

## OP 3.3.2

### Description of access ways to the target groups

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<b>Summary</b>	Access to the target groups (for detailed explanation see 2.1 Relevance) which are primarily medical doctors, but also R&D employees, technicians and nursing staff

## ***LP: Bayern Innovativ GmbH/ Forum MedTech Pharma e. V.***

### **Methods:**

Most of the relevant contact persons are already part of the LP network from Bayern Innovativ/ Forum MedTech Pharma. Nevertheless, the number of hospitals in the network can still be enlarged.

Hospitals are listed and described in the German Hospital index. One part of the contacts to hospitals, R&D institutes and other relevant groups were evaluated by using the internet. It showed that the medical and nursing directors, the CEO`s (if existing), the leading managers of the medical device companies and of the quality departments are the persons to address for finding the most innovative departments/persons in a hospital. Initial contact via e-mail and telephone is commonly accepted.

At Forum MedTech Pharma the target group is usually contacted as follows:

With 650 members, the Forum MedTech Pharma is one of the leading cooperation networks in Europe. Its member structure – 64% companies, 11% hospitals, 13% research institutes, 4% associations and insurance funds – reflects the heterogeneous nature of medicine and healthcare.

The information network of the Forum also makes it possible to profitably exploit synergies beyond the borders of Bavaria. Innovative ideas are analysed together with experts, integrated and immediately applied in new projects. Highly qualified developers, manufacturers, users and physicians and health organisations are all involved in this process.

The goals ...

- Increased efficiency, quality assurance and the continuous improvement of health care, to the benefit of the patient
- The promotion of innovative technologies, exploiting and further developing growth potential in medical technology and pharmaceuticals to secure high-tech employment
- The creation of transparency through targeted objective public relations work

... Strategies ...

- Creating transparency in development and innovation by establishing a network with regional partners
- Achieving sustainability through a broad portfolio of projects, such as the structuring of technical groups for the resolution of subject-specific problems
- Targeted public relations

... and services

- an overarching information platform in an interdisciplinary network
- Targeted information and expert contacts
- Technology- and industry-independent cooperation brokering
- Maintaining an up-to-date overview and transparency in research, development and services
- Access to information and contacts, e.g.: funding programmes, sources of finance, etc., in Bavaria, Germany and Europe

- The provision of an up-to-date online database with the presentation of profiles, expertise and the interest in cooperating of institutes, companies, clinics, etc. (member access only)
- Design and scientific direction of technology transfer platforms:
  - National/international events: workshops, symposia, conferences, co-operational meetings
  - Participation of members from the worlds of business and science in joint stands at high-tech exhibitions and trade fairs
- Public relations: project-related press relations, presence at trade fairs, participation at conferences and seminars and exhibitions, articles in journals, press comments based on discussion forums
- Coordination and management of network research projects, e.g. in tumour therapy
- Initiation of research cooperation and EU projects
- Establishment of the Forum MedTech Pharma as an information and expertise centre

### ***PP3: Health-Technology Cluster, Clusterland Upper-Austria***

The team of the Health Technology Cluster worked together with an external consultant to identify the access ways to the target groups:

- Target group 1: hospitals
- Target group 2: SMEs
- Target group 3: Research & Development Institutions
- Target group 4: health care insurances, political groups, health care decision makers
- Target group 1: hospitals**
  - 1a. doctors:
    - Benefit from existing contacts to medical directors!  
-> they advise us in-house (intern)
    - Address increased to doctors in GC-cooperation-projects
    - Address to doctors in training via their association
    - Medical specialists of general practitioners (family doctors) could also give idea inputs!
  - 1b. nursing staff
    - Introduce IntraMED-C2C in meetings? Effort must be clarified.
    - Good possibility in meetings of GESPAG-care-directors
    - In clerical hospitals: could comprehensive meetings also be possible
    - Homecare-sector (e.g. mobile home-care) could be interesting
  - 1c. hospital engineers
    - Use hospital engineers conferences for presentation and sensibilisation of InTraMED-C2C

- Also presentation at GESPAG-conferences of the technical leaders (TBL-Tagungen)
- Implicate also the Austrian association of hospital engineers: „ÖVKT“
  - Clarify presentation at the conference 2011?
  - and inform the participants of regional group NORTH
- Maybe contact the TÜV testing-engineers -> ideas/problems exist there
  
- 1d. other clinical staff
  - Profit from innovation potential of hygiene specialists
  - Also inform computing and IT engineers in hospitals
  - Activate quality management departments
    - Will be attended within the framework of motivation-schemes
  - Is improvement-management already implemented in upper austrian clinics or are CIP-Processes implemented
  - Contact human resources departments to receive insertion in employee-magazines or e-mails
  
- Target group 2: SMEs**
  - 2a. managing directors
    - Should back the „IntraMed-C2C idea“ and make it public in their company
    - Use existing contacts through GC
  - 2b. GC-contact-persons
    - As first contact point to SMEs
    - Refer the contacts to their colleagues
  - 2c. R&D employees
    - Make contact through GC-contact-person!
    - Should be FIRST contact person to GC
  
- Target group 3: Research & Development Institutions**
  - 3a. FH Linz Medizintechnik
    - Inform Prof. Dr. Zauner
    - Make contact to the leader of the ResearchCenter (Mag. Erich Georg Mayer)
  - 3b. other course of studies in Upper Austria, which could be interesting for InTraMED-C2C:
    - FH Wels „Innovation Management“
    - FH Steyr „Process Management Health“
    - FH Hagenberg „Med. Software“
  - 3c. Johannes Kepler Universität Linz
    - Study courses mechatronics and physics could be interesting
  - 3d. Medical universities in Austria:
    - Vienna (initialize contact via QTH-Project- Mr. Staudinger)
    - Innsbruck (contact via coordination point for clinical studies Innsbruck)
    - Graz (first contact person could be Prof. Dr. Pessenhofer)
  - 3e. Make contacts to non-academic R&D-institutions:
    - Austrian Institute of Technology (DI Bammer)
    - Biomed (Dr. Schöffl, Wolfgang Steiner)
    - Fraunhofer Austria
    - Linz Center of Mechatronics
    - RISC, SCCH Hagenberg
  
- Target group 4: Decision Makers**

- 4a. health care insurances:
  - In Upper Austria dominated by the OÖGKK
    - Make contact via Maximilian Rumpfhuber and
    - Mag. Franz Kiesl
  - other insurance-groups in Upper-Austria
    - not necessary
- 4b. political decision makers Upper-Austria
  - These should be informed:
    - Health department of Upper Austria, LH Dr. Josef Pühringer
    - member of the provincial government of economy, KommR Viktor Sigl
    - member of the provincial government of research, Mag. Doris Hummer
    - Landessanitätsdirektion
- 4c. other decision makers
  - „Stakeholders“ of the GC
    - Franz Konrad, CEO at Greiner Bio One
    - Michael Farthofer, CEO at AKATech
    - Peter Buhl, technical leader at Akh Linz
    - Dr. Harald Schöffl, OA Akh Linz
    - Prof Dr. Martin Zauner, decane at FH Linz
    - Matthias Schmied, CEO at GE Kretztechnik
    - Dir. Dr. Franz Harnoncourt, medical director at Krankenhaus der Elisabethinen Linz
    - Mag. Karl Lehner, CEO at GESPAG
    - Bernhard Holzer, VAMED
  - Associated institutions of InTraMed-C2C must be much more integrated

## PP4: TIS innovation park, Italy

All the seven public hospitals of the South Tyrol Province are already connected with TIS, as TIS has already performed some projects with the public health care of the South Tyrol, and we have direct access to them.

The same regarding two of the six private clinics, which are:

- the private clinic "Villa Melitta"
- and the private clinic "Bonvicini"

About the remaining four clinics, we have to puntualize that they are much smaller and therefore the implementation of R&D Projects will be more difficult. Nevertheless we are in contact and are identifying their needs in order to integrate them in a second step where possible.

Evaluation of Clinics														
No.	Name of Clinic	Address	Contact	Care Level	Medical Staff	Care Staff	Number of Cases	Beds	Competence Centre	Interdisciplinary Centre	Cooperation with Universities	Actual R&D Projects	Patents	Innovation Management System?
1	Bolzano Hospital	Via Lorenz Boehler, 5 - 39100 Bolzano	Dr. Flavio Girardi	Maximum care hospital			29603	795	No	Yes	Yes	Yes	No	Yes
2	Merano Hospital	Via Rossini, 5 - 39012 Merano	Dr. Roland Dosecker	Maximum care hospital			13388	393	No	No	Yes	Yes	No	No
3	Bressanone Hospital	Via Dante, 51 - 39042 Bressanone	Dr. Karl Lintner	Maximum care hospital			10359	267	No	No	Yes	Yes	No	No
4	Brunico Hospital	Via Ospedale, 11 - 39031 Brunico	Dr. Davide Willert	Maximum care hospital			10177	227	No	No	Yes	No	No	No
5	Vipiteno Hospital	Via S. Margherita, 24 - 39049 Vipiteno	Dr. Karl Lintner	Maximum care hospital			3024	84	No	Yes	Yes	Yes	No	No
6	Silandro Hospital	Via Ospedale, 3 - 39028 - Silandro	Dr. Anton Thiemer	Maximum care hospital			4395	113	No	No	Yes	No	No	No
7	S. Candido Hospital	Via Freising, 2 - 39029 S. Candido	Dr. Walter Poembacher	Maximum care hospital			2743	64	No	No	Yes	No	No	No
8	Private clinic "Villa Melitta"	V. Col di Lana, 4 Bolzano	Dr. Franz Waldner	Special Hospital				69	Yes	No	Yes	Yes	No	Yes
9	Private clinic "Bonvicini"	V. Pacher, 12 Bolzano	Dr. Paolo Bonvicini	Secondary care hospital				86	No	No	No	No	No	No
10	Private clinic "S. Maria"	V. De' Medici, 2 Bolzano	Dr. Adolf Putz	Secondary care hospital				117	No	No	No	No	No	No
11	Private clinic "Villa S. Anna"	V. Cavour, 58 Merano	Dr. Severo Claudio Crepigi	Secondary care hospital				56	No	No	No	No	No	No
12	Private clinic "Dr. Von Guggenberg"	V. Terzo di Sotto, 17 Bressanone		Secondary care hospital				180	No	No	No	No	No	No
13	Private clinic "St. Raphael"	Vc. Bersaglio, 36 Bolzano	Prof. Marco Nardi	Secondary care hospital				50	No	No	No	No	No	No
14														

## ***PP5: Lower Silesian Voivodeship, Poland***

Not available.

## ***PP6: The John Paul II Hospital, Poland***

### **Hospitals**

The John Paul II Hospital in Krakow cooperates with the following healthcare institutions:

- University Hospital in Krakow – joint R&D projects
- 5th Military Hospital in Krakow – permanent partner in the field of service provision and medical activities
- Children’s University Hospital in Krakow – joint R&D projects
- Rydygier Regional Specialist Hospital in Krakow – partnership in the Project „The Development of the Krakow Center for Research and Medical Technology” as part of the Regional Operational Programme for Malopolska 2007-2013
- Sniadecki Specialist Hospital in Nowy Sącz – cooperation between the Lung Ward in Nowy Sącz and the Ward of Chest Surgery in Krakow

### **Business**

The John Paul II Hospital cooperates with numerous external companies. The cooperation between the Hospital and small/medium enterprises concerns mainly those aspects which are related to quality improvement of medical services. Projects are implemented mainly in the field of computer science, pharmacy, manufacturing and construction companies. Because of direct contacts with company representatives the Hospital has a possibility of developing cooperation in the field of medical technology transfer. Meetings can serve as a platform for presenting the assumptions of the InTraMed-C2C project. After a regional workshop 12 companies in the field of medicine and life science expressed their interest in further cooperation.

### **R&D institutions**

The John Paul II Hospital cooperates with the following R&D institutions:

- Jagiellonian University Medical College in Krakow
- Postgraduate Medical Education Center
- Institute of Nuclear Physics of the Polish Academy of Sciences
- Institute of Pharmacology of the Polish Academy of Sciences
- Institute of Applied Psychology of the Jagiellonian University
- AGH University of Science and Technology in Krakow
- Małopolska Center of Public Health
- Krakow Regional Chamber of Physicians
- Regional Sanitary Epidemiological Station in Krakow
- Polish Medical Society
- Polish Cardiac Society
- Main Statistical Office

## Local government

Support of local government is very important as it may serve as a basis for regional promotion of the InTraMed-C2C project. The John Paul II Hospital in Krakow cooperates with the following government entities:

- Malopolska Province Marshal's Office
- Malopolska Province Office in Krakow
- Municipality of Krakow

## Business related institutions

The John Paul II Hospital in Krakow cooperates with the following business related institutions:

- Cluster LifeScience Krakow – the John Paul II Hospital is a member of the Cluster
- Malopolska Agency for Regional Development S.A. – the Hospital implements projects using funds administered by the Agency

## Other

The John Paul II Hospital in Krakow has a strong brand image in the mass media. The management team of the Hospital developed good relations and contact with TV, radio and press representatives. The goal of such communication strategy is to reach a large audience providing relevant information. It is also a chance for disseminating information on the InTraMed-C2C project. In this way the Hospital has a direct access to groups of interest such as insurance companies and political institutions.

Apart from direct cooperation with various entities and indirect access through mass media there are also other possibilities of reaching all those who are interested in cooperation in the InTraMed-C2C project:

- through the contacts of the Medical Technology Transfer Center the Technology Park Ltd. The company was a response to demand formulated by the scientific and research circles and by industry in order to initiate and coordinate cooperation of both sectors. One of the main tasks of the Center is to support innovation and cooperation with industry, especially medical and pharmaceutical industry.
- through the Hospital website informing about possibilities of cooperation between hospitals and SMEs, mutual benefits of such cooperation and development of both sectors
- the John Paul II Hospital in Krakow is an organizer of several annual conferences and symposia addressed to all target groups. The most important events are:
  - International Symposium „Prevention of Cardiovascular Disease”
  - Echocardiography Workshop
  - „Travel Safely” Conference
  - Malopolska Conference of Health Promoting Hospitals

## ***PP8: Regional Development Agency of Gorenjska, Slovenija***

Not available.

## ***PP9: CVVI - Centre for research, innovation and regional development, Czech Republic***

### ▪ **Following channels are used:**

- Through the cooperation with Ministry of Industry and Trade, Ministry of Health
- Through the National Cluster Association and cooperation with mentioned cluster initiatives
- Through existed network of CVVI partners across all 4 types of target groups
- Through other relevant activities tackling health sector ( i.e. Technology transfer Jihlava facilitation, I4W support, Clusters-Cord implementation)

## ***PP10: Budapest University, Biomedical Engineering Knowledge Centre, Hungary***

### **Our suggested way: personal contact**

by conversations: personal meetings or phone calls,  
by electronic – „direct” – mailing (addressed to the „right” person),  
during the workshops

- ➔ We have to convince the members of target groups of the project aims and benefits
  - ➔ In order to achieve this
- (i) we „personally” called on the representatives of the target groups, and
  - (ii) we arranged the first workshop.

### **Access way to hospitals and clinics**

In **motivation interviews** and other meetings we asked

- ➔ **medical doctors** in a „key positions” and
- ➔ **management’s members** about their practice of innovation in the institutes.

After knowing project details, aims and benefits usually

- ➔ the **proper person** was introduced by the hospital management, who is
- ➔ **in leading position** to handle innovations in the hospital.



## Access way to SMEs

To meet SME managers or technicians and engineers beyond personal meetings the appropriate places are:

- ➡ **conferences** and other **professional events**.
- ➡ the **Forum of the eVITA National Technology Platform**: it collects all kinds of organisation involved in ambient assisted living R&D&I projects. (**eVITA**: Assistive Information and Communication Technologies and Applications)

Because eVITA promotes projects and movements on health innovation,

- ➡ the InTraMed-C2C project has been presented to the eVITA platform and
- ➡ we take part in eVITA forums and other events. These forums introduce projects and solutions made by SMEs, also in the field of medical technology. They offer good possibilities to meet visitors and inquirers coming from hospitals, patient communities and R&D institutes as well.

## Access way to R&D&I institutes

To get information about achievements of R&D institutes

- ➡ follow with interest their **homepages** in the internet.
- ➡ They are usually take part in **scientific conferences**, which are the proper places to meet them and their achievements.

### **Access way to NGOs & decision makers in the health sector, health policy makers and health professionals**

It is a rather hard business nowadays in Hungary (why: because the state secretariat for health is part of the large Ministry of National Resources that also deals with the cultural, educational, social and sports sectors...)

The only way to get health-political information:

- ➡ to keep in contact with the **second level** governmental organisations (State Secretariat for Health ➡ National Institute for Strategic Health Research)

First Hungarian InTraMed-C2C workshop in September:

- ➡ the main purpose was **to popularise** the InTraMed-C2C project,
- ➡ sending messages to health policy makers and decision makers working in or near to the health administration through invited **health advisory board members**,
- ➡ to keep the **key persons of NGOs** informed about the project, and ask for their feedback (remarks, propositions from the represented bodies: Hungarian Hospital Association, Hungarian Medical Doctors Chamber, Presidents of National Medical Advisory Boards, etc.).

## ***PP11: University of Debrecen, Hungary***

The **Knowledge and Technology Transfer Office of the University of Debrecen** (UD TTO) was set up in 2005. At the beginning of its operation the office was dealing with technology transfer only in the fields of biotechnology, nanotechnology, innovative drug development and functional food development. For now it **provides innovation and technology transfer services** as well as **IP rights-related services** in every substantial scientific field which are in focus of the research activity of University of Debrecen (UD).

Based on the experiences of the TTO it was found out that most of the innovative project ideas and new product or service development proposals originate from the Medical and Health Science Center of the university and its clinical departments. From nine spin-off companies five were established to develop medical project ideas. 80% of the patent applications managed by the UD TTO cover medical inventions. Overall, there is a **high innovation potential** in the clinics of UD MHSC which can be exploited by strengthening cooperation between the medical stakeholders of the region.

### ***Ongoing cooperation with clinics:***

University of Debrecen Medical and Health Science Center (UD MHSC) has numerous clinical departments. The most innovative ones were indentified based on research project involvements and generated IP.

- 1st Department of Medicine
- Clinical Department of Rheumatology
- Clinical Department of Otorhinolaryngology and Head & Neck Surgery
- Clinical Department of Pediatrics
- Clinical Department of Neurology
- Clinical Department of Cardiology
- Clinical Department of Orthopedics
- Clinical Department of Optometry
- Clinical Department of Urology
- Clinical Department of Radiology
- Department of BioMedical Laboratory and Imaging Science
- Department of Operative Technics and Surgical Research
- Department of Prosthetic Dentistry, Faculty of Dentistry

The TTO has good relation with the management of UD MHSC. The Center has one president and three vice presidents (vice president for clinical affairs, vice president for education and further training, vice president for scientific affairs). The TTO is seated on the campus of the UD MHSC which is in the direct neighborhood of clinical buildings. This is favorable because it is very essential to be near to the clinical staff and to encourage them to develop, innovate and communicate.

TTO provides its services free of charge for the staff of all the departments and institutions of the UD MHSC and for the other two centers of UD as well.

### ***Ongoing cooperation with companies/SMEs:***

At present **UD TTO has active relationship with over 40 medical SMEs** of the region. The TTO has direct contact to the management and R&D staff of these companies, which are ready to exploit or transfer new technologies and execute medical projects.

The most relevant **innovative regional partner SMEs** of the University:

- PET-CT Medical Diagnostic Ltd.
- BioSystems International Ltd.
- Labexpert Ltd.
- BioDiagnostica Ltd.
- Parens Ltd.
- Ceronin Ltd.
- Abiol Ltd.
- Pharmatom Ltd.
- Omninvest Ltd.
- Pharmapolis Debrecen Ltd.
- ICONO-Phrama Ltd.
- TEVA Co.
- Cardiolab Ltd.
- Astrid Research Ltd.
- DEKUT Ltd.
- INNOVA Észak-Alföld Regional Development and Innovation Agency Nonprofit Ltd.
- Sectrum 3D Ltd.
- Csertex Ltd.

Medical **spin-off companies** of UD:

1. AVE-FON Ltd. – deals with development of an audiovisual transcoder tool
2. InnoTears Ltd. – deals with development of innovative eye drops, eye-diagnostics
3. Biomer Ltd. – deals with research of telomerase enzyme
4. UD-Genomed Medical Genomic Technologies Ltd. – provides complex genomic services based on UD technology
5. Microimmun Ltd. – deals with development of needleless vaccine technologies

Typical **forms of cooperation** with these companies are:

- contract research
- joint research and development
- drug testing
- joint clinical studies
- joint product or service development
- joint equipment development and equipment testing
- technology transfer.

***Ongoing cooperation with research and development institution:***

UD MHSC has several non-clinical research departments, the most innovative ones are:

- Institute of Biophysics and Cell Biology, Faculty of Medicine
- Institute of Biochemistry and Molecular Biology, Faculty of Medicine
- Institute of Medical Chemistry, Faculty of Medicine
- Institute of Anatomy, Faculty of Medicine
- Institute of Pharmacology and Pharmacotherapy, Faculty of Medicine
- Institute of Immunology, Faculty of Medicine
- Research Center of Molecular Medicine, Faculty of Medicine
- Department of Clinical Pharmacology, Faculty of Pharmaceutical Sciences
- Department of Pharmacology, Faculty of Pharmaceutical Sciences
- Department of Pharmaceutical Technology, Faculty of Pharmaceutical Sciences

- Department of Biopharmacy, Faculty of Pharmaceutical Sciences

The University is linked to all of the relevant **national research institutes** through which direct access is provided to the management and R&D personnel of these institutions.

***Ongoing cooperation with other relevant groups:***

University of Debrecen has cooperation with the following health care decision makers and other relevant groups and political groups:

- Ministry of National Resources of Hungary
- Ministry for National Economy
- Hungarian Scientific Council of Medicine
- Hungarian Health Insurance Supervisory Authority
- National Health Insurance Fund of Hungary
- Hungarian National Public Health and Medical Officer Service
- National Institute for Strategic Health Research of Hungary
- Hungarian Academy of Sciences
- National Development Agency of Hungary
- Hungarian Economic Development Centre Private Limited Company
- National Office for Research and Technology of Hungary
- The Local Government of Hajdú-Bihar County
- Észak-Alföld Regional Development Council
- Mayor's Office of The City of Debrecen
- City Hall of Debrecen

***PP12: Medical Valley EMN e.V., Germany***

Medical Valley Europäische Metropolregion Nürnberg (EMN) e.V. acts as cluster management organization of the regional medical technology cluster Medical Valley. Following cluster partners relevant for IntraMED-C2C are situated in the Medical Valley:

- 180 dedicated companies working directly and additional 270 companies working partly in the field of medical technology.
- 104 clinics with 27.000 beds from all health care stages: ten clinics of primary care, 41 clinics of secondary care, 20 clinics of tertiary care, four clinics of maximum care, 28 special hospitals. More than 1 Mio stationary patients per year are treated in the clinics.
- More than 60 research departments at the university and at institutions of higher education specialized in medical engineering
- More than 20 off-campus high-profile research institutions closely connected to medical engineering

***Direct access to cluster partners:***

**Management Board:** The Management Board of Medical Valley EMN e.V. is composed of decision makers from associations, academia, healthcare and politics, respectively of following institutions:

- Friedrich-Alexander-University Erlangen-Nuremberg
- ***University Hospital Erlangen***
- ***Nuremberg Hospital***

- City of Erlangen
- City of Forchheim
- Chamber of Commerce Nuremberg for Middle Franconia

**Members:** The Medical Valley EMN e.V. is organized as association and currently has more than 90 members from industry (global players, SMEs – research driven, OEM, etc.), research & education (universities, off-campus research institutes) and health care. The contact to the members is always on decision maker/management-level. A minimum of once a year a general meeting takes place where members are informed on new evolvments. Additionally member visits are planned.

The representatives of the management board and the member institutions have already been informed on IntraMED-C2C and will be regularly updated.

***Indirect access to cluster partners:***

**Cooperation projects:** Currently the Medical Valley EMN e.V. coordinates a project supported by the program “Leading Edge Cluster Competition” under the responsibility of the German Federal Ministry of Education and Research. A total number of 44 R&D projects from the Medical Valley are implemented within this cluster project. In total 43 companies, six R&D-institutions (three universities, three off-campus R&D-institutes) as well as five clinics and one healthcare provider cooperate in different constellations in these 44 projects. The cluster management as overall management body works very closely together with the projects and thus has direct access to project managers/r&d-staff/medical doctors. IntraMED-C2C fits perfectly to the overall strategy of this cooperation project to strengthen innovation in the Medical Valley. Information on IntraMED-C2C will be made accessible for the above mentioned r&d-oriented cluster partners over a specially dedicated and protected online portal and of course discussed in personal meetings.

**Events:** The Medical Valley EMN e.V. organizes numerous thematic events per year where IntraMED-C2C and the possibilities of cooperation can be discussed. For each event the respective target group is invited:

- The ***Branch Dialogue Medical Technology*** and the ***Entrepreneur regulars´ table*** focus on decision makers of medical technology companies for exchanging ideas on different topics and doing networking.
- For ***thematic events*** representatives from companies, r&d institutions, academia or healthcare institutions from the Medical Valley with a thematically fitting background are invited for the respective event.

**Services:** The Medical Valley EMN e.V. provides specialized services for institutions in the medical technology sector situated in Medical Valley, i.e. start-up support, public funds consultancy, management of a medical technology incubator, arranging venture capital, etc. With these specialized services the MVEMN e.V. has access to company representatives from different fields, i.e. finance, sales, business development, r&d.

**Summary:**

The Medical Valley EMN e.V. has distinct access to regional companies and R&D Institutions and can involve them in IntraMED-C2C according to the needs of the project. Compared to the access to companies and R&D Institutions access to clinics for the Medical Valley EMN e.V. is not as simple. So far the Medical Valley EMN e.V. has just access to a limited number of clinics. But in order to take advantage of the clinical innovation potential located in Medical Valley, broad access to the clinics of Medical Valley has to be realized. Representatives from clinics responsible for innovation have to be identified in these clinics with limited access

what has already been realised over a broad online evaluation. Medical doctors, R&D employees, technicians and nursing staff have been addressed in order to involve target group members from clinics in IntraMED-C2C. Personal talks will follow, aiming at informing them on IntraMED-C2C and installing a co-operation with IntraMED-C2C.