

## Optimising the Commercial Proposition

A perspective on managing Intellectual Property in the NHS

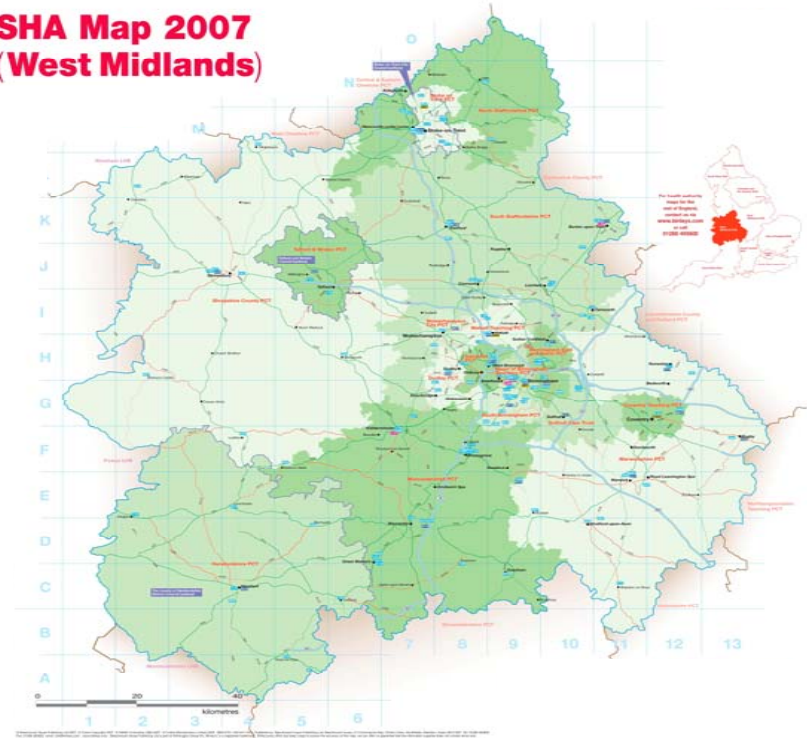
David Gleaves  
Chief Executive, MidTECH  
16 October 2008

## MidTECH – NHS Innovations West Midlands

### Mission

- To provide **cost-effective IP management & exploitation services to NHS bodies in the WM region**
- To work with partners to develop innovations for improved patient care and wealth generation
- Est. 2004 - CLG est. 2006
- DH & DIUS funded
- 6 FTEs team & support services
- £5k Annual Membership for NHS bodies
  - 30 client NHS Trusts & PCTs
  - All acute Trusts - 11 PCTs & 2 MH Trusts

**SHA Map 2007  
(West Midlands)**

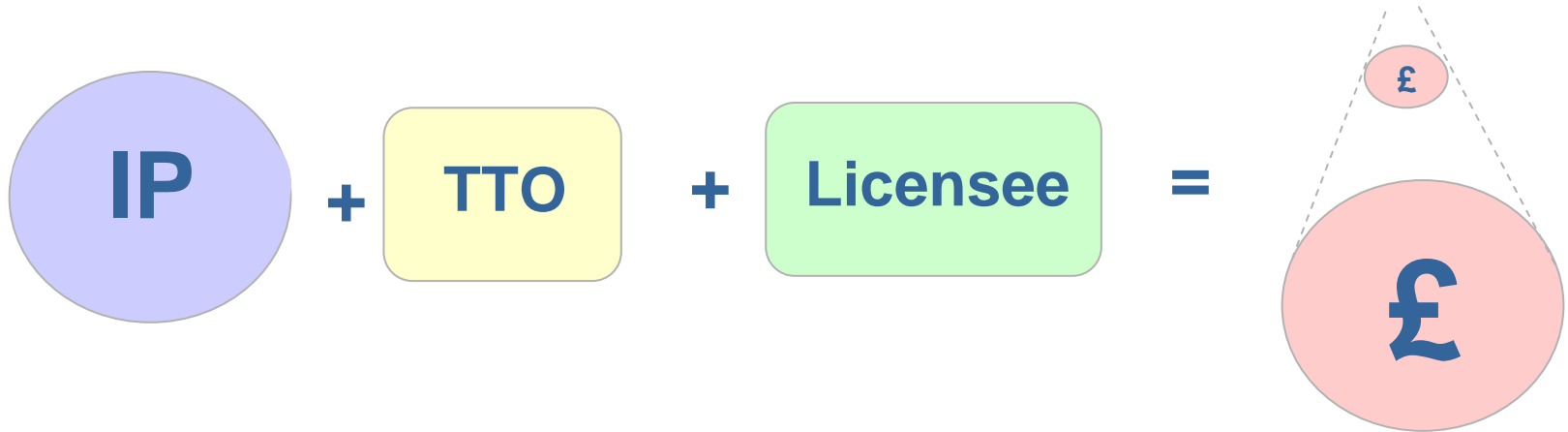
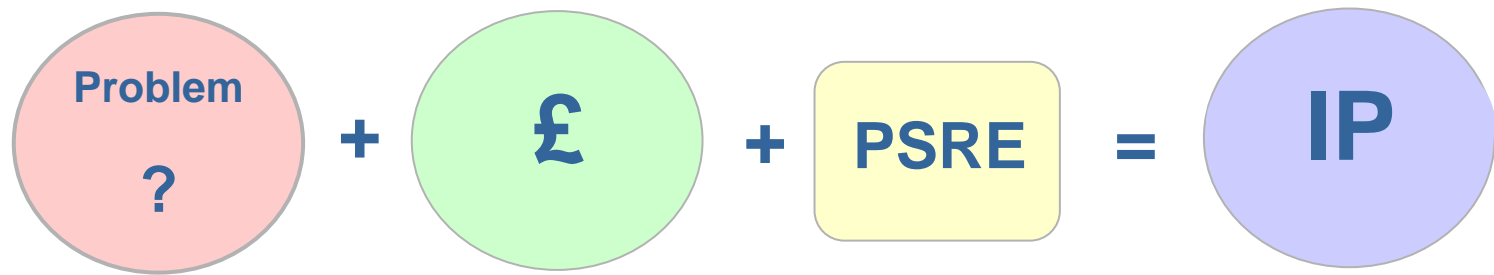


# NHS & Innovation

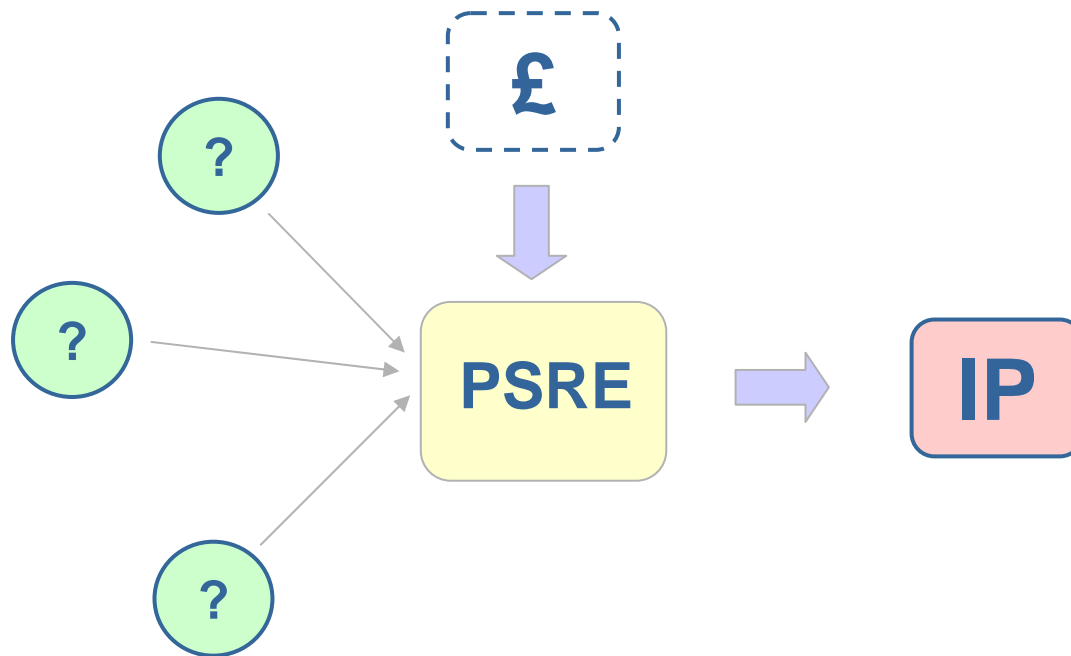
- NHS contains many innovative & creative employees whose ideas can
  - improve patient care
  - generate income or cost benefit
  - improve internal culture & staff retention
- Majority ideas are ‘service improvement’ – but some contain **intellectual property** with potential commercial value



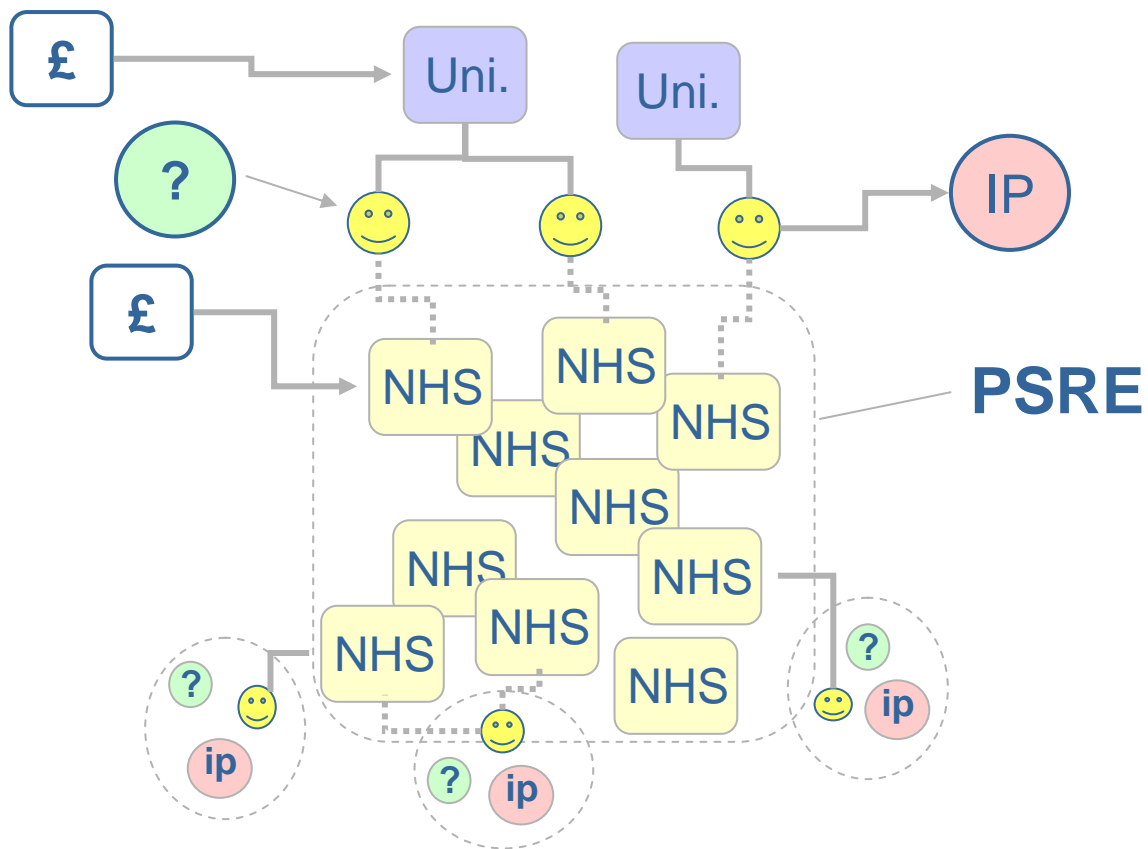
## Simplified PSRE IP exploitation model



## But instead of this ...



## ... we find this ...



## Features - I

- IP management non-core business
- Fragmented client base
- Distributed R&D capability
- Complex IP ownership issues
- Diverse markets within healthcare sector
- IP in all forms (patents, designs, copyright)
- Much 'micro-innovation' outside R&D



## Features - II

- NHS - source of genuine operational problems
- NHS – potential collaborator in validation stage
- NHS – potential purchaser & adoptor of solutions
- Many ‘micro’ solutions are close to market
- Commercial considerations sometimes subordinated to public sector factors



## Categories of IP



### Includes:

- Software
- Brochures & guides
- Images, photographs & maps
- Presentations
- Database design
- Internal operating procedures
- Website design



## MidTECH Approach

- Clarify ownership
- Build up network & contacts to enlarge 'reach' and access to specialisms
- Early controlled engagement with industrial partners to de-risk & improve proposition
- Industrial partner to 'own' ALL market readiness and sales issues



## Some MidTECH Projects



**...ion's made for walking**

...y warm  
...nds  
... could

...ively as a wobble board, but at a much lower cost. None of the medical device manufacturers she approached was interested. However, she then learned of MidTECH, the NHS Innovations hub in the Midlands. The Physio-Master finally went on sale in November after years of trials, and a firm in the USA is already showing interest. "I've spent hours and hours of my own time on developing this, and I'll make any money it will be a blessing," Mr. Parker said. "Ultimately it's about seeing the clinical possibilities and producing something worthwhile."

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Mr Parker, who works for the Shrewsbury and Telford hospital trust, discovered that the foot cushion would replicate the action of walking, and thus is ... hip

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MidTECH



## MidTECH Performance

- Licensing & IP
  - Over 350 disclosures since 2004
  - 28 IP & licence agreements to date
  - 1 spin-out company
  - 3 patent families
  - 5 products launched
  - Product development fund
- Working relations with most of the regional universities
- Attracted £1M funding from DIUS for FY2009 & FY2010
- Partnership relation with Mercia Seed Technology Fund
- Partnerships with WMSHA, AWM & Medilink WM
- Regional innovation competition



## Thank You ...

## Questions...

