

IMPACT 4 HEALTH

A transferable personalised medicine care pathway for obesity

Donor Organisation: Region Sjælland, Denmark (Public healthcare provider)

The Challenge

- ❖ Obesity is a chronic, relapsing disease affecting children and adults
- ❖ Fragmented, non-personalised care dominates routine practice
- ❖ Healthcare systems lack scalable, evidence-based PM pathways

Our PM Solution:

The HOLBAEK Model

- ❖ Mature, non-pharmacological personalised medicine care pathway
- ❖ Implemented in Denmark since 2007
- ❖ Embedded in routine clinical practice across healthcare sectors
- ❖ Integrates phenotype, behaviour, psychosocial context, lifestyle, environment
- ❖ Compatible with genetic information, but effective without genotyping
- ❖ Aligned with the 4P principles: Predictive, Preventive, Personalised, Participatory

Proven Readiness



35+ peer-reviewed publications



Implemented in >80% of Danish municipalities



TRL-9 digital support tools (as enablers)



EP PerMed

European Partnership
for Personalised Medicine

≡ The Twinning Project & Who We Are Looking For

Twinning Project Objective

To transfer and implement the HOLBAEK Model at Receiver institutions through:

- ✿ Structured education to HCPs (3 × 2-day seminars)
- ✿ Real-world clinical on-site supervision (1 day)
- ✿ Online MasterClass case discussions
- ✿ Supported implementation in routine care (6–12 months)

Who We Are Looking For

- ✿ Healthcare providers who want to strengthen personalised obesity care
- ✿ Commitment from clinical staff and leadership
- ✿ Interest in long-term adoption and scaling

What Receiver Institutions Gain

- ✿ Capacity to deliver personalised obesity prevention and management
- ✿ Trained HCPs ready to implement from day one
- ✿ Sustainable, scalable non-commercial PM solution
- ✿ Potential to scale to thousands of HCPs and millions of citizens over time

Contact

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