



MEDICAL UNIVERSITY  
OF VIENNA

# Medical University of Vienna

Living up to our responsibilities:  
mission, strategy and values

[www.meduniwien.ac.at](http://www.meduniwien.ac.at)



**White coat welcome  
for first-semester  
students**

# Editorial

Dear readers,  
dear colleagues,

we're delighted to introduce you to the Medical University of Vienna's mission and strategy. Through them, we want to reach out to everyone who feels connected to the university – as an employee, a student, a patient, or as a member of the general public.

The Medical University of Vienna has been shaping medical research, teaching and practice since 1365. And we are building our future on this strong tradition by combining tried-and-trusted methods with new approaches, which will enable us to maintain our status as an outstanding international institution.

Technological advances such as artificial intelligence (AI) and digitalisation, as well as changing social conditions, call for vision and foresight. In this regard, our function is to actively influence these changes and strengthen our position as a leading medical institution on the global stage.

Our mission and strategy give us clear guidance. What's more, the university's vision, mission and values will enable us to maintain our high standards in personal collaboration, training and innovation in the future.

Targeted programmes and initiatives enable us to promote interdisciplinary cooperation, integrate state-of-the-art technologies into research, teaching and medical practice, and bolster our international network.

We would like to express our gratitude to everybody who was involved in updating our mission and strategy.

Together, we will build on the Medical University of Vienna's leading position and bring our vision to life.

I hope you enjoy finding out more about our new strategy.



Professor Markus Müller  
Rector, Medical University of Vienna



# Our environment

## Challenges and opportunities in a changing world

### Social change

The Medical University of Vienna is operating in a world that is defined by profound – and rapid – changes. Increased digitalisation, personalisation and mobility are making our society more and more complex. But these developments also open up opportunities, in particular through a diverse international environment formed by students and employees from various cultures. This diversity enriches the university by offering fresh perspectives, as well as promoting interdisciplinary knowledge transfer. At the same time, though, digital media are influencing social dialogue by amplifying divisive trends. However, improved access to information also lays the foundations for more assured and informed decision-making – for students as well as patients.

Against the backdrop of this rapidly changing environment, the Medical University of Vienna sees it as its

duty to offer guidance, provide sound, practice-based knowledge, and shape the future.

### AI, precision medicine and digitalisation

Technological advances such as AI and Deep Medicine are transforming research and real-world medical practice alike. Precision medicine and personalised therapies are leading to better diagnosis and treatment, while digitalisation is facilitating more efficient communication and improved management of health data. However, in spite of the advantages, the related costs are frequently an obstacle to broad access to these technologies. At the Medical University of Vienna, we face the challenge of incorporating these developments into curriculums, research and clinical programmes, while maintaining a clear focus on the human element when it comes to patient care.



## Challenges and opportunities in the health system

Demographic change and greater specialisation in medicine are making it more difficult to provide uniform access to medical care, above all due to the unequal distribution of doctors both in individual regions and in different specialist fields. In parallel, giving all patients access to innovative technologies is a major challenge. In such a complex environment it is vital that the university continuously refines its research and teaching, with a view to identifying practice-based, future-proof solutions. In view of our ageing population and the new medical needs that this gives rise to, the next generation will have to be trained with these requirements in mind, while also developing preventive approaches and integrating them more effectively into the health system.

## Specialists and the competition for talent

The shortage of qualified specialists and increased financial competition with other scientific institutions serve as a source of motivation. Global competition in the medical sector requires innovative education programmes that take the latest trends into account – such as AI and digital medicine. In this context, it is vital that the Medical University of Vienna continuously improves its workplace environment and adapts its educational offerings. This is the only way to attract the brightest minds and retain them in the long term, while also enhancing the university's competitive position.

## Geopolitical situation

Crises and conflicts have an impact on health systems and their funding. In the face of global instability, institutional resilience is key. In times of uncertainty, the Medical University of Vienna must consolidate its position as an agile, crisis-proof institution, and respond proactively to changes.

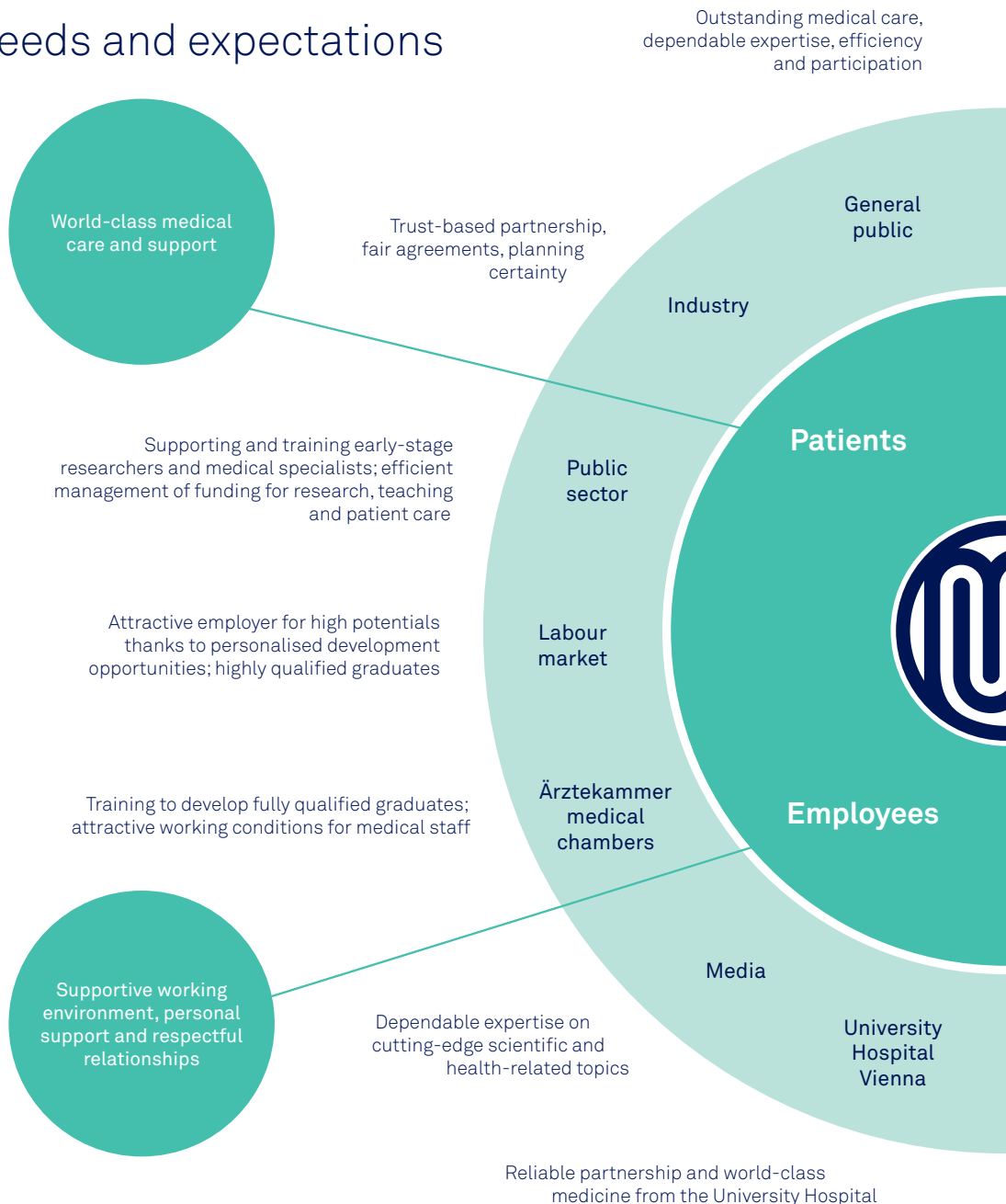
## Climate change and health

Finally, climate change represents a growing challenge for health systems the world over. It is having a number of effects, including an increase in environmentally-induced diseases and the spread of new infections. This situation requires more in-depth scientific examination of the health-related consequences of climate change, as well as the adaptation of medical practice in line with shifting environmental conditions.

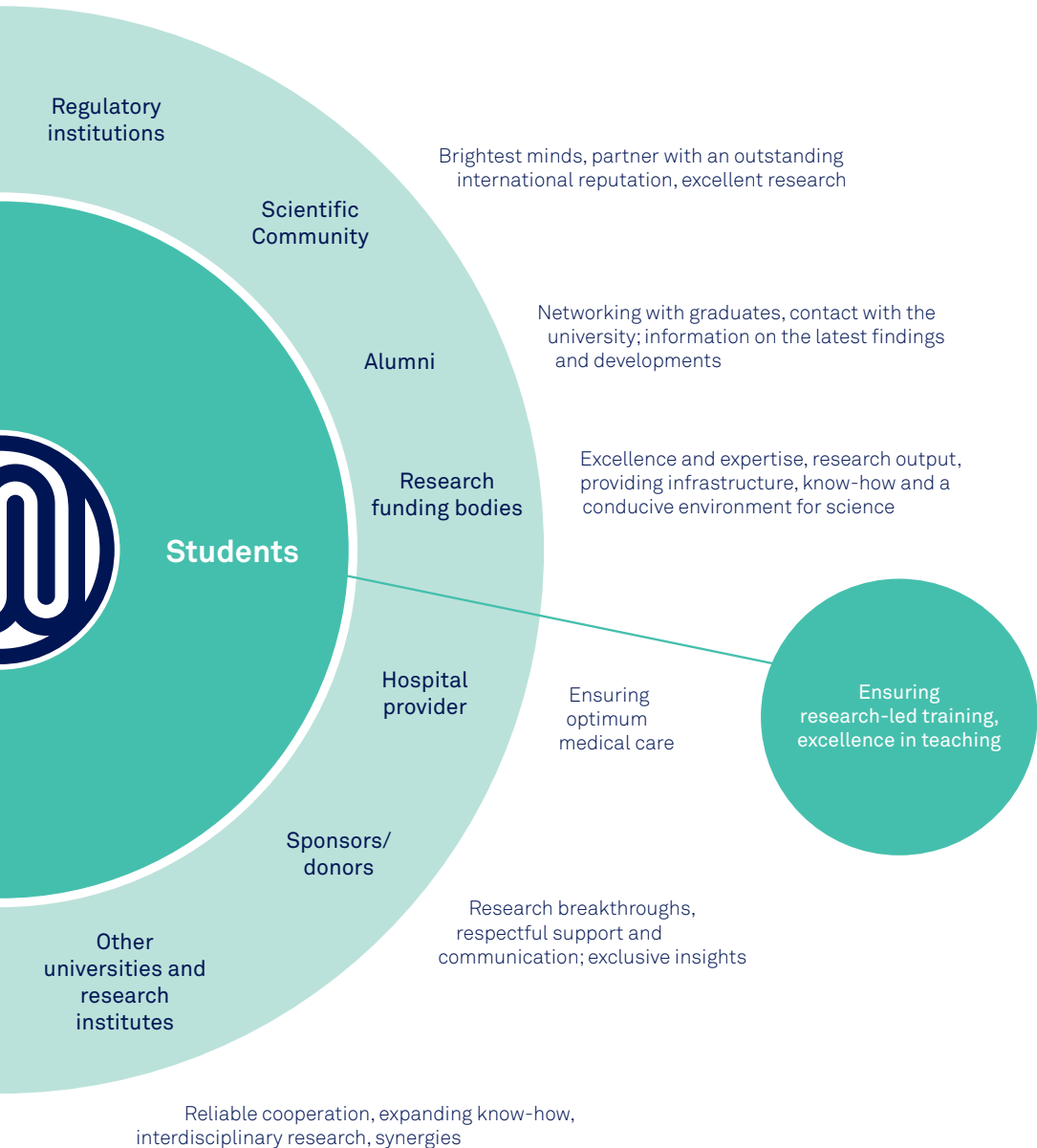


# Our stakeholders

## Their needs and expectations



Enhance the location's standing as a clinical research hub



# Vision and mission

## Our roadmap for the future

» At the Medical University of Vienna, we have set ourselves three core tasks: generating knowledge, conveying knowledge and putting knowledge to use. The innovations developed by our employees provide the foundations for us to actively shape the future of medicine. «



## Our vision

How do we picture our future?



### Outstanding health for all thanks to knowledge and innovation

In 2035, the Medical University of Vienna is an innovative and dynamic centre for education and research, and a leader on the world stage. It is regarded as one of the most attractive higher-education employers in the field of biomedicine in Europe and plays a central, leading role as a knowledge institution in Austria.



# *Progress for a Healthier Future*

## Our mission

Starting now, what do we want to do to realise our vision?



- We actively shape the future of medicine. Excellent research forms the basis for our world-class medicine – with a clear focus on prevention and precision.
- Our outstanding researchers enable us to constantly strengthen our leading international position, and ensure that we enhance our standing, especially on the global stage.
- We use interdisciplinary approaches, capitalise on synergies and intensify our international partnerships.
- We maintain the high quality of our teaching through new, internationally focused degree programmes, and drive the evolution of medicine.
- We support the development of the next generation of world-class physicians in order to ensure optimum patient care.
- We have a duty to uphold the principle of equal opportunities, and we are committed to recognising and promoting individual achievement.

# Our values and culture

The guiding principles and  
foundations for our actions



## **We shape the future but never lose sight of our chequered history**

The Medical University of Vienna is fully aware of its chequered past. Due to its long tradition, size and outstanding achievements in medical science, it is one of the most highly regarded medical universities in the world. Our past – in particular the period after 1938, when researchers, physicians and students were dismissed, expelled, murdered or forced to emigrate – brings with it unique responsibilities. We actively stand against discrimination and anti-Semitism while also promoting tolerance in society. This mindset and our drive to achieve excellence enable us to actively shape the future.

## **Taking on responsibility and building trust**

As a leading institution in Austria, the Medical University of Vienna has significant social responsibilities. We build trust by taking transparent action for the good of society, and by actively promoting tolerance and inclusion. The satisfaction and motivation of our employees and students are a valuable resource that forms the foundation for the way we serve society. We safeguard the university's future by promoting the development of the next generation of scientists and medical specialists through excellent teaching, continuing education, support programmes and mentoring.

## **Empathy and enthusiasm – the driving forces behind our work**

Empathy and enthusiasm influence everything we do, in all of our areas of activity. We work compassionately for the good of our patients, and always endeavour to move in new directions through our research and teaching. An enthusiasm for what we do runs through all of our research, teaching and other activities. This is what drives us to overcome challenges, and to inspire others to join us in shaping the future of medicine.

## **Our actions are defined by respect and an open mind**

Respect and appreciation are core values in the university's culture. We take steps to create an open-minded working environment that is characterised by tolerance, equal opportunities and respect, and we ensure that we live up to the highest ethical standards in all aspects of our work. We support our employees' personal development and offer advice on topics related to their professional and personal lives. Sustainability and the responsible use of resources are integral components of our work.

» *These values should be credible and palpable for people at all levels and in all areas, both inside and also outside our organisation. They also serve as a guide for the content and tone of our image and our communications.*

Source: Medical University of Vienna Quality Management Manual



### Striving to gain insights, develop innovations and achieve excellence

We work continuously to gain new insights and innovate, in order to reach the highest possible standard of excellence. We promote a responsible mindset, creative thinking and innovative development. Our people carry out world-class research and practise precision medicine – in spite of the related financial challenges – and gain international recognition for their achievements. We do everything we can to achieve the best possible results with the resources at our disposal.

### Lived cooperation: building a positive working environment through close collaboration

Cooperation is central to the way we perceive our work. We use interdisciplinary and interprofessional approaches, and take steps to create a collaborative organisational culture that stands out thanks to a positive working environment and a distinctive culture of cooperation and conflict resolution. An attractive working environment promotes satisfaction and personal development among all employees and strengthens cohesion within the university.





# Our brand promise

Our promise to everyone  
who comes into  
contact with us

- Learn from the best, study with the best – in the world's most liveable city.
- One of the leading and most innovative medical universities in the world.
- We generate the biomedical knowledge of the future.
- Our work focuses on people and their health – in cooperation with one of the largest hospitals in Europe.
- We offer excellent research and world-class medicine from Vienna.
- Generating knowledge, conveying knowledge and putting knowledge to use – for a healthier future





# Our identity

## How we see ourselves

The Medical University of Vienna believes that it has an obligation to strive for excellence in teaching, research and healthcare. This shapes everything we do, as well as our relationships with students, employees, international partners and society. We work continuously to improve our services, and to have a positive impact on medical research and development worldwide.

### **A teaching centre for tomorrow's physicians and researchers**

We see ourselves as a top European medical training institution. Our aim is to develop self-assured individuals who are both innovative and excellent in their respective fields, who never lose sight of their ethical responsibilities, and are in a position to address global health challenges.

### **An attractive employer**

We provide a supportive working environment that offers development opportunities, and we are committed to promoting innovation and diversity. This enables us to attract and retain outstanding high potentials in teaching, research and patient care.

### **An attractive international community**

As an international life sciences hub, we attract knowledge and scientists from all over the world, and promote the exchange of ideas and innovations.

### **A dynamic centre of excellence**

We are a leading centre of excellence, and the driving force for biomedical research and applications on the national, European and international stage.

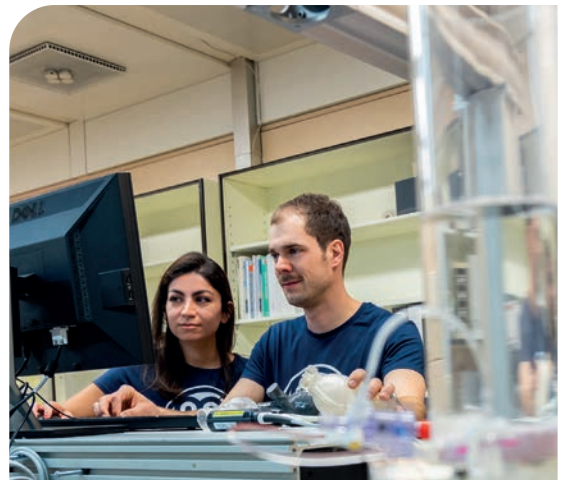
### **An independent authority and point of contact for medical questions**

We provide independent expertise and serve as a trusted partner for the general public on medical and scientific matters. Our capabilities in biomedical research and medicine are undoubted, which reinforces trust in our medical and scientific expertise.



# Our strategy

How we aim to become one of Europe's top 10 medical schools



## Research

In our research, we focus on selected specialisms in order to bundle knowledge and resources. Our goal is to promote excellent basic research, strengthen translational research and its clinical application, and enhance internationalism and mobility among our employees. In addition, it is important to us that we develop applications for research findings, and publish them in line with open science principles.

## Teaching

Teaching at the Medical University of Vienna is based on modern, pioneering curriculums that ensure outstanding quality of education. This allows us to prepare our students for their future careers as effectively as possible. We place a particular emphasis on practice- and research-driven education. We support international student mobility, and our excellent degree programmes make us an attractive location for the best students. We also lay the foundations for lifelong learning by means of practically focused, postgraduate continuing education, technological innovations, as well as the development of new master's degrees and an MD/PhD programme.



The Medical University of Vienna is committed to becoming one of Europe's leading medical universities. We place an emphasis on research, teaching and patient care, and endeavour to achieve outstanding quality and excellence in everything we do. We are dedicated to promoting responsible research and knowledge transfer by means of close cooperation with the economy and society.



## Patient care

We adhere to the translational medicine concept of “bench to bedside – and back again”. This means that new basic-research findings feed into patient care as quickly as possible. At the same time, when performing research and development, Medical University of Vienna researchers build on patients' experiences and knowledge gained in the course of patient care.

In terms of patient treatment, we focus on the integration of the medical humanities, in order to ensure that medical interventions are based on ethical, anthropological and philosophical considerations. This is hugely important, especially in the current age of digitalisation and the application of AI.

## Science in dialogue with the public

The Medical University of Vienna has launched various initiatives designed to promote dialogue between research, medicine and society. In addition to sharing knowledge, the aim is to enhance health literacy on a wider scale as well as an understanding of medical topics in collaboration with the public. The university believes that its core function is to achieve scientific advances in dialogue with the general public, and to encourage its researchers to actively participate in this dialogue – through events, participative projects and new forms of scientific communication.



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**Editors:**

Johannes Angerer, Klaus Dietl, Nina Haas, MA,  
Christina Medosch, BA, klar. Strategie- und  
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**Design and implementation**

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Adobe Stock, feelimage/Matern, Robert Harson,  
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**English translation:**

Fox Coffey KG, firma@foxcof.co.at

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