

## OP 3.4.1

### Regional development plans

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**PRIORITY 1: Facilitating innovation across Central Europe**

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<b>Summary</b>	To ensure sustainability of the project each partner will develop a Regional development plan in order to show how the project can get access to the target groups (see 2.1 Relevance) of the regions.

## Introduction

The Medical Valley European Metropolitan Region of Nuremberg has high innovation potential in the field of medical technology:

- The Medical Valley EMN/Northern Bavaria comprises an excellent health care structure of clinics of all supply levels and a huge number of specialist clinics focusing on specific medical disciplines. In total 87 private, publicly or churchly owned hospitals are located in the EMN providing good healthcare quality to the inhabitants of EMN.
- A total of 180 dedicated medical technology companies are located in the EMN, with a high share (around 60 %) of SMEs. A high number of SMEs can be considered as research-driven.
- More than 60 research departments at the university and at institutions of higher education specialized in medical engineering
- A total of 20 extra faculty r&d institutions in the EMN provide high scientific quality and high class research.
- A high startup dynamic with more than 100 startups in the medical technology sector within the last 15 years can be realized in the EMN. A broad service offer for the support of startups (incubators, VC-fonds, specialised funding, etc.) has been initiated by the Free State of Bavaria and supporting public organisations.

The innovation process within the Medical Valley EMN is mostly technology driven and not user-driven. One reason is that innovation policy in the clinics is often not existing and not coordinated. Clinics in the Medical Valley EMN in most cases have no innovation management system introduced. Their activities are mostly concentrated on quality management. This is why medical technology transfer is not a common tool in the clinics. Medical technology transfer is limited in a standardised way to university hospitals with an own technology transfer unit.

More innovation through concrete user-driven technology/innovation transfer from clinics to companies is the aim of InTraMed-C2C. Within the Medical Valley EMN a focused strategy will be worked out how to improve the innovation management capabilities of the regional clinics and to permanently install an innovation transfer from clinics to companies in order to increase the commercialization of ideas/research results and lead to more marketable products.

The necessary steps within IntraMed-C2C in the Medical Valley EMN are as follows:

- Installing regional structures
- Involvement of clinics and the clinical staff as inventors
- Invitation of cluster partners for participating in the innovation process
- Pilot innovation workshops
- Sustainability of the regional structures

## Installing regional structures

Medical Valley EMN e.V. will be the managing organization of InTraMed-C2C activities in the Medical Valley EMN. The efficient management of the innovation support process will make the installment of regional structures necessary.

- A local steering group will be set up in order to superwise the activities in Medical valley EMN. The local steering group will be composed by a minimum of three

persons from clinics, companies and R&D-institutions under the chair of the Medical Valley EMN e.V. The meetings and activities of the local steering group will follow a pre-defined proceeding highlighted in a statute.

- At Medical Valley EMN e.V. the innovation support process will be converted in a standardized service offer for the regional clinics on the basis of the InTraMed-C2C guideline and toolkit. The responsible team will be defined and communicated to the inventing clinics.
- A dissemination strategy for the involvement of clinics and the clinical staff of inventors will be developed. The dissemination activities will be executed.

### **Involvement of clinics and the clinical staff as inventors**

A total number of 87 clinics of all care levels and special hospitals with a total of 22.000 beds and 809.000 stationary patients per year are situated in the Medical Valley EMN. All analysed hospitals provide a quality management that deals somehow with innovation from clinical staff. The kind of involvement of the clinical staff in the clinical innovation management is rather different. The most common systems are:

- continuous improvement process (system can contain patient inquiries, employee suggestion scheme, evaluation systems for quality of care and hygiene, etc.)
- quality circles
- quality conferences
- staff appraisals

What became obvious during the evaluation is that in most implemented systems the focus is set on process innovation. Product innovation evolving from ideas of clinical staff is rather limited. Innovation transfer from clinics to companies that leads to marketable products is currently on a very low level in the regional clinics.

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 to be involved in the innovation process have to be identified in these clinics with limited access what has already been realised over a broad online evaluation. The addressing of clinics will follow an open process. All clinics situated in the Medical Valley EMN will be addressed and their interest in participating in InTraMed-C2C innovation process evaluated. The first step will be the presentation and implementation discussion of the InTraMed-C2C process with the management level (administration, care, doctors) of the clinics. If the decision of the clinic management is positive, the search for invention will start. Therefore it will be crucial to identify clinical staff with innovative ideas to improve products and processes for raising the efficiency and quality of patient care. Medical doctors, R&D employees, technicians and nursing staff are possible target group members from clinics in IntraMED-C2C. Personal talks with possible inventors from the target group will follow, aiming at informing them on IntraMED-C2C, asking for innovative ideas and installing a co-operation with IntraMED-C2C. High class invention will be subject to pilot workshops.

### **Invitation of cluster partners for participating in the innovation process**

Based on the idea output in the clinics the Medical Valley EMN e.V. will involve cluster partners in the innovation transfer process on demand. Following the focus of the idea and

the problem solving competence needed the respective cluster partners will be addressed, informed on the invention and invited for the pilot workshops.

The Medical Valley EMN E.V. has access to around 180 dedicated medical technology companies and additional 270 companies making part of their business in medical technology sector in the Medical Valley EMN. Medical Valley EMN e.V. as cluster management organisation has broad access to these companies. The companies are partly members of Medical Valley EMN e.V., are mainly active partners in the cluster that join events executed by the cluster management or are partners of R&D projects coordinated by the cluster management. Among those companies are global players but in majority research driven SMEs that are market leaders in their fields, as well as OEMs, StartUps and Spin-Offs from different fields within medical technology. These SMEs will be the main partners to be addressed. The addressing will follow a clear rule. The first step will be the evaluation of the demand for cooperation partners. If the evaluation is positive the identified SMEs will be addressed and informed on the InTraMed-C2C project, the respective idea and the further proceeding in this innovation process.

The same proceeding will underlying the possible addressing and involvement of the around 20 high class **research institutions** (universities and extra-faculty research institutions).

### **Pilot innovation workshops**

According to the ideas identified in the clinics of Medical Valley EMN at least four pilot innovation workshops will be planned. The pilot innovation workshops will take place in the inventing clinics. The responsible organization for planning and organizing the workshops (in cooperation with the inventing clinic) will be Medical Valley EMN e.V. that also will be involved as moderator. Besides the inventors and participants from the hosting clinic selected participants from SMEs, R&D-institutions and dedicated network partners (see section cluster partners) will be invited according to the provisions made in the section before.

### **Sustainability of the regional structures**

Based on the executed activities in Medical Valley EMN and the lessons learnt Medical Valley EMN e.V. aims to install sustainable regional structures that will permanently and efficiently support clinics in their user-driven innovation process guide the regional clinics in implementing the InTraMed-C2C approach. Possible cooperation partners (i.e. TTOs, IP experts, funding authorities, etc.) in the region will be identified and the possibilities of a permanent working relationship and cooperation elaborated.