Strategies to Engage Industrial Partners in Research

Funding and Policy Panel:
Strengthening Maternal-Child Health in Our Community: A Research Think Tank

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Outline

• Industry, Universities, Hospitals:
  – Changing Roles & Expectations in Innovation and Research

• Industry Interaction: Challenges & Opportunities
  – Why Industry?
  – What is Industry’s role?
  – What does Industry want?
  – Partner risk mitigation

• Innovation Ecosystem
  – Sources of partners
  – Sectors
Innovation and Research: Changing Roles and Expectations

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What do Universities do?
Traditional View

• **Teaching**
  - Undergraduates seeking to improve themselves
  - With graduation comes higher paying jobs
  - Higher paying jobs increases wealth & tax base

• **Research**
  - Ask questions (answer some)
  - Publish the results (publish or perish)
What are Universities expected to do today?

Education

Research

Innovation

Student Engagement

Community Engagement

Entrepreneurship & Economic Development

Research Intensive Universities are expected to Improve Innovation and National Competitiveness
What do Academic Hospitals Do?

“...Ontario’s 24 research hospitals play a unique and vital role in the province’s health care system; and ...

• Provide advanced patient care services,

• Train the next generation of health care professionals, and

• Conduct leading-edge research to discover tomorrow’s care today.

... CAHO creates capacity and generates a healthier, wealthier, smarter Ontario.”


Research Hospitals are expected to Improve Patient Care, Innovate and Improve the Province
Partnerships and Innovation:

Government Policy, Funding Agencies, Universities and Hospitals are all pursuing the Partnerships & Innovation agenda

• How does this impact health care researchers?
• How can a researcher partner without a conflict of interest?
• What role(s) can industry play in biomedical and health research?
• How do I select an industry partner?
Industry Interactions: Opportunities, Challenges And Lessons Learned

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How do academics view industry?
How does industry view academics?
Why are You seeking an Industry Partner?

1. Need an industry partner to get (government) funds for research and/or training.
2. Access to industry product/resources/expertise

Potential Role of Industry Partner

1. Financial Support
2. End User Expertise
3. Collaborative Research
4. Technology Developer
5. Clinical Trials
6. Co-ops/Internships

Potential Benefits to Industry Partner

1. Leverage/lower cost
2. Product Evaluation
3. New Knowledge
4. Licensee/Start-up
5. Access to Expertise/Patients
6. Recruitment/HQP
(Why) Is Industry seeking You as a Partner?

1. Basic research;
2. Consulting/expertise;
3. Access to HQP (students/recruitment);
4. Access to research expertise/discoveries;
5. Clinical trials and/or product evaluation;
6. Validation of clinical need/market for technology.
What Information Do I Need to Create an Industry Partnership?

- **Prepare a pitch for potential partners**
  - Research Background,
  - Current Opportunity,
  - Your Vision/Path Forward
  - The Ask
  - What is the ‘Value Proposition’?
    - What does a partner get in return?

- **Know your resource requirements**
  - Funds (cash and in-kind; direct costs and overhead)
  - Government program eligibility requirements

- **Be pro-active and know the timelines**
  - Proposal development,
  - Government decisions,
  - Timing of partner contributions

Each of these items will change depending on:
- the type of the ask;
- the size of the ask;
- the type of partner; and
- the experience with partner
Strategies to Engage Industry in Research

Where do I find Project Partners?
The Innovation Ecosystem is Crowded & Complex
Government Programs provide Financial Support Across the Spectrum
Where can I find industry partners?

Industry Associations

Federal, Provincial & Municipal Governments all promote advanced technology firms, and may have business development staff that can identify potential partners.
Non-pharma Industry Partners

- **Start-up**: *Digital Health/Social Media*
  - May provide new tools for patient engagement

- **Large IT**: *Informatics and Data Analytics*
  - Healthcare Management is changing based on new information and analytic tools (also an Aerospace interest)

- **Instrumentation**: *Monitors, Voice response tools, Telemedicine* (also imaging and medical devices)

- **Food and Nutrition**: *Natural health products, supplements*

- Other healthcare product suppliers (who do you buy from?)
- Other professional service suppliers (who do you get advice from?)
- More than one industry partner (complex but do-able if not competitors)
- International firms (may limit Government $ - but may fund full cost)
Industry Engagement Events: Opportunities to Collide/Connect

Digital Transformation in Health 5.0
Optimizing Patient Flow Management and Patient Engagement

Digital Tools – an Opportunity for Hospital Management and Patients

Next-Generation Patient Flow Management Framework
Patient Flow Transformation at Queensway-Carleton Hospital
Provincial Program Update: OCE VIP and Advanced Health

Patient Engagement - Clinical Need and Digital Opportunity

Patient Engagement as a Tool for Reduced Hospital Costs
Patient Decision Aids to Engage Patients In Making Decisions
Can IT Facilitate Health and Community Services Navigation for People with Dementia and Their Families?

Federal Program Updates: CIHR eHealth Innovations Partnership Program
NSERC Research Partnerships

Research Posters, Company Expo and Networking

This is a TTBE example from last year but several organizations run industry engagement events
Other members of the Innovation Eco-system: **Non-Industry Partners in Research**

- University and College colleagues
- Hospital and healthcare providers (LHIN-CCAC)
- Patients and Families (and Patient Advocacy Groups)
- End-Users (MD, RN, hospital or lab administrators, patients)
- Disease related foundations
- Government
- Regulatory and/or re-imbursement experts

*The impact of a proposal will be greater when your industry partnership is presented as part of a larger “bench to bedside” knowledge translation program designed to accelerate innovation into clinical practice.*
Merci! Thank You!

QUESTIONS?