

# INNOVATION TRANSFER IN THE MEDICAL SECTOR

## FROM CLINICS TO COMPANIES

# NEWSLETTER NO. 1

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Clinics have a high potential for innovations in product, process and service development. There are a lot of reasons, why this innovation potential is insufficiently transferred into results such as product development for companies, Intellectual Property (IP) generation and better healthcare processes. Obstacles are e.g. different interests of clinics (efficient clinic management, welfare of patients etc.) and industry resp. companies (economic interest, dominate as a supplier etc.). Especially small and medium-sized companies (SMEs) and developments initiated by the clinic staff do not have the resources and chances to transfer their ideas and knowledge into products.

## INNOVATION - The act of introducing a new idea to concept

### Concept of the Project

InTraMed C2C will initiate, develop and provide tools for strengthening the access of SMEs (European wide) to this innovation potential in the clinics and to open new markets for their products. SMEs are highly interested to get access and to be involved in this innovation transfer process and they have certain advantages to be successful. SMEs have the flexibility to develop labtypes, prototypes or small business solutions for bottom-up approaches out of the daily clinic work. A tool for initiating the access of SMEs to the clinic could be workshop based. Pilot workshops will be organised by the project according to regional particularities.

Parallel to this first step InTraMed C2C will monitor, analyse and compare the situation in the involved countries of the project resp. the project partners. This step includes not only the bilateral situation of the clinic and SME, but also the general environment concerning political restrictions of the health care sector in the country, the cost reimbursement system for financing this innovation transfer and the subsequent financing of providing the medical service or selling the products from the industry to the health care provider.

In the next step of the project concepts will be developed, how these tools from the first steps can be transferred to transregional, national and transnational areas.

**InTraMed C2C Kick Off Meeting**

Project Kick Off Meeting was held in Nuremberg at June 6th—7th 2010. Partners agreed for several proposals according to:

- Lead partner will develop templates for reporting
- Subsidy contract (between LP and JTS resp. Managing Authority in Vienna)
- Partnership Agreement (between LP and all partners) has to be signed
- Financial and project handbook will be also accessible on the InTraMed server.
- Media lists will be collected by Communication Manager.
- InTraMed logo has to be developed.
- Development of motivation schemes - set up a motivation team aiming to find adequate tools.
- The InTraMed homepage (domain [www.intramed-c2c.eu/](http://www.intramed-c2c.eu/)) will be in english, although every partner/country has the possibility to translate the homepage into their languages.
- An InTraMed server for internal communication, storage of presentations, reports, templates, documents etc. (InTraMed intranet) will be separated from the homepage.
- E-Mail mailing list system for InTraMed C2C project participants



## CREATIVITY - Something new is created which has some kind of value

**Project Partners Meeting in Wrocław / POLAND**

Second Project Partners Meeting was held in Wrocław/Poland at October 10-11 2010. There were presented first results from workshops and analysis of existing approaches. Meeting participants agreed that no separate Financial Handbook will be created unless necessary later. It was suggested to initiate meetings between meetings.



TEAMWORK

CREATIVITY

SUCCESS

MOTIVATION

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INNOVATION

**Forum MedTech Pharma e.V. /Bayern Innovativ GmbH\****Germany (Lead Partner)**

Forum MedTech Pharma e.V. is one of the largest networks for medicine, technology and healthcare in Germany and Europe. The members of the non-profit association include companies, research institutes and public institutions. As a comprehensive network for information, communication and co-operation, the association promotes innovations that contribute to optimal patient care and supports the success of its members in the long-term.

Furthermore, Forum MedTech Pharma manages the Bavarian Medical Technology Cluster together with Bayern Innovativ GmbH which is in charge of managing the association. Qualified professional training, expert conferences, seminars and accompanying exhibitions give members the opportunity to gather information, present innovations and build personal networks.

Focal topics include biomaterials, medical IT, imaging techniques, navigation and robotics, pharmaceuticals, diagnostics, healthcare, cost reimbursement, markets and products, regulatory requirements and patents.

[www.medtech-pharma.de](http://www.medtech-pharma.de)

**CREATIVITY - Something new is created which has some kind of value**

**Medical Valley EMN, Germany**

Founded in 2007, Medical Valley EMN e.V. integrates the partners of the Metropolitan Region Nuremberg based cluster "Medical Valley" into a common, interactive network, and enables them to strategically bundle and utilize their potentials optimally. The main feature that makes the Medical Valley EMN unique lies in the objective that its players from business, science, healthcare, finance and politics have mutually set: to design and develop only products, services and solutions that verifiably contribute to the efficiency of healthcare - the basis for maturing into a "Center of Excellence for Medical Technology".



[www.medical-valley-emn.de/home](http://www.medical-valley-emn.de/home)

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**Clusterland Upper-Austria, Austria**

The Health Technology Cluster is a network, spanning a number of business sectors, for strengthening the innovative capacity and international competitiveness of companies in medical technology. At the core of the cluster

activities is the strengthening and expansion of the medical technology sector and the cooperation of companies and healthcare institutions. A further objective is to drive forward cooperative efforts with the Austrian national government and the governments of other Austrian provinces.



[www.gesundheits-cluster.at](http://www.gesundheits-cluster.at)

**TIS innovation park, Italy**

TIS is the center and driver for innovation, cooperation and technology transfer for all South Tyrolian players of the innovation system, especially for companies.



[www.tis.bz.it](http://www.tis.bz.it)

**TEAMWORK - The work performed by a team****LSV Marshal Office, Poland**

Lower Silesia Voivodeship is the north-western part of the historical and geo-graphical region of Silesia in Poland, located at the Odra River. Wrocław is a capital of this region. Lower Silesia Voivodeship was created on 1 January

1999 out of the former Wrocław, Legnica, Wałbrzych and Jelenia Góra voivodeships as a result of the Local Government Reorganization Act of 1998. Its task, among others, is a research analysis of the living conditions / life situation of inhabitants of the region and is a institution responsible for innovation strategy.



**DOLNY  
ŚLĄSK**

[www.dolnyslask.pl](http://www.dolnyslask.pl)

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## John Paul II Hospital & Medical Technology Transfer Center, Poland

The John Paul II Hospital is a public health care institution. The mission of the Hospital is to fight against the major epidemic and chronic diseases in society induced by factors related to the environment, civilization, psychological and socio-economic impact. The hospital guarantees highest quality specialist services to treat cardiovascular, respiratory and infectious diseases using the most up-to-date equipment and technology.

The John Paul II Hospital also cooperates with numerous external companies and business related institutions.



[www.szpitaljp2.krakow.pl](http://www.szpitaljp2.krakow.pl)

## Business support centre Ltd, Kranj, Slovenija

BSC Kranj is regional development agency and regional support institution for entrepreneurial economic development of Gorenjska. Together with local, regional, national and international partners, its mission is to implement the Gorenjska Regional Development Programme 2007 - 2013, and thus to contribute to the economic growth, which is in favour of the environment. The vision of Gorenjska is to build a community which, with its healthy Alpine environment, enables us to work, live and entertain ourselves, as well as to fully unleash our creativity and ambitious ideas. We are merging our human, natural, cultural and developmental potential to join the company of the most successful Alpine regions. In the field of technological development, entrepreneurship and innovation a special emphasis is placed on Gorenjska's need for a technological breakthrough and for the introduction of a business culture on all levels. We pursue development based on a dynamic entrepreneurship which will be globally competitive, with its own highly visible modern industries and ICT infrastructure, and based on expert know-how.



[www.bsc-kranj.si](http://www.bsc-kranj.si)

## Centre for research, innovation and regional development, Czech Republic

CVVI support research, innovation and regional development by linking university primary research, applied research and top companies in different branches such as energy and eco-energy, transportation, civil engineering, forestry and agriculture, sport technology. CVVI aim is to increase competitiveness of Czech SMEs by providing environment for international exchange of experience and information. CVVI serves as leading facilitator in the Energoklaster project which is cluster initiative that significantly contributes to innovations and technology transfer leading to energy cost reductions and environment protection. CVVI is also involved in transnational cooperative projects co-founded by EU - besides IntraMed C2c these are also projects C-Plus and Clusters-Cord.



[www.cvvi.eu](http://www.cvvi.eu)

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## Budapest University of Technology and Economics, Hungary

The Biomedical Engineering Knowledge Centre of the Budapest University of Technology and Economics (BME EMT) was established on 1 July 2007 by the decision of the Senate of the University. Its founders are:



- Faculty of Electrical Engineering and Informatics, BME,
- Co-operative Research Center for Biomechanics, BME,
- Faculty of Chemical Engineering and Bioengineering, BME,
- Faculty of Economic and Social Sciences, BME.

Its gestor is the Faculty of Electrical Engineering and Informatics of BME. Members of the EMT can be independent organisations or their organisational units, such as faculties, departments, research centres and independent research groups of BME, the research groups at BME of the Hungarian Academy of Sciences, other educational institutes and research units or their organisational units, other public institutions, enterprises, financial organisations, non-profit organisations.

The EMT is a virtual institution: it consists of education and research groups operating more or less independently at the co-operating organisations. An organisation becomes member of EMT when it expresses its intention by the filling out and signing the "Co-operation Declaration", and the Council of Representatives of the EMT accepts it. The nomination and contracting of the researchers who will co-operate with the EMT is the task of the member organisation.

[www.emt.bme.hu/emt/](http://www.emt.bme.hu/emt/)

## MOTIVATION - The ability to influence behavior through praise or reward



## University of Debrecen, Hungary

The University of Debrecen (UD) is the biggest higher educational institution in Eastern-Hungary and it's Medical and Health Science Center (UD MHSC) is one of the largest hospitals in the country. Innovation and technology transfer is in the focus of the universities innovation strategy since 2005. The leadership of the University of Debrecen supports the utilization of the innovative ideas, products or services developed by the researchers of the university.

[www.detti.unideb.hu](http://www.detti.unideb.hu)

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## KASK innovation

The Interreg IVA-funded project KASK Innovation has the similar focus as InTraMed-C2C on exploiting the potential for innovation through user-driven and employee-driven innovation is. Aalborg Sygehus (Denmark), Oslo University Hospital (Norway) and Sahlgrenska University Hospital (Sweden) are partners of KASK Innovation. They work together in the generation of more user and employee-driven ideas and increases in license agreements, IPR sales and establishment of innovative growth companies.

InTraMed-C2C initiated first contacts with KASK Innovation. Mr. Marco Wendel from Medical Valley EMN e.V. on behalf of the InTraMed-C2C consortium met with Mr. Kjeld Lisby, head of Ideklinikken at Aalborg Sygehus, on January 10 2011. Ideklinikken has already implemented a working user-driven innovation management system on workshop basis surrounded by accompanying tools. The basic concept had been developed in the framework of KASK Innovation. Ideklinikken has started rather successful with more than 200 ideas from the clinic collected in the first workshop round, of them 60 have been realisable. Fourteen patents have been realised, among them the Echo-Clip, an oxygen soother and an uroscopy flask. For InTraMed-C2C it was very helpful to get some insight in the working system of Ideklinikken. Mr. Wendel and Mr. Lisby agreed to install a permanent experience exchange between the two projects.

# KASK INNOVATION

[www.kask-innovation.eu](http://www.kask-innovation.eu)

**INSPIRATION - sudden creativity when a new invention is created**

## Working Group for the Innovation in Health Care in Poland

The Working Group for the Innovation in Health Care is a group of scientists, public health experts, representatives of public and private health care, and patient representatives and manufacturers of modern medicines and medical equipment. The Group was established to improve access to modern methods of therapy in Poland by offering system solutions which can help in reforming the health care system. In frame of Working Group activities for the Innovation in Healthcare at the Polish Academy of Sciences was held (in 28 September 2009) a debate. It was attended by representatives of the this Group and representatives of the Ministry of Health, Agency for Health Technology Assessment (AOTM), eminent doctors - clinicians and health experts. The debate was related to innovations in diagnosis and treatment of chronic diseases. This is not the same subject as a Innovation transfer in medical sector from Clinics to Comercials, but there was estimated that by 2025 the number of diabetes will reach 324 million, which makes that this disease is called civilization. Similar situation is in diagnosing colon cancer. and rheumatoid arthritis. According to the medical and the political community these chronic diseases are the result of ageing population in Poland (and other countries in Central and Eastern Europe). The ageing population is one of the major challenges of the future of our country and Europe. It will require changes in many paradigms - including the health care..

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**Project partners:**

The participating partners of the project represent clusters, business supporting, administrative and project development companies/institutions. They are:

1. Forum MedTech Pharma e.V./ Bayern Innovativ GmbH, Nuremberg, Germany (Lead Partner)
2. Medical Valley EMN, Nuremberg, Germany
3. Clusterland Upper-Austria, Linz, Austria
4. TIS innovation park, Bozen, Italy
5. Lower Silesian Voivodeship, Wroclaw, Poland
6. John Paul II Hospital & Medical Technology Transfer Center, Cracow, Poland
7. Business support centre Ltd, Kranj, Slovenija
8. Centre for research, innovation and regional development, Brno, Czech Republic
9. Budapest University of Technology and Economics, Budapest, Hungary
10. University of Debrecen, Technology Transfer Office, Debrecen, Hungary

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If you are interested in further information regarding the InTraMed C2C project please visit our website: [www.intramed-c2c.eu](http://www.intramed-c2c.eu) or contact us as follows:

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