Industry Engagement Case Study

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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
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

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

<table>
<thead>
<tr>
<th>Award</th>
<th>Funding</th>
<th>Research Area</th>
<th>Key Industry Partners</th>
<th>Locations</th>
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</thead>
<tbody>
<tr>
<td>ProACT H2020 (2016-2019)</td>
<td>€4.87 million</td>
<td>Digital Integrated Care</td>
<td>PHILIPS Healthcare, IBM, HISC, TreeLogic (SME), AAATE</td>
<td>UK, Ireland, Spain, Austria</td>
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<tr>
<td>AAL Call 5 (2012-2015)</td>
<td>€2.3 million</td>
<td>Remote Monitoring to Support Informal Care</td>
<td><strong>SMEs</strong>: Tundstall, TSB, Designability, ERRME, Cybermoor Ltd</td>
<td>Ireland, Spain, UK, Italy</td>
</tr>
<tr>
<td>ASSISTID FP7 (2013-2019)</td>
<td>€8.8 million</td>
<td>Assistive Technologies for ID and Austism</td>
<td>INTEL, Fujistu, Designability (SME), IBM</td>
<td>Ireland and UK</td>
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</tbody>
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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!
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

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!

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).

6-12 months Onwards
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, slight 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. -