

Potentials and Challenges of Open Innovation in Health Care

Web Seminar

Open innovation involves different stakeholders who can positively contribute to the innovation process by bringing in their perspectives and expertise. As such, industry, hospitals, inpatient and outpatient health care professionals and also patient representatives need to interact in the innovation process. Open innovation also implies a great variety of collaboration possibilities helping to transform health care – from the methods applied for identifying demands to the development of future product and service concepts including their prototyping, piloting and adaptation to the health care practice. Methods and medical devices developed and introduced together with a wide range of individuals often lead to higher innovation performance and may increase the quality and efficiency of health care.

However, it is always easier said than done to fully exploit the potential of open innovation in health care. This is why we would cordially invite you to take a closer look on open innovation related to collaboration between industry, clinics and research:

Web Seminar "Challenges and Chances in Open Innovation – Collaboration between Industry, Clinical Practice and Research in the Innovation Process"

Date: 23.03.2021

Time: 17.00-18.30

Venue: Zoom

Language: English

Programme

Welcome

Moderation by Dr Till Leißner, University of Southern Denmark, Mads Clausen Institute

Keynote by Prof. Dr Carsten Schultz, Christian-Albrechts-University Kiel, Institute for Innovation Research

Keynote by Prof. Uffe Kock Wiil, University of Southern Denmark, Health Informatics and Technology, The Maersk Mc-Kinney Moller Institute

Round table discussion with

- Uwe Herrmann, „The Innovator“ - Consultant for Innovation and Technology Management. Member of the Danish Academy of Technical Sciences (ATV) and co-author for the ATV white book *“Better Health with AI”*. Member of the Advisory Board of the Computer Science faculty of DTU. Advisor and mentor of various start-up companies in Europe and USA. Former director of Eriksholm Research Center (2013- 20) and VP / Director at Siemens (1996- 2013)

- *Uffe Kock Wiil, Professor at the Maersk Mc-Kinney Moller Institute, University of Southern Denmark (since 2004), Head of the Center for Health Informatics and Technology (2017-2020); Head of technical research at the Centre of Innovative Medical Technology (2016-2020); PI of Patient@home (2012-2018) (www.patientathome.dk); Editor-in-Chief of the Springer Journal on Network Modeling Analysis in Health Informatics and Bioinformatics. In his research, he focuses on data analytics and visualization, user involvement, software technologies, social network analysis and mining, and innovation management with a particular focus on application within data-driven health technology.*
- *Thomas M. Helms, Chairman of the Board of the German Foundation for the Chronically Ill; Former Speaker of AG 33 / Telemonitoring and Speaker of the committee on eCardiology „Society and Politics“ in the German Society for Cardiology, Heart and Circulation Research e.V. (DGK); Member of the Commission Digital Transformation in Internal Medicine, Working Group Telemedicine of the German Society for Internal Medicine e.V. (DGIM) Dr. Thomas M. Helms is an experienced specialist in internal medicine and cardiology. Since 1998, he is involved in various projects addressing clinical electrophysiology and invasive cardiology. Furthermore, he is active in clinical and experimental research, and is engaged in education, training and counseling within the German health care system. He is also a member of diverse national and international corporations as well as reviewer of different medical journals.*
- *Nils Reimers, Director R&D, Global Director R&D of Stryker, has more than 20 years of experience in medical affairs, applied & digital technologies and business development. Nils is a trained Diplom Ingenieur, completed his global executive Master Program in the US. He has a Master's degree in Business and Engineering, a degree in Pharmaceutical Technologies and a PhD from the Medical Faculty of the University Schleswig Holstein. He is a globally recognized expert in the health care industry and has a proven track record of effectively managing international R&D projects. He is board member in selected industry associations, cluster organizations and advisory boards. His passion for innovation leads to various invited speeches by the European Commission, the German Ministry of Education and Research, Medtech Europe and others.*
- *Lewe Kuhn, head of the Interreg office Germany-Denmark & project manager for the implementation of the new german-danish Interreg-program (2021-2027) Coordinator of the Danish-German collaboration of Southern Denmark (2018-2019), Project manager of Interreg Germany-Denmark (2014-2018), Job consultant at Workindenmark (2008-2014), Master of Business Administration*
- *Carsten Schultz is Professor for Technology Management at the Institute for Innovation Research; 1st Vice Dean of the Faculty of Business, Economics and Social Sciences of Kiel University, member of the boards of the Center for Entrepreneurship and Kiel Science Center, and the supervisory board of the University Medical Center Greifswald. He heads a research group on the management of innovations in the health care system, which is currently working on research projects on the following topics: Innovation management, user and open innovation, success factors of digital services and medical product-service systems. He is a member of the editorial boards of the Journal of Product Innovation Management, Creativity Innovation Management and the Health Care Management Review.*

Q&A

Project pitch *Access & Acceleration*

Project pitch *Medical Microtechnology*

Closure

Please register for the web-event following this link until 23.03.2021 15.00:

https://docs.google.com/forms/d/1qG_X0zconbyzF843kfOoEI3wgYpO-eLofZvxFe9NQOc8/edit?usp=sharing

This online event is organised in the frame of the **Access & Acceleration project**:

Both German and Danish health care sectors are confronted with challenges such as the demographic change, shifting treatment requirements and rising costs. In order to meet these challenges and develop new innovative ideas, technologies and products in the health care sector, the continuous exchange between companies, hospitals and research institutions is of great importance. With its interdisciplinary approach, the *Access & Acceleration* project aims to establish a cross-border platform that will enable key players in the health sector to connect and cooperate with each other in order to initiate innovative processes. Visit the project's website: <https://www.accessinnovation.eu>.

Access & Acceleration is funded by Interreg Deutschland-Danmark with money from the European Regional Development Fund. Find more information about Interreg Deutschland-Danmark at www.interreg5a.eu.