

Industry Engagement Case Study



Dr. John Dinsmore
Health Innovation Lead/Deputy Director
Centre for Practice & Healthcare Innovation
Trinity College Dublin

Centre for Practice and Healthcare Innovation (CPHI)

www.tcd.ie/cphi



Mission Statement: To develop and implement evidence informed practice and healthcare research and innovation

The CPHI (Launched 2012):

- Encourages and **support healthcare innovation** in education, research, practice and implementation.
- Core focus in the Ageing space to develop technology sustainable models of healthcare practice/delivery to support people with chronic health conditions
- Now developing world-leading **innovative research in the health technology** and Digital Integrated Care From 2 staff in 2012 to 13 Staff, 8 PhD's and 2 MScs by 01/01/2016.
- Beginning new MSc Course in Digital Integrated Care in 2016
- €2.25million has come direct to the CPHI

Tunstall

Home Instead
SENIOR CARE®
To us, it's personal.



ST. JAMES'S HOSPITAL



IBM



PHILIPS

iMinds

amate
ASSOCIATION FOR THE ADVANCEMENT OF ASSISTIVE TECHNOLOGY IN EUROPE

Google

treeologic

enjoy the change



EASPD
IMPROVING SERVICES
IMPROVING LIVES

intel



ASSISTID



**Breathe Midterm review
Valencia - October 2014**

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020



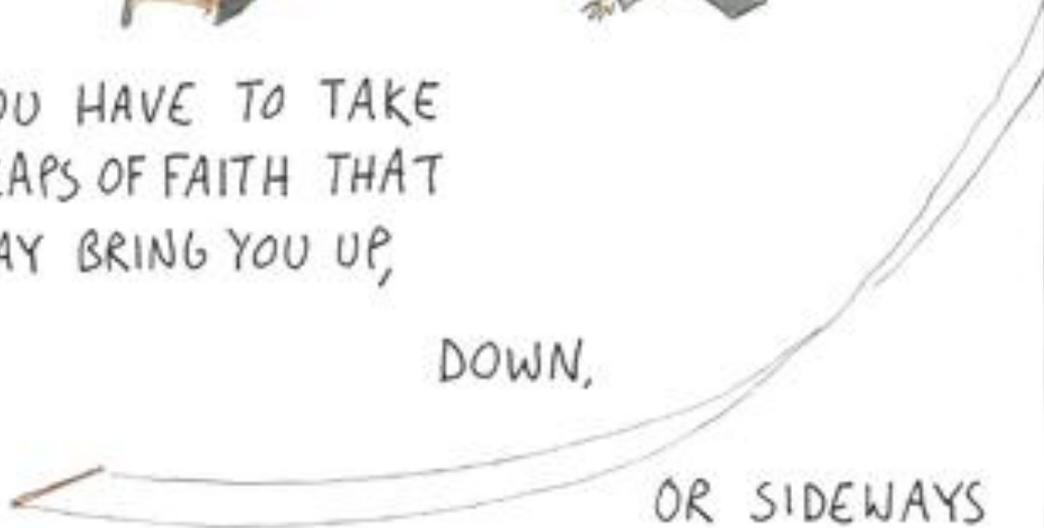
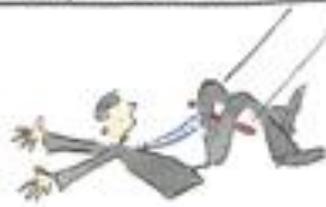
THE CAREER TRAPEZE

HEY, I THOUGHT
THIS WAS A
CAREER
LADDER?!?

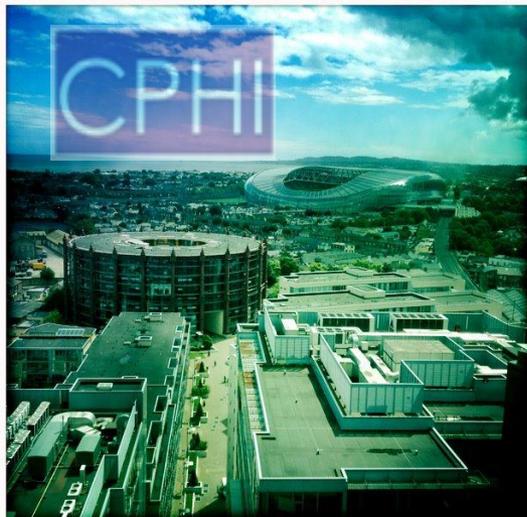
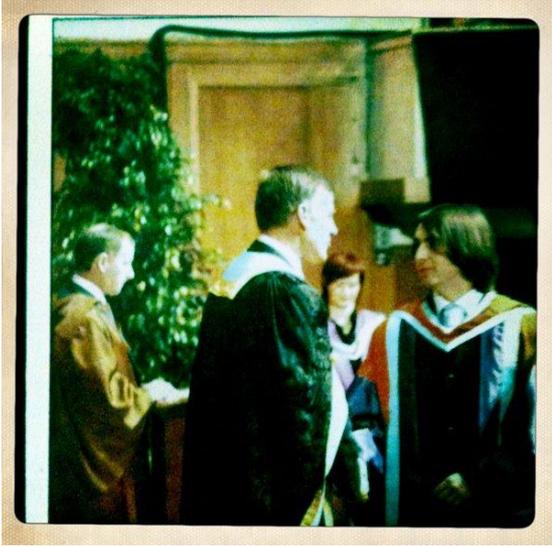
YOU HAVE TO TAKE
LEAPS OF FAITH THAT
MAY BRING YOU UP,

DOWN,

OR SIDEWAYS



My Story



Introductory Support

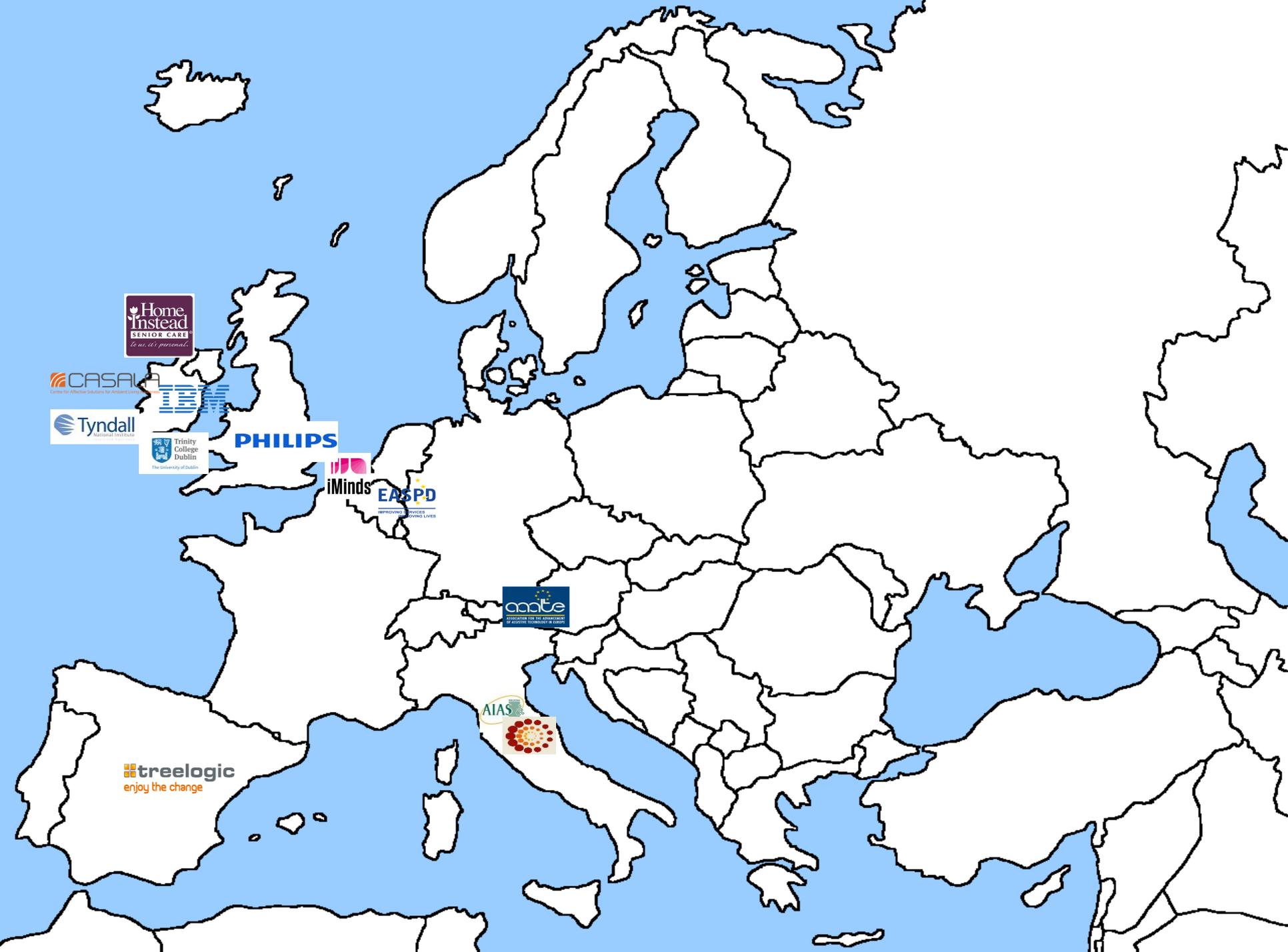
| Award | Funding/Support Body | Output | Key Industry Partners | Locations |
|-------------------------------|----------------------|--|--|-----------|
| Innovation Vouchers - €5k | Enterprise Ireland | Scoping Report | Gridsta Ltd, PILO Health Ltd | Ireland |
| SFI-ISCA Award €3,250k | SFI | Engagement with Japan | French Bed Company, AIST, Panasonic, NEC | Japan |
| Feasibility Award €12.5k | Enterprise Ireland | Marketing report on spin out Research IP | PILO Health Ltd | Ireland |
| Coordination Awards €12k each | Enterprise Ireland | H2020 Submissions 1 Successful | IBM, PHILIPS, Designability, Treelogic | Across EU |

EU Programmes

| Award | Funding | Research Area | Key Industry Partners | Locations |
|--------------------------|---------------|--|--|-----------------------------|
| ProACT H2020 (2016-2019) | €4.87 million | Digital Integrated Care | PHILIPS Healthcare, IBM, HISC, TreeLogic (SME), AAATE | UK, Ireland, Spain, Austria |
| AAL Call 5 (2012 -2015) | €2.3 million | Remote Monitoring to Support Informal Care | SMEs: Tundstall, TSB, Designability, ERRME, Cybermoor Ltd | Ireland, Spain, UK, Italy |
| ASSISTID FP7 (2013-2019) | €8.8 million | Assistive Technologies for ID and Autism | INTEL, Fujitsu, Designability (SME), IBM | Ireland and UK |

ProACT (H2020): 2016-2020 (€4.87m)

- EU focus on supporting a single disease framework of care, the primary challenge is to create a patient centric integrated care (IC) ecosystem to understand and manage multimorbidity.
- Targets Europe's 50 million multimorbid patients (Rijken et al, 2013 – ICARE4EU) to proactively self-manage and offset the EU's annual €700billion (Economist Intelligence Unit, 2012), cost of chronic disease management.
- ProACT aims at providing and evaluating an open API interface to integrate a variety of new and existing technologies to advance 'home based' integrated care (IC).
- **Partners include:** TCD, IBM, Philips, Tyndall, AAATE, EASPD, Treelogic, Home Instead Senior Care, CASALA/NETWELL, AIAS, ASP.



Without Industry

- We couldn't develop cloud infrastructure for proposal
- Impact would be poor – No chance for the proposed solution to Scale or be possibly politically supported
- Wouldn't have been able to attract the calibre of service partners we have.

Why Engage?

VITAL IN Most Applied Research & EU GRANTS for Large Scale Funding = Increased Impacts from Research!

Slow burner but!! Once a Network is built multiple opportunities internationally open up to build your career!

EHG105-TS



"I'm looking for a secure position in a less competitive academic environment."

Onwards

6-12 months

3

- **Lock and Sustain**
- Secure formal grant
- Sustain relationships
- Look at additional funding avenues including direct industry funding (can happen at stage one but less of a collaborative model).

2

- **Collaboration - Needs driven by you!**
- Work on active programme/grant within 6 months of initial engagement.
- Be prepared (e.g. having proposals ready for legal teams weeks before deadline), be patient and be flexible – Troubleshoot on the move!

1

- **Engagement - First impressions count!**
- Clear proposition – sell reason for engagement E.g. H2020-PHC25
- Small focused meetings – Up to three people
- Keep SHORT and to the point and Follow up soon after with concrete actions

Conclusions

1. **Critical** = applied research GRANTS particularly at EU level = IMPACT
2. **Understand their Language – Over academic approaches will kill engagement**
3. **No real roadmap** – Its all about visibility, flexibility, serendipity, slights risks and Energy
4. **FOCUS on** choosing best partners for collaboration – **THINK FAST ACT FAST**
5. Be Visible and Remember Business is Business!

ISSUES FOR WIDER DISCUSSION!

1. **Faculty** - Should consider networking budget awards and mentorship programme.
2. **College** - Due to IP issues publications may be restricted - Need to look at how KPI's are measured for those engaged in industry research in terms of promotion.
3. **Faculty/College** - we need more understanding of how health fits into the Innovation/Entrepreneurship strategy, EIT KIC etc. -