

# INNOVATION TRANSFER IN THE MEDICAL SECTOR

## FROM CLINICS TO COMPANIES

# NEWSLETTER NO. 9

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### Dear Readers,

*InTraMed-C2C is now in the advanced implementation phase in each participating country and on several different levels. In this newsletter you may find many good examples for disseminating the project results: dissemination events in Cracow, Poland, in Prien, Germany, in Budapest, Hungary and in Wroclaw, Poland. Please be inspired by these activities and participate actively in this process. It is now becoming increasingly clearer that the process of identifying innovative ideas in clinics and initiate the technology transfer to companies is a success model based on processes and tools developed in the InTraMed-C2C project.*

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

## EDITORIAL

## TEAMWORK - The work performed by a team

### Dissemination events in Cracow

The John Paul II Hospital attended in the Festival of Knowledge in Poland in order to disseminate the InTraMed-C2C project and exchange of knowledge. The title of the Festival: "Effective research management - important competence with organizations involved in research projects". This event was organized on 23 November 2012 at the University of Science and Technology in Krakow, Poland. The main organizers were: International Project Management Association Polska, ProResearch Foundation and Lens Living Lab. The event was organized under patronage of the National Centre for Research and Development in Poland.

#### The agenda of the Festival included the following topics:

- "Research - Industry collaboration: building an effective partnership";
- "Horizon 2020 – the new EU strategic framework programme 2014 – 2020. Financial support for science-industry cooperation and joint R&D projects";
- "The knowledge triangle – collaboration for research and innovation (Concept and European and national examples)";
- "Project management in research – the need for further development".

#### There were 3 parallel specialized expert workshops organized:

- W1: "Do we understand all together PM Competence correctly?"
- W2: "Legal aspects in research management – key elements from the organizational perspective"
- WP3: "Alice without Wonderland – What thinking styles are the most suitable to manage research projects?"

#### During the Plenary sessions the following subjects were being discussed:

- "Are we able to cope with problems in research management? Common message";
- "How to stimulate more effective organization of industry-research collaboration?"
- "What next? Future of research management. Initiatives of the IPMA Special Interest Group Project Management in Research".



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## Innovative therapy for the treatment of diabetic foot syndrome: retrograde venous perfusion (rvp) helps preventing the amputation of diabetic feet

In January 2013 the Lead Partner Forum MedTech Pharma / Bayern Innovativ conducted an innovation workshop at the RoMed clinic's foot centre Prien ([http://www.romed-kliniken.de/de/main/klinik\\_prien.htm](http://www.romed-kliniken.de/de/main/klinik_prien.htm)) near Lake Chiemsee. The InTraMed-C2C innovation workshop was integrated in a continuing medical education session taking place at least quarterly. In this interdisciplinary event there were 21 physicians present, including the chief physicians from internal medicine, surgery, anaesthesia, orthopedics (from a different clinic of the RoMed clinics chain) and the medical director of the Prien clinic. The chief physician for vascular surgery from a private clinic chain also attended.



After a live demonstration of a patient with diabetic foot syndrome treated with rvp, Dr. Kommissari, the inventor of the therapy, introduced the special wound treatment to the attendants. The long history of success of rvp treatment in the RoMed clinics was shown by different case presentations of the physicians. It was shown that the nursing staff plays a major role in the wound healing process and the adaptation of the orthopedic shoe.

The regional company Streifender, a producer of orthoses and prostheses (<http://www.gmbh.streifender.de/?L=2>), introduced an innovative production method for orthopedic shoes worn by patients with diabetic foot syndrome.

It became clear that, understanding the patient's needs, the surgical technique and the vital nursing part of the wound healing process, is essential for medtech companies to develop better products for the treatment of diabetic foot syndrome patients. The company representant from the development department got a deep insight in the therapy in order to introduce these impressions into the further development of improved equipment for patients with diabetic foot syndrome.

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### Innovation inspired by patients' problems

**Staff of medical clinics has a high potential to assist in developing innovative products, processes and services that improve care. IntraMED-C2C helps doctors, nurses and technicians share their ideas with small- and medium-sized enterprises (SMEs) that supply their clinics. The results of this communication can be commercial products that improve medical care.**

If innovative ideas are transferred effectively from practitioners to SMEs, and turned into commercial products, the medical sector can provide higher quality healthcare and services. Better functionality and improvements in administration and work systems mean doctors have more time for each patient, while other types of innovation provide better diagnostic tools – and even new solutions for treatment. Improved transfer of innovation, from concept to commercial application, not only assists medical clinics but also helps SMEs maintain their competitive edge. And society in general gains from improved medical treatment.

### Improving daily work

The innovative process in the medical sector can turn a patient's problem into a helpful and economically viable product. When a patient comes into a healthcare unit with a medical complaint, processes designed to solve that problem begin with an examination by the doctor and, perhaps, additional testing – work that

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involves a range of medical personnel. At each stage of the process, medical professionals may see ways to improve the quality of their services. By implementing their ideas, businesses can create products that help patients. Doctors and nurses who have suggestions for improving the functionality of their work tools can share their ideas regarding modification of existing solutions, or development of completely new ones, in the InTraMed-C2C database, which is online at: <http://database.intramed-c2c.eu/>

The process of converting the ideas of medical personnel into products requires development by a medical company that is small enough to profit from niche innovation, which generally means an SME. These types of companies have also been shown to be vital for the growth of regional economies. SMEs are encouraged to look at the InTraMed-C2C database, to make use of the ideas provided by medical personnel, and also to involve those in product development.

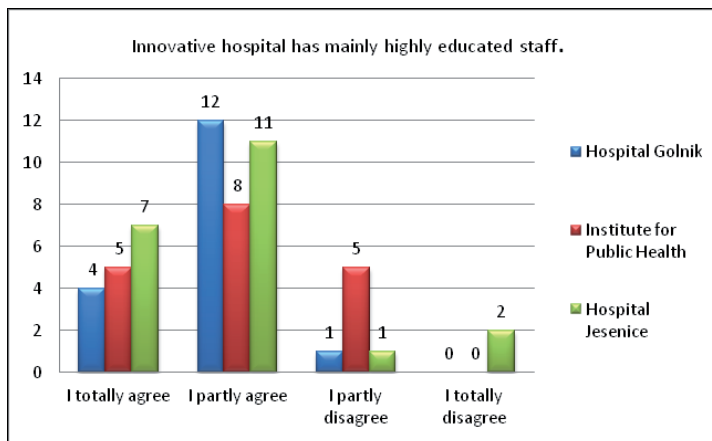
### Sharing innovations

SME representatives and medical personnel can meet one another and discuss ideas in person at InTraMed-C2C workshops. Their cooperation starts with the signing of an agreement. Then finances are discussed, tests are performed and technologies are selected. The medical personnel and their healthcare unit give the experience and knowledge necessary to organise trainings, analyse legally binding regulations and identify

## TEAMWORK - The work performed by a team

the market. The company implements the idea of the healthcare professional, who remains the creator of the product, and the product is offered to other healthcare units.

Through the InTraMed-C2C project, these innovations can reach markets around Europe, benefiting the companies and clinics involved, as well as their patients. Ultimately, all of us can benefit from innovations that improve health care.



“Thanks to creativity, even a small idea may turn into a valuable solution on a large scale.”  
–Joanna Czajka, Animacja Reklamowa, Lower Silesia, Poland

In Slovenia the innovation process was described for three institutions which gave fairly similar answers. Most employees do not agree with that statement. This suggests that the employees also feel responsible for innovative process - to influence on it and share their innovative ideas.

### Innovation workshop in Budapest

#### Project name:

InTraMed-C2C (Innovation Transfer in Medical Sector from Clinics to Companies)

#### ERDF funding:

€1 710 479

#### Project duration:

April 2010-March 2013

#### Project website:

[www.intramed-c2c.eu](http://www.intramed-c2c.eu)



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### Open Days in BME EMT

InTraMed-C2C project was also presented in the open days of BME EMT in November and December 2012. Altogether almost fifty persons – researchers and developers of BME, external partners and potential investors – attended the two events.

The Healthcare Technologies Knowledge Centre of the Budapest University of Technology and Economics (BME EMT) organized two open days (29 November, 13 December) in order to present the professional results and projects of BME EMT since 2007, its establishment. The target group of the first event was the staff of BME (mainly researchers, developers and teachers of the Faculty of Electrical Engineering and Informatics). R&D companies, manufacturers, the representatives of the government, users and potential investors were invited to the second event.



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Up to now BME EMT has been involved in six international projects. One of them is InTraMed-C2C. In his presentation project manager Dr. István Valovics introduced the project. He outlined the background, the concept, the goals, the target groups and the working practices of the project, as well as spoke of the work packages and the workplan. In the second part of his presentation Dr. Valovics gave details of the activities carried out by BME EMT in the InTraMed-C2C project, particularly the thematic and innovation workshops, the requested innovations (nine hole peg tester; radiotherapy protocol with special implant; personalized comfortable seats; electronic voice-activated assistant for the mobility impaired; gym therapy through the internet), the homepage and the innovation database. As the closing of the presentation Dr. Valovics briefly described the future activities of BME EMT in the InTraMed-C2C project. These focus on the strengthening of transregional professional relationships between the consortium members, as well as to support the development of project ideas related to the innovations requested by BME EMT.



Live demonstrations were also held in the open day. In course of them the visitors could get acquainted with the operation of InTraMed-C2C innovation database.



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## Distributed INTRAMED C2C flyear at final conference and final results of District+ Project

On 23rd of April in 2013 in Wroclaw was held the final conference summarizing activities of polish partners involved in six subprojects implemented under the project District +, dedicated to innovative support to SMEs. The tasks were carried out by the Unit of Innovation and Competitiveness from the region of Lower Silesia in the framework of the Interreg IVC program. The theme of the meeting was the transfer of international experience in the field of entrepreneurship support.



Among the representatives from Lower Silesia region there were present also members of business environment institutions, local governments and businesses. The conference was opened by Agata Zemska - Director of the Department of Economy, who

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highlighted the fact that although there are still eight months to end of the project, there are already surging tangible results of its implementation.

A great success of the project was the involvement in the project activities 3 Lower Silesian regional development agencies, one science park, one technology park and one business incubator academic. They created networks with other institutions from partner regions. For some of them involvement in the project District+ was very first international experience.



We have signals that the implementation of subprojects contributed to the creation of interregional networks that are preparing for the implementation of new projects - said Jarek Tomasz, Project Manager of District+ on behalf of Lower Silesia region.

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Some of these include entities that participated in the project indirectly, as for example, the entity hosting a study visit of one subproject. So it was with Wrocław Dozamel. It hosted British partners and currently is preparing for the energy project with them. On the basis of experience and workshops conducted in the District+, was developed the idea of the " Lower Silesian coupon for innovation ", new regional project, which was launched in 2012. The main idea was based on, inter alia, the Swedish solutions.

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At the conference, all of Lower Silesia subproject partners presented their activities and achieved results. In addition there were guests as Jarosław Rabcenko, president of regional agency ARLEG, Marek Urbański from Technological Park in Szczawno Zdrój, Piotr Kubiński, Marketing Director of Wrocław Industrial Park Dozamel and Ms. Alexandra Wilczyńska from Govecs, a company producing electric scooters, one of the few such companies in Europe.

The conference ended with a panel discussion with subproject partners. Everyone of them agreed and stressed that thanks to the project District+ they gained new contacts, started or are preparing to implement new projects, and – last but not least – learn a lot.

I think that it's time now to use knowledge gained through the implementation of international projects and to start it turn into concrete actions in the region – in such way the discussion was summarized by Małgorzata Chalabala from Lower Silesian Agency for Economic Cooperation, a partner of NICER, one of subprojects.

Marshal's Office of Lower Silesia is also not going to settle for complacency and the last eight months of the project will be paid to the preparation of projects to be implemented with the support of academic entrepreneurship and probably project support industrial cluster.

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## Lower Silesia in the European debate on demographic change

On June 19th the Permanent Representative of Spain to the EU in Brussels hosted a seminar organized by the network DCRN (Demographic Change Regions Network), which, thanks to the commitment of Lower Silesia Region - the only active Polish region. The meeting focused on „Knowledge and Innovation Communities - KIC: preparing for the next round. Innovation for healthy living and active aging. „

The event was an opportunity for the region to discuss new opportunities for cooperation within the network DCRN and preliminary talks on the creation of a consortium under the „Knowledge and Innovation Communities” to a healthy lifestyle and active aging, which is planned to rise in 2014.

The seminar was attended by experts and practitioners in the field of demographic change in the EU following regions: Lower Silesia, Opole, Castilla y Leon, Valencia, Galicia, Basque Country, Bourgogne Franche-Comté, Mecklenburg-Western Pomerania, Île-de-France and representatives of Plymouth University.

Lower Silesia was represented by Anthony ZWIEFKA from the Health Policy Department of UMWD who came to Brussels at the invitation of RBWD. In his speech InTraMedC2C was presented as an innovative project aimed at the transfer of innovation in the medical sector from hospitals and clinics to SMEs. The presentation covered the capabilities and experience of Lower Silesia, in the light of the potential partnership in the „Knowledge and Innovation Community” to a healthy lifestyle and active aging.

The representative of the European Commission (DG Education and Culture) Glória Rodrigues Nunes



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explained the role of the European Institute of Innovation and Technology (European Institute of Innovation and Technology - EIT), presented the existing „Knowledge and Innovation Community”, and also discussed the Commission’s



plans for the future KIC - Knowledge and Innovation Communities. This is the independent but operational part of the EIT, which puts the innovation web into practise. A KIC is a highly integrated, creative and excellence-driven partnership which brings together the fields of education, technology, research, business and entrepreneurship, in order to produce new innovations and new innovation models that inspire others to emulate it. The main aim of it is sustainable economic growth and competitiveness across Europe through world-leading innovation. The KICs will be driving effective “translation” between partners in ideas, technology, culture, and business models, and will create new business for existing industry and for new endeavours.

KICs are legally and financially structured entities of internationally distributed but thematically convergent partners. These partners involve key actors from the three sides of the knowledge triangle: research, higher education, and innovation-entrepreneurship-business. KICs build innovative webs of excellence across the knowledge triangle with the intention of addressing key societal challenges. KICs must address a long-term horizon of 7 to 15 years, but with short-, mid- and long terms objectives that follow the mission of the KIC.

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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

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