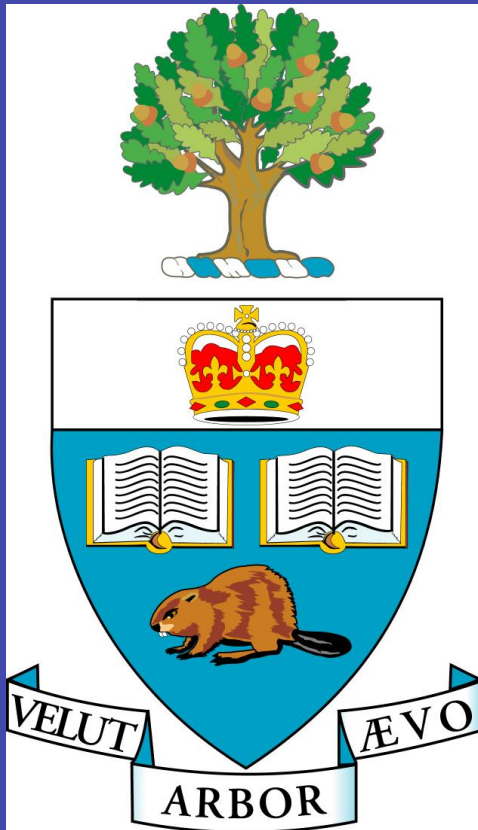


Health Innovation & Commercialization

Faculty of Medicine
Health Innovation & Commercialization



Mission



- To develop a strong and vibrant culture of innovation & commercialization at the University of Toronto Faculty of Medicine
- To develop health sector professionals with an understanding of commercialization, innovation, intellectual property management, product development and entrepreneurship.



Objectives

- To change the cultural mindset of the Faculty toward health innovation & commercialization
 - To shift faculty paradigms on health innovation and commercialization thru exposure and education
 - Use of social marketing tools to facilitate change
- To educate the Faculty with respect to health innovation and commercialization
 - Facilitate connection between experts in health research and market research
 - Provide focus on both service and product commercialization opportunities
 - Encourage disclosure thru the University of Toronto



Objectives

- To be an internal advocate for cultural change
 - Open lines of communications and strengthen relationships between institutions and individuals on health innovation and commercialization.
 - To facilitate a coordinated Faculty and hospital-based plan on innovation and commercialization
- To develop leadership skills among Faculty members in the area health innovation and commercialization
 - Issue seminars
 - Multi-day educational conference



Activities

- The activities that follow are suggestions
- An approach of collaboration to avoid duplication is assumed
 - (ie. if MaRS, TIG or others are providing the service we would facilitate access to these services and not duplicate them)
- The approach incorporates a gradual escalation of activity and knowledge base



Activities

- Cultural Change Components
 - Social marketing & communications plan
 - Consider blog development, chat room, real time collaboration tools
 - Mentorship program
 - Matching successful Faculty leaders with new Faculty innovators
 - Faculty evaluation review
 - Consideration to incorporating successes in innovation and commercialization into the Faculty yearly evaluation for promotion
 - Outreach plan
 - Establish formal alliances with stakeholders (NRC IRAP program, BioFinance, BioDiscovery Toronto, etc)
 - Incorporate Faculty into stakeholder relationship maintenance



Activities

- Faculty Education

- Introductory hospital and Faculty roundtable discussions and presentations
- Meetings with hospital VP research and COO's to determine needs of Faculty to facilitate innovation and commercialization
- Survey of Faculty to assess perceived needs
- Specialty seminar series and materials development based on needs analysis
- Facilitate connection between experts in health research and market research (NRC, OCE, ORCP, TIG, etc) encouraging utilization of resources
- Future consideration: Undergraduate Business education course (fourth year medical students)



Activities

- Leadership Education in Health Innovation & Commercialization
 - Seminar series (in conjunction with partners)
 - Business Plan Development
 - Partnering and Networking for Strategic Advantage
 - High- Impact Communications
 - Corporate Social Responsibility and Business Ethics
 - Intensive Leadership Program focused on health innovation & commercialization
 - Learn to initiate change proactively and lead large-scale change projects successfully
 - Program will take a “learn by doing” approach giving participants the opportunity to apply their experience to business concepts.



Thank you

