

INNOVATION TRANSFER IN THE MEDICAL SECTOR

FROM CLINICS TO COMPANIES

NEWSLETTER NO. 4

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Dear Readers,

Newsletter No. 4 includes several partner activities about implementing the project topics in real life. A workshop in a hospital in Slovenia with the purpose of presenting key features of the innovation process showed interesting results which may lead to further discussions. In Czech Republic our partner CVVI has successfully started an innovation process for solving a problem in a hospital in Prague by a SME which was identified before. Moreover our project partner in Wroclaw, Poland, developed a so-called "animation storyboard" which is the basis for a promotion movie for visualizing the project idea in a simple and clear way using new media technologies. Several reports about events with project partners are also included in this newsletter showing various activities for disseminating project results to the public. You can contact each project partner by using the links on the project website: <http://intramed-c2c.eu/>.

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

EDITORIALS

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

Second innovation workshop of InTraMed-C2C in Slovenia

In Slovenia, 27th of March 2012, we organized the second innovation workshop on 27th in Institute for Public Health Kranj. The Institute was established after WW2, today it is responsible for medical microbiology and analysis (microbiological and chemical) of food, water and environment. Activities of the Institute are primarily preventive, but very diverse. Beside the mentioned tasks, they are responsible for analysis of noise and agricultural products for entire Gorenjska region. More than half of the employees at the Institute have at least college education. Among them are medical doctors with different specializations, biologists, veterinarians, graduate nurses... next page>>



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Second innovation workshop of InTraMed-C2C in Slovenia

The workshop was attended by 16 employees: director of Institute and different management staff. The 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.

Today, innovations are no longer just a hobby, but became a social necessity, which requires a structured approach. In this area we are faced with different concepts and definitions, which are also in professional circles often misunderstood. So the concept of innovation and innovation process are often interpreted too broadly: any novelty is not an innovation; or too narrow: not only innovations from technical field are innovations.

Lecturers explained to the participants the difference between the concepts of invention and innovation, and the difference between the process of creating and implementing ideas.

2. Presentation of the mechanisms, tools and best practices for establishing and maintaining the innovation system.

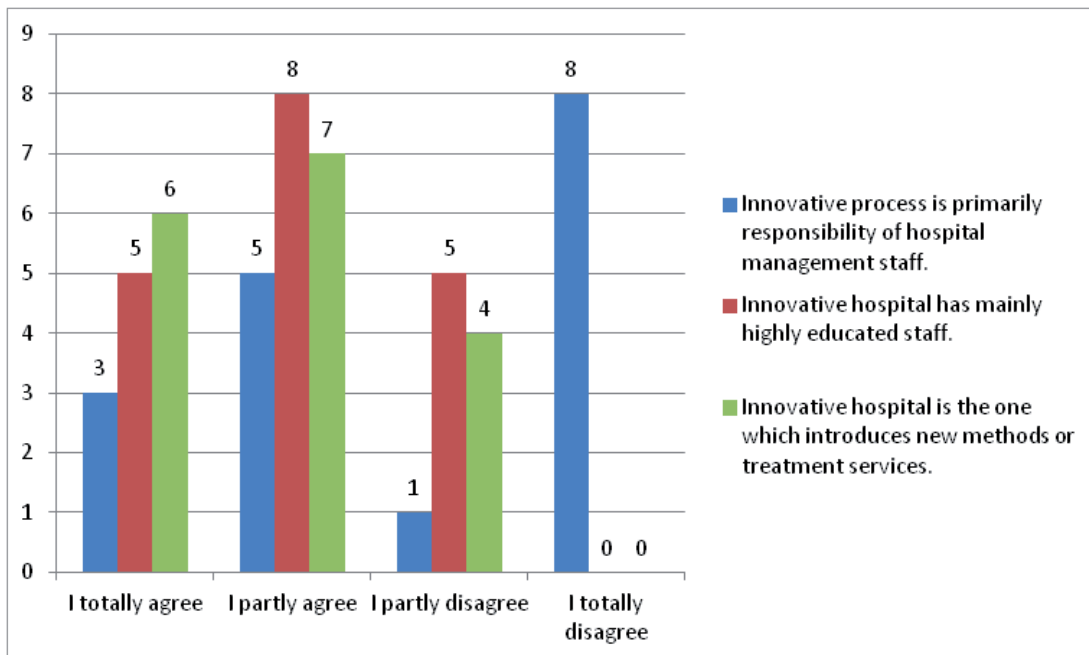
The lecturers presented the model of innovation management to the participant of workshop and they explained that the model is seen as a methodology by which we assess whether the management staff, processes and procedures in organization support the innovation process.

3. Implementation of a SWOT analysis to determine the current state of innovation processes.

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 process in their institution was conducted. The results of a survey were presented at the end of the workshop.

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



Because the survey was the same as on our first innovation workshop we can make some interesting comparisons of answers or better, about state of development of innovative culture in two "health" organizations.

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First question – that innovative process in the responsibility of hospital managements staff we got rather similar answers in both institution (Hospital Golnik and Institute for Public Health Kranj). Most employees don't agree with the statement, but there are more employees in Institute for Public Health who totally agrees with the statement.

Second question – innovative hospital has mainly highly educated staff we also get rather similar answers. Most employees don't agree with this statement. In both institutions we got the most answers in the section "I partly agree" and "I partly disagree", which show us that the employees think that education is important for innovative culture but not the only factor.

Third question – innovative hospital is the one which introduces new methods or treatment services, we got most different answers. Employees of Institute for Public Health agree to lesser extent with the statement than the employees of Hospital Golnik. We can understand this as a bigger understanding of innovative process and a little higher level of development of innovative culture in organization.

Participants also learned on the workshop that the innovation process can be divided into four key stages:

- beginning of innovation process (generating ideas),
- development of new products or services,
- commercialization or activities for inclusion of the innovation on the market
- market absorption of innovation by users.

On the next workshop the same people will get to know the initial stages of the innovation process in practice – they will generate the ideas connected with their work. Participants will be able to check their ideas by controlling the process of the generation and management of ideas.

We will have our third innovative workshop in Hospital Jesenice. After that we will be able to do some more comparisons and analysis of answers of all three health institutions.

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CVVI Meetings with representatives of one of the SMEs

Centre for research, innovation and regional development (CVVI) - Czech Republic. CVVI is in touch with representatives of one of the SMEs that has joined the project - CVK – Centre for research contracts. CVK is specialized department, which provides its clients complex counseling services regarding technology and knowledge transfer, along with this they also run "technology scouting" database.

In this matter CVVI would like to point out first innovative idea coming from staff of one of Prague's hospitals. Many

hospitals have been experiencing problems with bacteria and germs on hands. Based on this idea a technology dealing with this problem has been developed. One SME has come up with a technology producing so called "active water". Such water has great antibacterial protection and kill all the germs present. The technology is based on the process of creating electrochemically activated solutions. By mixing these newly extracted solutions in certain ration the final solution possessing the above mentioned special and positive characteristics, is being created. At the moment the whole technology is in the process of testing, i.e. how to make it work within hospital premises. CVVI is following up in order to organize the innovation workshop in hospital premises along with other potentially interested stakeholders to introduce this newly developed technology.

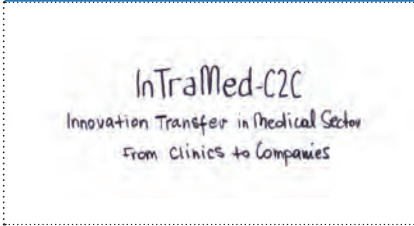
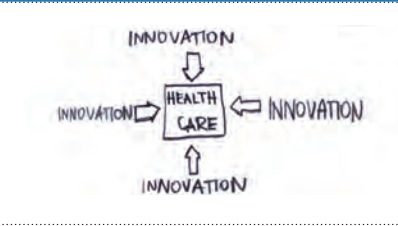

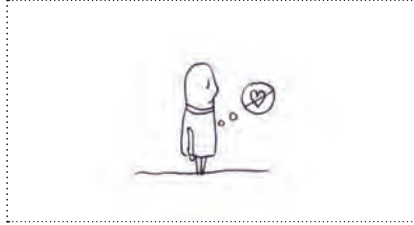

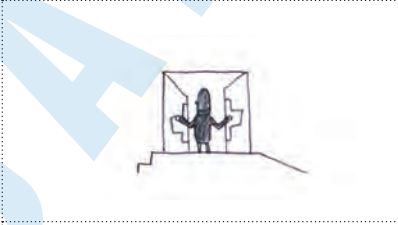
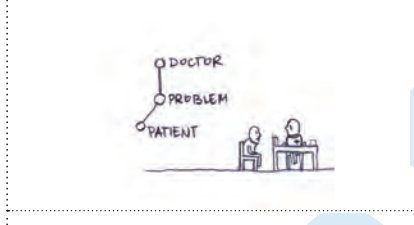

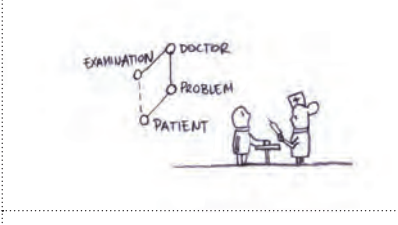
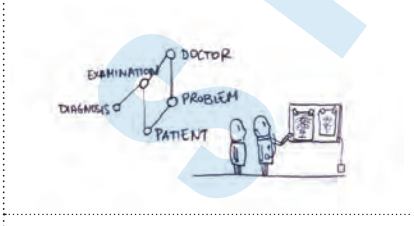
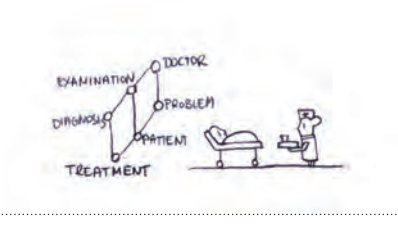
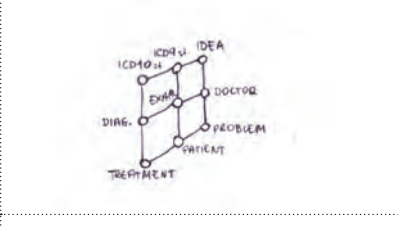


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Animation storyboard

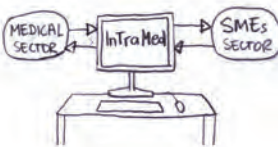


The storyboard was created as part of preparing animated movie explaining the Project idea.

<http://intra-med-c2c.eu/content/intra-med-c2c-animation>



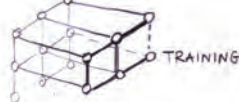
Scene 1 / Cut 1	1/2	1/3
		
InTraMed-C2C - Innovation Transfer in Medical Sector from Clinics to Companies.	How to innovate the system of health care?	An innovative idea, inspired by patients' health problems, is being transformed into a product which is economically effective and which serves people.
Animation of a text.	Schematic animation.	Schematic animation.
2/1	2/2	2/3
		
Let's start from the beginning. A patient has a health problem	...and goes to see a doctor in a Clinic.	Once he enters the clinic, at that moment all the processes...
A cloud with a hardly pulsing heart appears near to a patient.	The patient goes to a Clinic and a dark rain-cloud is following him.	The patient opens the Clinic door.
3/1	3/2	3/3
		
...which are expected to solve the patient's problem "switch on".	The doctor examines the patient...	... or sends him to have an additional check-up.
A model starts to draw.	Still the model is drawing.	Still the model is drawing.
3/4	3/5	3/6
		
Then he diagnoses the problem...	... and treats the patient.	At every stage of a treatment process, there is a possibility to increase the quality of services.
The doctor and the patient look at the examination results. Still the model is drawing.	Still the model is drawing.	The first "wall" of the model is completed.

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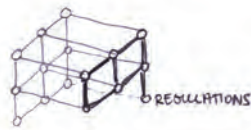

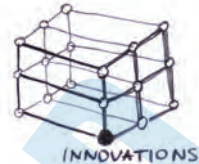
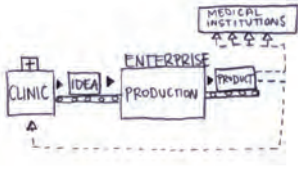





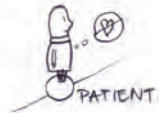

<p>4/1</p> 	<p>4/2</p> 	<p>4/3</p> 
<p>Especially doctors and nurses are an excellent source of ideas on how to improve functionality of their work tools regarding the standards (ICD9 and ICD10).</p>	<p>They may place their concepts of modifications of the existing solutions or brand new ideas in a special InTraMed-C2C database with access to the Internet.</p>	<p>To make an idea a real product, the medical sector requires a business partner that will be interested in the production.</p>
<p>An idea appears between the nurse and the doctor.</p>	<p>They are writing their ideas.</p>	<p>The second "wall" of the model starts to draw.</p>







<p>5/1</p> 	<p>5/2</p> 	<p>5/3</p> 
<p>Small and medium enterprises (SMEs), respecting an intellectual properties (IP), may use the same database of ideas to recognize the demands of the medical sector.</p>	<p>At the next stage there are organized workshops where both sectors representatives meet each other to discuss particular ideas.</p>	<p>Their cooperation is initiated by signing the agreement.</p>
<p>Medical and SMEs sectors meet through the database of InTraMed-C2C project.</p>	<p>Animation of people.</p>	<p>Animation of people, having an agreement.</p>

<p>5/4</p> 	<p>5/5</p> 	<p>5/6</p> 
<p>Then a financial issue is discussed... The businessman shows a financial chart.</p>	<p>...the researches are carried out... The doctor shows results of a research.</p>	<p>...and a technology is selected. They talk about the technology.</p>

<p>6/1</p> 	<p>6/2</p> 	<p>6/3</p> 
<p>Additionally, basing on the experience... Drawing the model.</p>	<p>and knowledge, it is essential to... Drawing the model.</p>	<p>...organise trainings... Drawing the model.</p>

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<p>6/4</p>  <p>...analyse the existing regulations...</p> <p>Drawing the model.</p>	<p>6/5</p>  <p>...and recognize the market.</p> <p>Drawing the model.</p>	<p>6/6</p>  <p>The model is fully completed.</p>
<p>7/1</p>  <p>The enterprise develops the idea of a health care unit, which still keeps all rights to the project, and then the offer of the product also goes to other medical institutions.</p> <p>The idea box changes into the product box through the business process.</p>	<p>7/2</p> <p>WHY DOES IT WORK ?</p> <p>Animation of a text.</p>	<p>7/3</p> <p>INNOVATIONS</p>  <p>Innovation transfer is an economically effective action.</p> <p>Schematic animation.</p>
<p>7/4</p>  <p>Medical sector provides its health services which quality and value increase due to the support of SMEs sector.</p> <p>Schematic animation.</p>	<p>7/5</p>  <p>Eventually those business processes extract a high quality product from a particular idea, what results in...</p> <p>Schematic animation.</p>	<p>7/6</p>  <p>...the improvement of the whole Health Care System.</p> <p>Schematic animation. A Clinic is being given a High Quality Badge.</p>
<p>8/1</p>  <p>Throughout better functionality, not only tools but the system of work is changing,</p> <p>Animation of the arrows on the model, to make it working.</p>	<p>8/2</p>  <p>and that is directly related to a patient problem – the primary source of a treatment process.</p> <p>On a "patient" point stands the patient.</p>	<p>8/3</p> <p>MORE TIME FOR PATIENT</p>  <p>Finally, the new working conditions allow doctors to have more time for their patients,</p> <p>He is getting better.</p>

<p>8/4</p>  <p>use better tools for diagnosing...</p> <p>And better.</p>	<p>8/5</p>  <p>...and apply innovative solutions.</p> <p>And finally his heart is healthy...</p>	<p>8/6</p>  <p>Innovations in the medical sector concern all of us...</p> <p>...and comes back to him.</p>
<p>8/7</p>  <p>thus it is a very important task for the whole society.</p> <p>The area selected states for the countries involved in InTraMed-C2C project.</p>	<p>9/1</p>  <p>Even a small idea</p> <p>Little bulbe...</p>	<p>9/2</p>  <p>may bring, in result, a wide-spread valuable solution.</p> <p>...switchs on, ane the people appears.</p>

5th Project Meeting in Kranj, Slovenia
March 26th – 28th, 2012

The first day of the meeting were organized in hospital and has been started with presentation of Professor Mitja Košnik (director of the hospital) introducing the host of the meeting. Next, there were presented, discussed and reviewed 2nd / 3rd Progress Report and preparing of 4th Progress Report. The discussion was focused on the subject of the responsibility from each partner to deliver a document for FLC-validation and consequences of delays.

Other main topics of discussion concerned the participation at regional thematic events and regional dissemination events. According to the preparing of Framework report and Guideline and toolkit the Project Partners agreed that no more discussion and no changes on motivation schemes are necessary. The argument list is complete and usable and personal contacts are vital for organizing the workshops. Partners who have not yet uploaded the reports for PR4 were asked to do.

There were also presented and discussed issues according to database and its updates as well as practical exercises were conducted. Partners have suggested to expand “innovation types” and “state of affairs” At the end of the meeting the workplan and training activities were presented.



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How can a webcam or 3D imaging support physiotherapy?

Innovation workshop in Budapest

According to the opinion of a Hungarian rheumatologist, the physiotherapist doesn't need always to be physically with the patient. In some cases it is enough to control or check the gymnastic exercises e.g. through the Skype, with the help of ICT devices and applications. The Budapest University of Technology and Economics Healthcare Technologies Knowledge Centre (BME EMT, PP10) organized an innovation workshop and invited physiotherapists, rheumatologists, application developers and ergonomic experts to collect and demonstrate these types of ICT applications.



Fitness application (Attrecto)

The application is based on the accelerometer built in the smartphones. The main point of the application: one can copy the given exercises in practice with a smartphone held in his/her hand. Main target group: people engaged in sedentary occupations and usage for home fitness purposes.

Present situation of the development: with the help of the recorded GPS coordinates and time stamp the whole history of motion can be found in the smartphone.

Ongoing developments: wrist-, ankle- and forehead-mounted accelerometer with wireless technology; multilingual coach on the display of the smartphone; augmented reality.



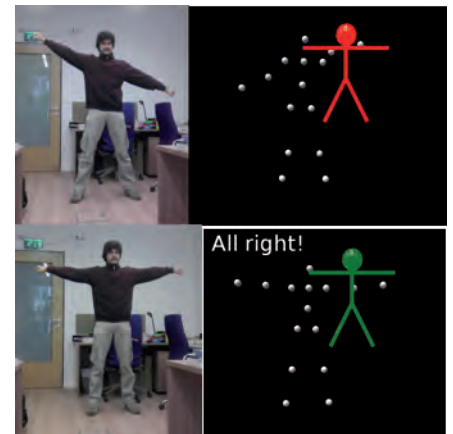
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Is the position correct? (The Healthcare Technologies Knowledge Centre of the Budapest University of Technology and Economics - BME EMT)

The open source application is based on a 3D camera, so it recognizes certain elements (e.g. neck, wrist, elbow, shoulder, hip bones, knee, ankle) of the body (skeleton) "in the depths". According to the pre-configuration the software monitors whether the position (motion) of the patient is correct or not, and warns when it differs from the permitted. If everything is all right, a green stick figure can be seen on the screen of the computer, if the position is wrong, the colour of the figure changes to red.

Conclusions of the workshop:

- In many cases the physiotherapist must be physically with the patient. Nevertheless there are some cases when the personal presence is not necessary, and the eyes and the voice of the physiotherapist are enough. The image and voice contact through internet (Skype) is a good tool in physiotherapy e.g. for prevention and for rehabilitation of people already having learnt the exercises (aftercare). But in case of individual therapy this is inappropriate as training of the exercises needs physical intervention of the physiotherapist.
- A suitable area and group should be chosen for the pilot system.
- Motivation of the patient is a key issue.
- If the physiotherapist is only virtually present, his/her sound is very important for the patient.
- It is recommended to organize a second workshop on this topic.



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Dissemination event

In the end of May 2012 the John Paul II Hospital in Cracow, Poland, took part in the International Symposium on Entrepreneurship and Innovation – ISEI 2012. This conference was organized by the University of Padua and took place on San Servolo Island in Venice (Italy). Delegates from the Hospital had the opportunity to present InTraMed-C2C Project. Organizing Committee provided the booth for PP6 which was available during the entire symposium. Project representatives had the chance to become a part of the global community presenting and discussing their research and results in innovation. Polish delegates met many participants of the symposium who were very interested in InTraMed-C2C Project.



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Thematic event



On May 28th-29th in Cracow took place XVI National Conference „Quality in Healthcare” organized by the Center for Quality Monitoring in Healthcare. Each year this conference gathers a lot of representatives from Polish hospitals, especially from management boards. The Project Team from the John Paul II Hospital participated in this event. Project Manager – Krzysztof Bederski MD presented InTraMed-C2C Project. He highlighted the necessity of the innovations in product, process and service development in the overall medical industry. Project Manager encouraged participants to transfer innovative ideas from medical staff and to cooperation with SMEs. Krzysztof Bederski invited likewise to collaboration within the framework of InTraMed-C2C Project.

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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 or contact us as follows:

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