way we care | CEO & Co-Founde...
1yr •
+ Follow

Proud of how Tucuvi is transforming the way Heart Failure patients receive proactive and personalized care with exceptional partners Hospital Universitari Vall d'Hebron Aleix Olivella San Emeterio & AstraZeneca César Velasco Muñoz

Tucuvi
12,812 followers
1yr •
+ Follow

Exciting news! AstraZeneca, Hospital Universitari Vall d'Hebron, and Tucuvi launch the AZerca project, which aims to in
for patients with heart failure https://bit.ly/3n6Do

Afua Basoah, DPhil, FRSA (She/Her) • 1st
Health & Social Impact Strategist | Board advisor | Chair of Board of Tr...
1mo • Edited •

Excited to be a part of this!

Fuel Africa 2024 launched by @Futurize in partnership with @AstraZeneca through the A.Catalyst Network and co-funded by @Bristol Myers Squibb #fuelafrica24

Longnus Gilbert • 2nd
Driving disruptive innovations in educatic
1mo • Edited •

I was an ambassador at Fuel Africa 2024 laun
AstraZeneca through the A.Catalyst Network
Squibb Myers Squibb #fuelafrica24"

Dr Kathryn M. • 2nd
Best Women Founder Healthtech Startups G20za Mtn App of T
6mo •

We have done it!
MedSol AI Solutions has screened, educated and supported 10
South Africa with our cutting-edge Breast AI, AstraZeneca's AC
and our education partner @BreastCancerSupportNPO.
The screening has reached women in far to reach women in rur
have never been educated or screened before, thanks to our wi
technology, we are bringing innovation to the people who neec
#AIforGood #health #breakthestigma

Comment

Verge HealthTech Fund
2,557 followers
3mo •
+ Follow

Verge HealthTech Fund joined #i2.JP, an open innovation network dedicated to realizing patient centricity in Japan.

i2.JP is a community of healthcare professionals, local governments, academia, and private companies to help Japan address the complex healthcare challenges it faces. i2.JP creates opportunities for its members to collaborate and deliver solutions that directly address the needs and pain points of both patients and healthcare professionals. Being a member of AstraZeneca's A.Catalyst Network, i2.JP has access to a global ecosystem, further amplifying its members' collective impact and reach. Verge is proud to support the i2.JP community's work as it seeks to strengthen and innovate Japanese healthcare systems.

Learn more https://lnkd.in/gb5bGvux

We're excited to embark on this journey with i2.JP and drive meaningful innovation in healthcare to improve patient care. Stay tuned for updates on our collaborative initiatives and transformative projects!

#HealthcareInnovation #Collaboration #PatientCentricity #HealthTech #medtech

Investors

Colleagues

Patients

HCPs

“We…”

“We…”

“You…”

“You…”

Partners

“What we can do together…”