

InTraMed–C2C

Category: project

Sub-objective: generation of innovation via addressing unmet needs identified by formal or informal providers of healthcare

Country: Czech Republic

Intro:

Clinics have a high potential for innovations in product, process and service development in the overall medical industry. Yet, the transfer of innovation ideas from them to companies in Central Europe was weak.

Problem:

1. Knowledge for innovation is available in clinics, not only referring to medical staff, but also to the scientific and technical employees. The problem is to encourage and extract the knowledge out of people's mind. There is a significant lack of transfer of ideas to marketable products, because often no efficient incentive schemes exist to stimulate clinical employees to discuss identified innovations.
2. The clinical sector is largely dominated by global players on the supply side. If innovations are identified in clinics, they are discussed first with representatives of these clinics suppliers. In the past, they were however only interested in this discussion, if these ideas for innovations fit to their company and product strategy.
3. SMEs are highly interested to get access and to be involved in the innovation transfer process and they have certain advantages and flexibility in developing labtypes, prototypes and SME solutions for bottom-up innovation approach.

Solution:

- Analysis of key players in each regions
- Evaluation of clinics concerning their potential and motivation for inventions and innovations
- Regional innovation workshops with (A) healthcare providers, B) SMEs, C) R&D, D) healthcare insurance companies, healthcare decision makers and political groups
- Pilot generation of new products, processes and services by cooperation of clinics and SMEs
- Transnational matching plan of clinical innovations with SMEs
- Deployment strategy of the Innovation transfer from clinics to companies

Quadruple-helix cooperation roles:

- Clinics/hospitals – supply side of innovation ideas
- SMEs – demand side of innovation ideas, producers of solutions
- Research – part of innovation workshops to shape pilots
- Public institutions – part of innovation workshops to shape pilots

Impact:

- 10 pilot actions were carried out through the partnership as a kind of "proof-of-concept" for organising and performing workshops with the participation of the

main target groups (healthcare providers, SMEs, R&D, insurance companies and policy partners)

- More than 200 000 EUR of private / public funds were leveraged and invested into identified innovative ideas
- 38 public authorities, mainly hospitals, were engaged in implementing a transnational strategy/action plan for enhancing co-operation between themselves and companies, mainly SMEs
- 42 companies were able to introduce innovative products and/ or processes and/ or services through the improved access to knowledge transfer as a result of pilot actions
- 230 persons were trained during the lifetime of the project
- structures in the partner regions were established in order to improve the innovation transfer between clinics and the industry in order to realize innovative ideas
- the continuation of the activities depended on a financial support of local or regional institutions or authorities. The clinics themselves were not able to continue this process by their own and they need a moderator of the process in order to establish a process in the medium or longer term

Transferability to home care:

InTraMed-C2C was set-up in order to enhance cooperation among formal healthcare providers (clinics) identifying various medical needs and SMEs where these needs were transferred to in order to create new innovative solutions. Although InTraMed-C2C was focusing on general health segment, the practise could be used also to set up projects specifically in the home care segment, using also cooperation with informal care providers, their associations and hospitals.