

CENTER FOR CARDIOLOGICAL **INNOVATION**



Centre for
Research-based
Innovation

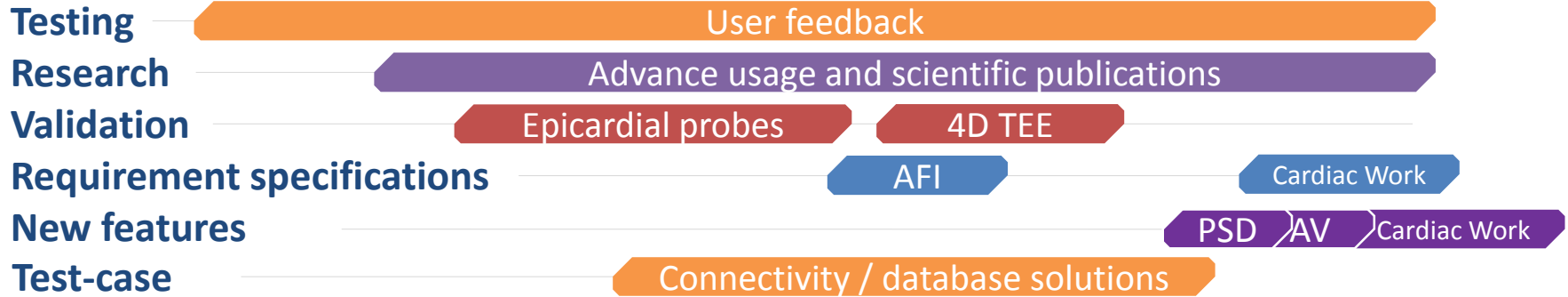
Collaboration between GE Vingmed and Oslo University Hospital

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Prosjekt-koordinator Eigil Samset



GE Vingmed-OUH collaboration over the years



1980 | 1985 | 1990 | 1995 | 2000 | 2005 | 2010 | 2015 | 2020



PEDOF Doppler



CFM 700



System FiVe



Vivid 7



Vivid E9



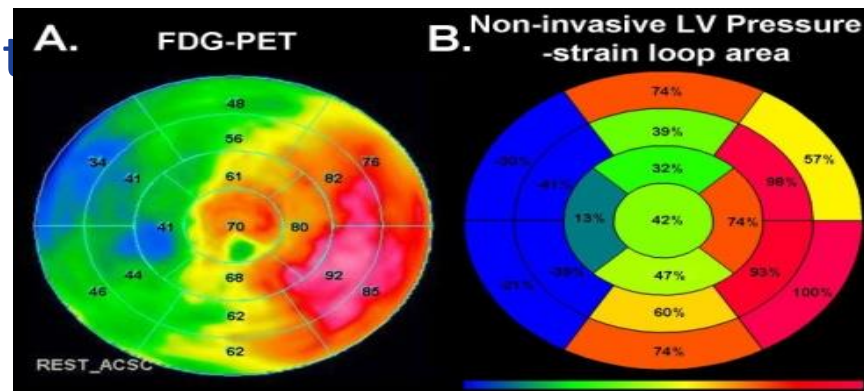
Vscan



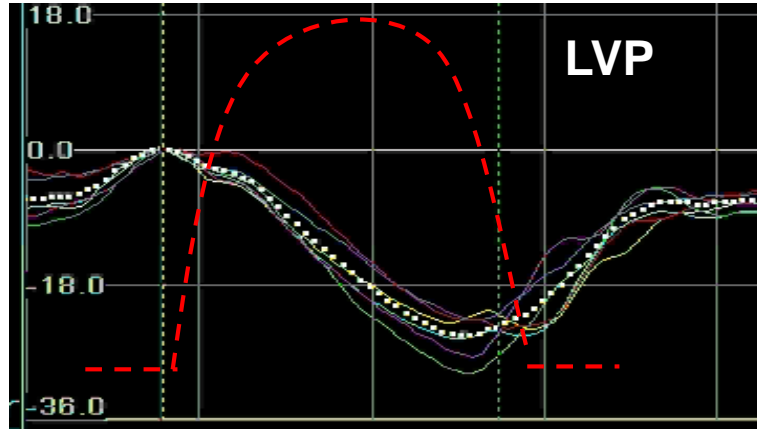
Vivid E95

Towards metabolism based on echo

- By measuring and visualizing the heart's work in addition to contraction we can study:
 - Load independent function
 - Inbalance between segments
 - Energy loss in individual segments
 - Global efficiency

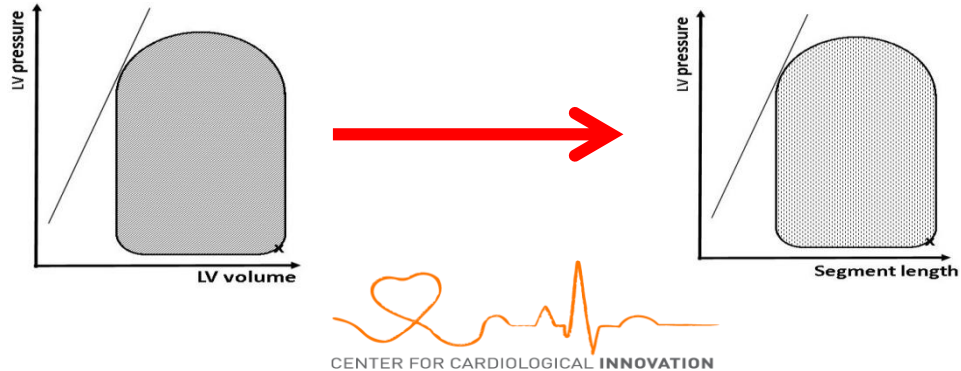


Strain vs. work



Stroke Work

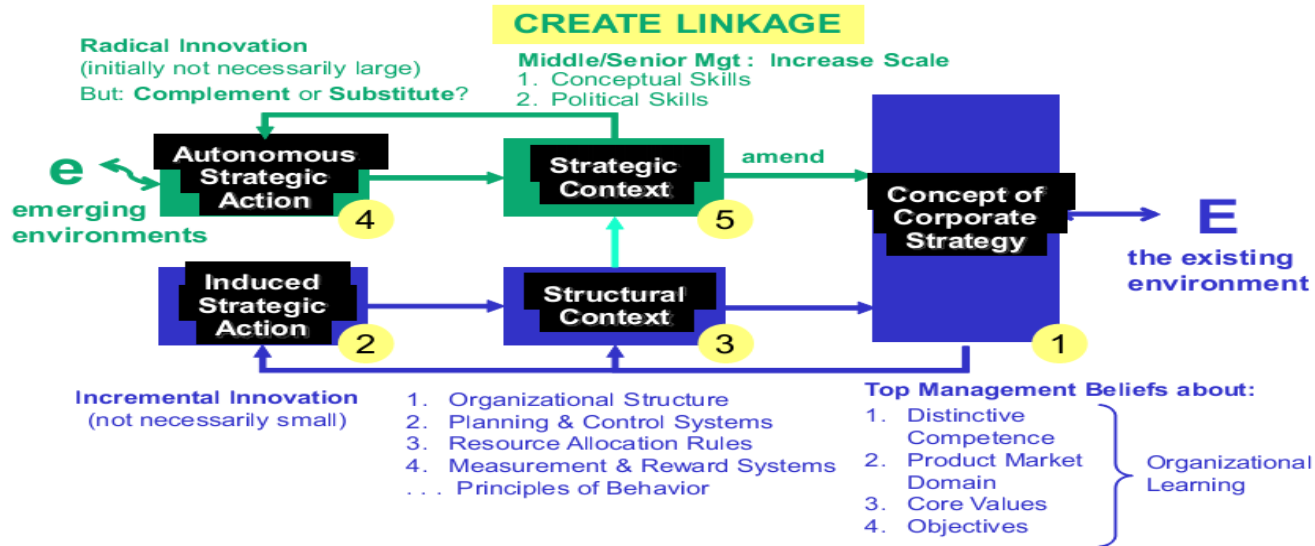
Regional Work



Innovation process map

EXPLOITATION OPPORTUNITY			
IDENTIFY STAKE HOLDERS			
IDENTIFY EXPLOITATION CHAMPION			
MARKET RESEARCH	CLINICAL VALUE ASSESMENT	RESOLVE OWNERSHIP	PRODUCT DEVELOPMENT
BUSINESS MODEL	FEASIBILITY STUDY	SECURE IPR	LIMITED RESEARCH RELEASE
BUSINESS PLAN	VALIDATION STUDY	IPR CLEARANCE	EXTERNAL EVALUATION
	CLINICAL STUDY	PROPOSE LICENSE AGREEMENT	PRODUCT RELEASE
		NEGOTIATE LICENSE AGREEMENT	PRODUCT ANNOUNCEMENT
		ROYALTY PAYMENT	FIRST SALE

How to succeed with innovation in large corporations?



Bergermann, 2014

Challenges to industry- academia collaboration?

1. adapting the research cycle to fit real-world timelines
2. establishing relationships with decision makers
3. justifying activities that fit poorly with traditional academic performance expectations
4. a perceived lack of knowledge of the research process
5. the traditional academic format of communication
6. research that is not relevant to practice-based issues
7. lack of timely results and
8. the lack of time and resources to participate in knowledge transfer and exchange

Mitton, Adair CE et al 2007

Enables for successful industry-academia collaboration

- Long term collaboration based on trust and openness
- Good relations and ability to influence decisions
- External factors – like the SFI scheme – can facilitates collaboration
- Objective driven innovation work