

# INNOVATION TRANSFER IN THE MEDICAL SECTOR

## FROM CLINICS TO COMPANIES

# NEWSLETTER NO. 3

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Dear Readers,

In this Newsletter No. 3 you will be informed about project meetings in Debrecen and in Budapest, Hungary. Besides regular progress reports from all partners, the discussion during these meetings was focused on the identification and presentation of innovative ideas and the step of going “online” with a new, in the project developed database as a tool for collecting and matching innovative ideas. The ideas, which are characterized by keywords, will be matched with companies (preferred SMEs) and/or research and development (R&D) institutions out of the partner networks. For this purpose each partner network will also be characterized by keywords. In this newsletter you will find first descriptions for the identification and description of innovative ideas. Perhaps and hopefully you will be inspired by this process. In this case please feel free to contact us for further questions.

Dieter Westphal, Lead Partner, Bayern Innovativ GmbH/ Forum MedTech Pharma e.V.

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

### 4th Project Partners meeting in Debrecen , Hungary October 10th – 11th, 2011

This meeting has been started with presentation of information on Progress Reports, Newsletter and Budget flexibility rules. Next, in frame of discussion, there were two different “directions” in the project with partners in Hungary and the eastern countries with a lot of innovative ideas for



the project purpose but a lack of resources within the companies to realize these ideas and go to the market with these innovations. In Germany and Austria the companies have in general more financial resources but a lack of ideas. According to the preparing of pilot innovation workshops, Guideline and Toolkit edition should be continued. There were presented a developed database first alpha version (<http://imeddevel.emt.bme.hu>). It is ready for internal project use with password protection for each project partner to test this version.

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## Workgroup Meeting - Budapest, Hungary 17th of January, 2012

Lead Partner has presented Project activity report on:

- Progress Report (PR1), payment
- Progress Report (PR3), overview
- Control & Audit Guidelines: updated version 2.1
- Budget change requests and Budget underspending

Then Project Partners presented their experience from innovation workshops.

The main topic of the meeting was Project Database, the main tool for innovation transfer. Every project partner must be able to use the database properly and work with it actively in the future.

According to the suggestion that the database will not be a part of the project homepage. This decision is also in view of the period beyond the end of the project. The database maybe used “physically” independently, however integrated in the InTraMed website via a link from (so “logically” incorporated into the website.)

Every project partner is responsible for inputs in the database. This means that there will be no innovation entry in the database without responsibility of a project partner. This responsibility includes identifiable “inventors” of each entry by name, institution, address etc. Preferred solution could be a registration of the inventors by the project partners. First step of Evaluation of the ideas should be done by project partner. The inventor sends or information to the project partner about his/her idea. As this information is not yet in a form which includes all fields of the database format, the project partner will make several checks to complete the data. Then the project partner can decide whether all data will be typed in the database by himself or by



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the inventor by providing a temporary access for input of only this invention/ innovation. After completion of the entry a final check will be done before an “Approved” button makes the entry visible in the database for the public.

Project partners create their institution competence profile. This reflects the network with companies in the partner region; there must be “real” companies within this profile, therefore the profile should be validated regularly in order to keep it up-to-date.

Based on that each partner will receive ideas/ innovations looking for cooperation with companies, there will be only in a few cases where companies are within their own network.

For every input in the database one of the project partners is responsible. This means there will be no innovation entry in the database without responsibility of a project partner. In the case that there is no responsibility visible the entry will be deleted. This responsibility includes identifiable “inventors” of each entry by name, institution, address etc. Preferred solution could be a registration of the inventors by the project partners.



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## Speech-controlled environment for handicapped people – innovation workshop in Budapest

Under InTraMed-C2C project the Budapest University of Technology and Economics Healthcare Technologies Knowledge Centre (BME EMT) learned an innovation idea – Speech-controlled environment for handicapped people – coming from the Obuda University, John von Neumann Faculty of Informatics. In February 2012 BME EMT organized an innovation workshop in order to outline the possible scenarios of innovation management from the idea to the product. Besides the developers of Obuda University and the representatives of BME four small companies and an innovation agency participated in the workshop.

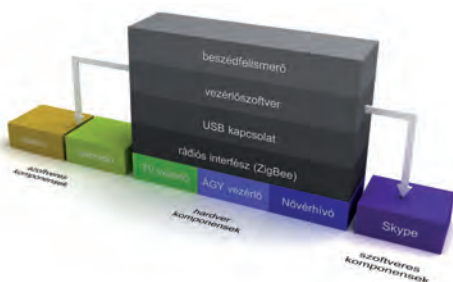


### The innovation

Totally immobile people (suffering from sclerosis multiplex, extremity or spinal cord injuries) are unable to perform the simplest tasks, for example managing a remote control device. For these people with perfect mental and speaking skills speech-controlled devices could be a great help. The R&D team developed an intelligent, modular speech-controlled home system using radio technology (Zigbee) mainly to control electric devices. Main functions: move the bed (raise, lower, tilt etc.), use the television (turn on and off, volume control etc.), Skype, nurse call, web radio.

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The prototype is working in a home in Szentendre (a small town near Budapest). The second version of the system was installed in the Uzsoki Hospital in Budapest (demonstration purposes).



### Electronic Voice-activated Assistant for the Mobility Impaired (eVA)



Obuda-University, 2012

The participants of the workshop agreed that the main open questions concerning the innovation management are capital, business plan, production and system support (maintenance).

The developers and the representatives of the SME side highlighted the following:

- it is worth thinking about global market only;
- the first step is to prepare a comprehensive business plan OR the first step is to find a financially strong partner;
- universal interfaces would make easier the work;
- the system should be set up by standard modules;
- should be considered: Linux instead of Windows, specific hardware instead of PC (controller of the system);
- it would be useful to lay down the basic functions (3 or 4) of the system. These functions must work completely reliable.
- the first customers of some system elements could be recruited from areas outside the healthcare. The revenues of this business could be the basis of the special health care applications.

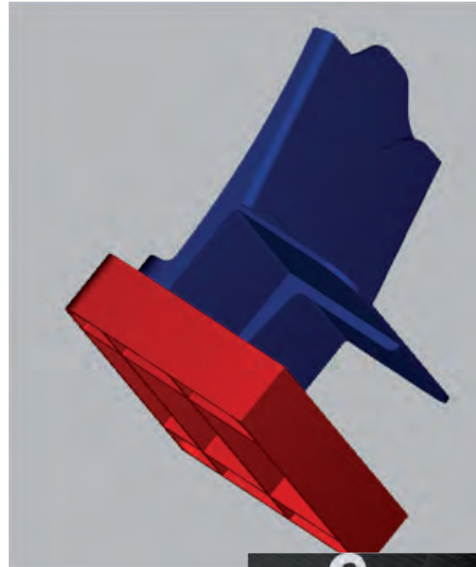
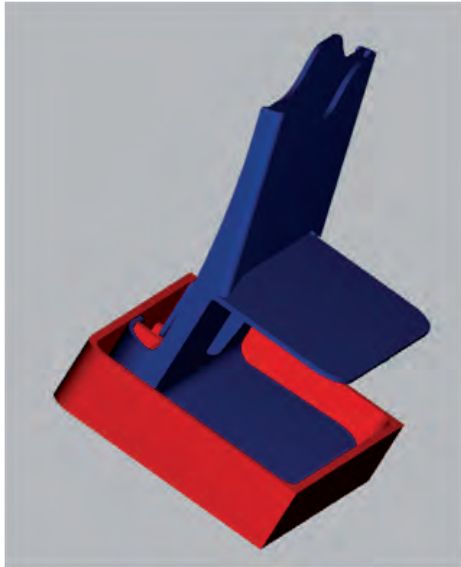
At the end of the workshop the companies indicated their possible contribution to the project. The participants agreed to continue the joint working.

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## The Tray for drug distribution

Drug distribution in clinics seems to be quite a big problem. The main aim of the distribution tray is to guarantee the secure medication distribution. Presented idea is based on tray developing to secure drugs when they are ready to be distributed. When arranging medication, the possibility of mistakes concerning the dosage and the amount is evident. However, the quality of the medication distribution depends on the correct identification of preparations and patients. Proposed medication distribution system helps to reduce these mistakes and offers several risk minimizing solutions. "Safety with little effort" is the motto for firstly choosing the solution for the needs of the patients.

This way will support a clear distribution structure; even when the medication of patients varies a lot.



Development of this innovative idea was carried out by the "e-Prototypy" company



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### 10th ScanBalt Forum at September 21st-24th 2011 in Herringsdorf, Germany Innovation Transfer in Medical Sector (InTraMed C2C) as a quality maker in health care

Clinics have a high potential for product innovation, process and service development. There are many reasons why this

potential of innovation is not sufficiently transferred to the results, such as product development by companies and better health care. The barriers concern, among others, different interests. Clinics are mainly focused on the efficient management and welfare of patients. Whereas the objective of the industrial units is all about economy and economic importance. Today big business companies and corporations dominate as suppliers of ready innovative products. So far, the changes initiated by the employees of clinics and small and medium-sized enterprises (SMEs) have no chance to transfer knowledge and ideas. But this is the flexibility of SMEs in developing lab types, prototypes and small business solutions, that can help to improve the daily



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work of clinics and in particular its quality. The IntraMED-C2C project began to develop and provide the tools for increasing the access of small and medium-sized enterprises (on a European scale) to the innovation potential in clinics. This will open up new markets for their products. Workshops may be a good tool for initiating SMEs' access to clinics. Within the project, in accordance with the needs of the regions, there are arranged such pilot workshops.



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**MEDTEC Europe – Home of the European medical device manufacturing industry**

Since 2002, MEDTEC Europe has become the most-attended event for companies and people interested in the medtech industry along the supply-chain of medical device manufacturing. According to the latest data of Eucomed, the European medtech industry generated a revenue of more than Euro 95 bn of which Euro 7.5 bn trace back to investments in research and development projects.

The Health Technology Cluster organized a group exhibition with 22 co-exhibitors from Austria at MEDTEC from 13th to 15th of March, 2012. MEDTEC Europe is an annual exhibition for OEM's and suppliers within the medical engineering field. Last year around 1,000 exhibitors provided insight into medical products and technologies as well as prospective devices for more than 13,500 visitors.

The Health Technology Cluster used this opportunity to introdu-



[www.medteceurope.com](http://www.medteceurope.com)



ce IntraMed-C2C to interested companies and people in the relevant medical technology sector.

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### First innovative workshop of a project InTraMed-C2C in Slovenia

In Slovenia, Gorenjska we organized the first innovative workshop on 26th of March in University Clinic of Respiratory and Allergic Diseases Golnik. Hospital Golnik is a research and educational institution. They treat patients with pulmonary and allergic diseases from all over Slovenia. Hospital holds the reputation of top Slovenian clinic for diagnosis and treatment of patients. In addition, the hospital also has a complete laboratory activity.

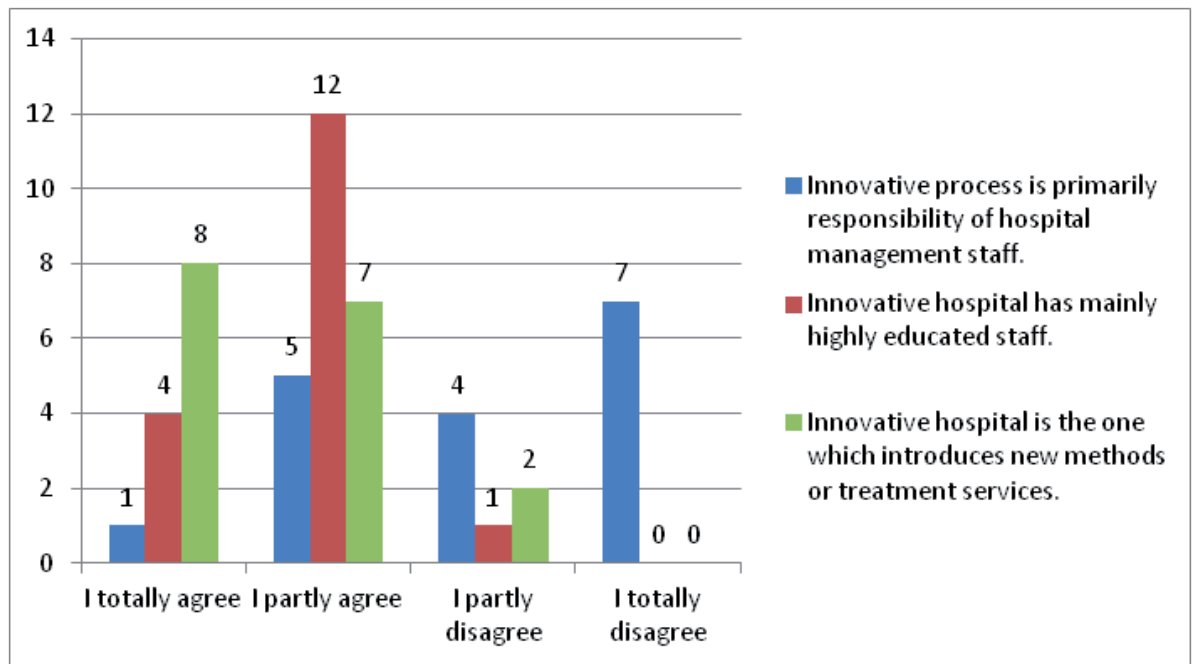
The workshop was attended by 18 doctors, (head) nurses and other employees in managerial positions. Seminar was divided into three thematic sections:

1. Presentation of the key features innovations and innovation process, whose aim was to clarify and define basic terms and concepts of innovative process.
2. Presentation of the mechanisms, tools and best practices for establishing and maintaining the innovation system.
3. Implementation of a SWOT analysis to determine the current state of innovation processes.

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In the third part of a workshop a short survey of understanding the basic concepts of innovation and to gain insight into the current state of innovation in their hospital was conducted. The results of a survey were presented at the end of the workshop.

The results of most interesting questions of understanding the innovative process and about current state of innovative environment in their hospital:



On the next workshop will the same people getting to know the initial stages of the innovation process in practice – they will generate the ideas connected with their work.

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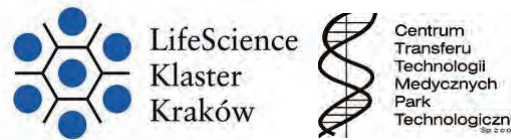
## Workshops in Cracow

The John Paul II Hospital has organized three workshops till now within the framework of the InTraMed-C2C Project. The meetings were conducted in cooperation with The Medical Technology Transfer Center and the Technology Park Ltd. This business related institution was established in 2007 by the John Paul II Hospital in Krakow having 100% of the share capital of the Center. The company was a response to demands formulated by the scientific and research circles and by industry in order to initiate and coordinate cooperation of both sectors. The John Paul II Hospital in Krakow is the first institution of the health sector in Poland that has established a company of this type.



### Regional workshop

The first regional workshop „The Innovative Hospital – areas of cooperation with SMEs” was held in Cracow on 30 September 2010. There were 20 participants who represented SMEs, public institutions, enterprises and government. The presentations during the event were followed by a discussion to address the following issues:



- lack of uniform approach to innovative ideas proposed by employees
- need to introduce appropriate regulations regarding intellectual property rights
- promotion and development of cooperation between hospitals, R&D institutions and business supporting institutions
- improvement of awareness and knowledge among medical staff with respect to legal regulations of innovations
- identifying the potential for commercializing study results.

### Pilot innovation workshop - 2011

The innovation workshop under the InTraMed-C2C Project was held on 27 September 2011 at the conference center of the Kossak Hotel in Cracow. The workshop was attended by eleven representatives of the healthcare sector, business supporting institutions and enterprises. The workshop was entirely devoted to the project of implementing a Screening Platform in various medical areas, being one of the strategic business goals of the Silvermedia company, the instigator and host of the meeting. This unique solution in healthcare IT promotes medical data management from data collection to analysis. However, its development is strictly dependent on innovations in the medical sector.



### Pilot innovation workshop – 2012

The second innovation workshop was held on 1 March 2012 at the conference center of the Kossak Hotel in Cracow. The workshop was attended by twelve representatives of the following institutions: the John Paul II Hospital, The Medical Technology Transfer Center and the Technology Park Ltd., National Research Institute of Animal Production, Chemistry and Pharmacy Cooperative ESPEFA. The main subject of the discussion between participants was resveratrol and its cardioprotective and anti-diabetic effects on human health in innovative diet supplement. The second significant point of the discussion during the workshop was legal regulation of intellectual property rights.



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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

**Contact:**

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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