

INNOVATION TRANSFER IN THE MEDICAL SECTOR

FROM CLINICS TO COMPANIES

NEWSLETTER NO. 7

EDITORIAL

Content:

Editorial	P.1
Meetings - InTraMed-C2C at e-Health Cross-border Conference in Lower Silesia	P.1
Meetings - Dissemination events in Cracow	P.2
Meetings - Regional dissemination event at the University of Debrecen	P.3
Meetings - 6th IntraMED-C2C Project meeting in Prague	P.4
Project Ideas - InTraMed-C2C's Medical Innovation Database presented	P.4
Meetings - Conference on EUROPEAN TERRITORIAL COOPERATION	P.5
Project Ideas - Training for the Students of Semmelweis University	P.6
Project News - New age of the medical sector in South Tyrol	P.7

Dear Readers,

Several international and regional events for dissemination and presentation of the InTraMed-C2C project results are included in this 7th Newsletter. In each partner region the activities for demonstrating and explaining the benefits and possibilities for realization of clinical innovative ideas into for marketable products and processes were performed. These activities include dissemination events in Cracow (Poland), Debrecen (Hungary), Budapest (Hungary), Düsseldorf (Germany) and Bozen (Italy). Moreover a Cross-border Conference between Lower Silesia, Poland and Saxony, Germany about eHealth with our project partner from Lower Silesia is described below. Finally the 6th InTraMed-C2C project meeting took place in Prague, Czech Republic. I hope you will enjoy reading and of course feedback from you as reader is welcome.

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

TEAMWORK - The work performed by a team

InTraMed-C2C at e-Health Cross-border Conference in Lower Silesia - Saxony, Castle Czocho, 15-16 October 2012

The aim of the conference was the identification of the essential terms of the innovation transfer and cooperation of health systems, interoperability and standards of anonymity and privacy. Cross-border exchange of medical data can lead both to cost savings and to improvement of health care. There are problems like:

- mapping and comparison of business processes in the context of regional law.
- interoperability (cross-border systems cooperation)
- protection of personal data (safety and anonymity of the data)



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INNOVATION

Dissemination events in Cracow

The Second Central European Life Science Investment Conference

The John Paul II Hospital attended in the Second Central European Life Science Investment Conference in Cracow (17th-19th October 2012) in order to disseminate the InTraMed-C2C project. The conference was tailored to the Central Europe life science investment market and was supported by commerce, academia and government. The following stakeholders took part in the conference: international range of speakers, Central Europe's most important players in the sector, representatives of companies, research institutions and institutions of business support. The following sessions were included in the conference: The CE Life Science Sector, Public finances and the life science sector, Corporate investment and pharma collaboration: a growing necessity in the sector, Playing to the strengths of the region.

LifeScience Open Space 2012

PP6 also participated in the third edition of LifeScience Open Space, a conference dedicated to innovations in the field of life sciences, which took place on 17th October 2012 in Hotel Stary in Krakow. The event was organized in conjunction with The Second Central European Life Science Investment Conference in Cracow.

'Open Space' refers to the concept of "open innovation", encourages cooperation and promotes the effective use of knowledge, skills and abilities. The event is targeted at companies, teams and individuals representing the members of the cluster, as well as to its national and international partners. The John Paul II Hospital is a member of the LifeScience Klaster Krakow. The main objective of the event is to promote the innovative interdisciplinary collaboration in the area by:

- presentations of concrete technology and/or cooperation offers
- presentations of capabilities, needs and ideas
- networking and partnership meetings with people representing a variety of interests.



TEAMWORK - The work performed by a team

It is organized in an approach that ensured the interaction between inventors and the end – users of such advances. LifeScience Open Space 2012 topics and presentations focused on five areas:

- Exploration and development of drugs
- E-health & Telemedicine
- Medical Diagnostics
- Advanced therapy and medical technologies
- Food and the environmental quality of life

Life Science Open Space 2012 is open for the actual and future members and for partners of LifeScience Krakow cluster, who would like to take an active part and present their technology or capabilities in order to create awareness and generate opportunities for future collaborations.



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STIMULATION

INSPIRATION

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Regional dissemination event at the University of Debrecen, with the participation of over seventy clinicians, technicians and pharmacists

The University of Debrecen organized a regional dissemination event within the framework of the InTraMed C2C project – implemented through the Central Europe Programme – in August 2012 in Debrecen, Hungary.

More than 70 participants attended the meeting, which provided an excellent opportunity to disseminate the results of the project so far and to meet and discuss innovation transfer issues with clinicians, technicians and pharmacists.

Background:

On 31st of August, 2012 the Hungarian Society of Personalized Medicine, the Hungarian Society of Clinical Neurogenetics and the Medical and Health Science Center of the University of Debrecen organized the so-called Personalized Medicine in the Clinical Practice Conference at the University of Debrecen. The Knowledge and Technology Transfer Office of the University of Debrecen (UD TTO) had the opportunity to join this conference and organize its own regional dissemination event of the InTraMed C2C project.

TEAMWORK - The work performed by a team

UD TTO had its own exhibition stand, where they could advertise the project with an informative roll-up. The animated InTraMed C2C movie – introducing the innovation transfer process between clinics and companies – was continuously played during the whole day at the stand. The TTO staff also distributed project flyers to those who were interested and during the lunch break Klára Bartha, innovation manager of UD TTO gave a brief presentation on the main purposes and results of the project so far (the method of pilot workshops and innovation workshops developed within the project in order to identify innovative ideas of clinicians, the usage of the Medical Innovation Database) to the audience.

At the conference the staff of the TTO could meet face to face with clinicians, technicians and pharmacists in order to build fruitful relationships with them and to inform them about the opportunities offered within the project. These stakeholders can create innovations which can lead to the development of new medical devices and other products or services with the help of InTraMed C2C project.

Based on the experiences of TTO it was a very successful and useful event, which was visited by altogether 76 participants. It is planned to organize further dissemination events in the future as well.



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INNOVATION

NEWSLETTER NO. 7

6th IntraMED-C2C Project meeting in Prague

CVVI was the host of the 6th project meeting which took place in Prague during October 8th – 10th. The agenda of the three days meeting was tight. Short review of the project, presented by the lead partner, was followed by a welcoming common dinner on the first day of the meeting. Second day started with the official introduction of the agenda by the host partner followed by a review of the previous reporting period presented. Each partner was asked to summarize and present their achievements in the project so far with the emphasis on the latest project period and some of the partners made a great progress and moreover some tangible results of innovation transfer were presented.



The rest of the day was then dedicated mainly to the WP 4: Implementation activities, which need to be performed during the last project period with a great emphasis on the Medical Innovation Database which has been designed as a matchmaking tool at international level.

The last day of the meeting was commenced with the introduction of the work plan for the last project period and followed by the review of the dissemination activities. The topic of the Final conference was presented by the responsible partner for the organization of this closing event. During the afternoon partners also discussed all possible future steps beyond the end of the project.

Overall this meeting has brought up many fruitful discussions. Partners also exchanged the experiences from the partners from other regions and by that received some hints also for their regional implementation.

TEAMWORK - The work performed by a team

InTraMed-C2C's Medical Innovation Database presented at the world's largest medical trade fair

At this year's MEDICA in Düsseldorf, Germany, the project's brand new Medical Innovation Database was presented at the InTraMed-C2C booth E92 in hall 3. Additionally, organised by the lead partner Bayern Innovativ / Forum MedTech Pharma, the EU project and its activities was introduced by three project partners over the four days of the trade fair (14 – 17 November). Transnational matching and sustainable transregional innovation transfer was another focus.

One of the core outputs of the EU-project InTraMed-C2C was the development of a Medical Innovation Database. It facilitates innovation transfer by linking clinical ideas and innovative solutions of the project partner's network via a supervised database. Designed and developed for the project by the project partner Budapest University of Technology and Economics / Biomedical Engineering Knowledge Centre, István Valovics and János Vargha introduced the database to the visitors. Michaela Egebrecht from the project partner TIS Techno Innovation South Tyrol attended as well and presented their network and activities.



A lot of meetings showed that there is a huge interest in the project's outputs. Meetings with project managers of the complementary projects BSHR HealthPort (Scan Balt Region) and InnoHospital / Productivity2 (Germany) were conducted to discuss potential project cooperations, and rounded off the activity of the project partners at 2012's MEDICA.

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INSPIRATION

INNOVATION

International Conference on EUROPEAN TERRITORIAL COOPERATION - EXPERIENCE AND PROSPECTS, Wroclaw, 25 October 2012

Hippocrates Dream – Project on Scene

The international conference on EUROPEAN TERRITORIAL COOPERATION - EXPERIENCE AND PROSPECTS was organized in Wroclaw in October 25th 2012. It aims to present a valid, effective and attractive instrument for regional development in the context of the ongoing debate in the European Union on the nature and shape of the post-2013 program years. There were presented a Territorial Cooperation programs best embody the idea of European integration and solidarity. As an instrument of cohesion policy it really affect the achievement of the development objectives of the European Union. The IntraMed-C2C Project was selected to be presented “on scene” as a HIPOCRATES DREAM – Technology transfer in the medical sector inspired by patients problems.

European Territorial Cooperation (ETC) allows execution of complementary actions against to those carried out in the framework of national programs. It is based on the same priorities like innovation, competitiveness, care for the environment. ETC programs, however, have specific nature and the different methods of achieving the goals. Strengthening competitiveness is to improve integration areas located on different sides of national borders. In the budget for 2007 -2013 The European Union on a 7.75 billion from the European Regional Development Fund.



TEAMWORK - The work performed by a team

In the period 2014-2020 the European Territorial Cooperation will be one of two policy objectives cohesion for its implementation is expected to 11.7 billion euros, representing 3.48% of the cohesion policy budget. It is assumed that a new generation of territorial cooperation programs will be in a more visible way change and modernize the region. The question of how to achieve it corresponds commissioned by the Ministry of Regional expertise. It proposed a new approach to software cross-orientes them to the objectives of the development strategy of the European Union and countries States. The proposed solutions to strengthen synergies and sustainability of ongoing projects. Experts have developed a set of thematic objectives and investment priorities as to the needs and potentials transborder areas.

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- SUCCESS
- MOTIVATION
- STIMULATION
- INSPIRATION
- INNOVATION

Training for the Students of Semmelweis University

Budapest University of Technology and Economics, Healthcare Technologies Knowledge Centre (BME EMT), 28 September 2012

Having performed the basic tasks of InTraMed-C2C (Concept and design; Evaluation of clinics in the region; Analysis of key players; Local SWOT analysis; Development of motivation schemes) the project team of BME EMT concluded the followings:

- owners of the innovation ideas (medical doctors, nurses, technical staff) are typically very busy because of their daily work;
- they have no time and appropriate set of instruments to transfer the innovations to the potential implementers (SMEs);
- methodology and approach for a successful innovation transfer are missing;
- it seems expedient to bring up innovation-managers, to provide them targeted trainings. These experts can contribute to the visualisation and realization of innovations.

Considering these conclusions BME EMT contacted the biggest medical university in Hungary (Semmelweis University, Faculty of Health and Public Services), and suggested them a training about InTraMed-C2C project. The parties agreed and lessons about the project were integrated into the subject „Information management in health care“. The training was attended by 28 health manager students (BSc). The presentations (four lessons) held by the experts of BME EMT were part of the 3rd semester curriculum.

TEAMWORK - The work performed by a team

After the opening and presentation of BME EMT's activity by director Lóránt Vajda, István Valovics, project manager of InTraMed-C2C gave a short overview of the project. After the introductory presentations the training covered the following topics:

- Preparatory and underlying activities of the project – concept and design
- Implementation of InTraMed-C2C system
- Pilot innovation workshop
- Database and website
- Innovation workshops and follow-up activities
- Remaining tasks of the project
- Information management in the project (wiki, project library, public and non-public interfaces)
- Popularization and dissemination of the results; movie about the project

The lectures were accompanied by projected slide shows complemented by live internet presentations (e.g. wiki, database, website). The presentations were followed by questions and answers. The students actively

participated in the Q/A section. It was appreciable that the topic was very important and interesting for them. The material of the training was handed over electronically to the teacher of Semmelweis University. He highlighted in his closing remarks: InTraMed-C2C project should be trained in the future and the results of the project should be widely disseminated anyway.



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InTraMed-C2C gives powerful impulse for the departure into a new age of the medical sector in South Tyrol



Doctors, nurses and entrepreneurs met at TIS innovation park to discuss innovative product developments

A 3D-animated Video, that informs patients about the surgical intervention, a portable lab to analyze the walk of the patient or a trolley with an integrated monitor that provides information about the right dosing of medicine for every individual patient ... This and many more technologies and innovative products have been presented at the event at TIS innovation park following the topic "Efficient health care through innovation".



The intention was to bring users and producers together and to create a ThinkTank for the health care sector and the economy. There has been room to discuss new product ideas and get into touch with local decision makers.

Approximately 60 persons have participated the event. To check out new local technologies in the medical and health care sector we have organized a little trade exhibition beside the conference. Interesting key note speeches and reports about intelligent instruments in the medical sector have completed the agenda.

TEAMWORK - The work performed by a team

The participants learned from the speakers (doctors and entrepreneurs) how the medical sector can get more efficient by respecting high quality standards or what steps in the innovation process are important most.

With respect to continuous actions in this sector we are working hard to improve the communication between the economy and the health care sector. We are convinced that companies can improve products in collaboration with the users. At the end of the day both of the will benefit.



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- MOTIVATION
- STIMULATION
- INSPIRATION
- INNOVATION



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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