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Developing A Need-Driven Innovations Portfolio

Welcoming remarks will begin at
11:55 a.m. Eastern Time.

The formal presentation will begin at Noon Eastern

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Developing A Need-Driven Innovations Portfolio

Moderator:

Katie Reuther, PhD, *Columbia University*

Speakers:

Anthony Mauriello, *HealthAndInnovation.org*

Andrea Nye, *Columbia University*

Richard Smith, *Columbia University*

September 22, 2015



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Questions?

**We will be taking questions at the
conclusion of the presentation.**



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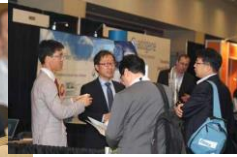
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- Professional development courses
- Annual Meeting
- Online courses
- Online job posting
- Membership mailing lists

• Access to AUTM Publications

- *AUTM Better World Report*
- AUTM Salary Survey
- AUTM Technology Transfer Practice Manual
- AUTM Licensing Activity Survey (currently for United States and Canada)
- AUTM Update

Member Benefits



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Member Benefits

In-person and Online Networking

- Special Interest Groups (SIGS)
- Online Discussion Groups
- Volunteer committees
- Partnership Forum at Annual Meeting
- Meetings at national and regional levels

Additional Benefits

- Updates on legislative activity and how it affects you
- Meeting proceedings and presentations
- Member discount on the AUTM Licensing Activity Survey (currently for United States and Canada)
- Access to post data on the [Global Technology Portal](#)



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Katie Reuther, Ph.D.,
Columbia University



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Anthony Mauriello,
HealthAndInnovation.org



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Andrea Nye,
Columbia University



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Rick Smith, MSEE, MBA, CLP, RTTP,
Columbia University





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The following presentation reflects the personal views and thoughts of Katherine Reuther, Tony Mauriello, Rick Smith and Andrea Nye, and is not to be construed as representing in any way the corporate views or advice of Columbia University or The Wallace H. Coulter Foundation and their Affiliates, Subsidiaries or Divisions, nor the views or advice of the Association of University Technology Managers (AUTM).

The content is solely for purposes of discussion and illustration, and is not to be considered legal advice.

15



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Learning Objectives

Webinar attendees will gain understanding of:

- How to facilitate discussions with innovators
- Ways to identify and pursue solutions and IP that address specific health-related needs
- Metrics of success
- Resources needed to succeed



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Overview

- Needs Driven Health Innovation... What is it?
- Introduction of Panelists
- Panel Discussion
- Q + A



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Needs Driven Health Innovation

- What is it?



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Panelists

- Pictures/names of panelists
- [MELINDA – Can you input these items?]



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Needs Driven Health Innovation

- Ways to identify and pursue solutions and IP that address specific health-related needs



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Medical Device Industry & Innovation

- Multi-billion dollar industry
- Wide range of technologies and services directed toward improving health
- Innovations from a wide range of people
 - Address health, engineering, and business challenges



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Medical Device Innovation Process

- Provider-university need-driven solutions
- Iterative process of talking with experiences people to identify needs and assess implementation



Fall 2015 Sept. AUTM Webinar: Need Driven Medical Device Innovations, Outreach and Development, Opportunities and Challenges

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Contrasting Research and Innovation Paths to IP, Development and Licensing

University Technology Transfer Core, **Research-based** IP Development and Licensing Model

Researcher

Response to

Sponsored

Research RFP;

Results and IP

Reported

IP Based
Primarily On
Sponsored
Research

Vetting IP,
Identify
markets and
potential
licensees

License IP to
Existing Co. or
Start-up

Facilitated, Translational, **Need-based Innovation**, Solutions Development and Commercialization

Innovator

Approached

by **Facilitator**

to Discuss

Practice-

based Needs

and Solutions

IP Based on
Idea/Concept
Results in
Product/Service
Solution
Addressing
Patients' Needs

Vetting Need,
Solution,
Competition, IP,
Business,
Competition for
Translational
POC **Funds**

Proof-of-
Concept

License IP to
Start-up or
Existing Co.



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Needs Driven Health Innovation

- Tech Transfer outreach
- Other programmatic outreach (e.g. Coulter program)



COLUMBIA-COULTER Translational Research Partnership

Bring Your Ideas to Life

CALL FOR PRE-PROPOSALS | DUE Dec. 1, 2015

\$1M in funding & support to bring biomedical innovations to market
www.columbia-coulter.org | coulter@columbia.edu



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Columbia-Coulter Translational Research Partnership

- Interdisciplinary, cross-departmental grant program aimed at supporting and catalyzing **biomedical innovation**
- Provides funding, training, and mentorship to **engineer-clinician teams**
- Ultimate goal is to bring cutting-edge research out of the lab to benefit human health and society



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Needs Driven Health Innovation

- Metrics of success



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Needs Driven Health Innovation

- Resources needed to succeed



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Questions? Comments?



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Discussion and Q&A

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Webinar Recordings

Basics of Technology Transfer for Licensing Professionals
 Basic Patenting 101
 Copyright Law and Content/Software Licensing
 Equity Based License Agreements
 Financial Conflicts of Interest
 Marketing: Whether By Traditional or Social Media, the Value
 Need to Know Basics of Technology Transfer for Support Staff
 Negotiation of License Agreements
 Nuts and Bolts for Compliance Under Federal Funding Awards
 The Basics of Open Source Licensing
 Tips for Managing MTAs
 Triage
 Valuation of Inventions and Patents
 (More Added Monthly)

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Register now for AUTM's next webinar

- **The How-To's for Improving Tech Transfer Office Legal Expense Review**
- September 30, 2015





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Watch the AUTM Website for upcoming webinars

- **Student IP**
- October 14
- **Internal Translational Funds**
- October 21



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Search groups for AUTM at www.linkedin.com



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AUTM Region Meetings



AUTM Central Region Meeting
July 18 - 20, 2016
The Pfister Hotel
Milwaukee, WI USA



AUTM Eastern Region Meeting
Sept. 29 - 30
The Westin Philadelphia
Philadelphia, PA

Registration Open Soon!



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AUTM Courses

AUTM TOOLS/ Essentials Courses
Oct. 5 - 7
The Westin Seattle
Seattle, WA USA

AUTM Business Development
Nov. 17 -18
Hyatt Regency Dallas
Dallas, TX USA





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Have an Interesting Topic?

The Online Professional Development Committee is seeking proposals and speakers for potential webinars.



Submit Your Idea Today!

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Get Involved

We need your help. The Online Professional Development Committee is seeking professionals interested in joining their committee.



Interested? Please contact
Melinda Briggs – mbriggs@autm.net





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AUTM Annual Meeting



AUTM 2016 Annual Meeting

Feb. 14 – 17
San Diego, CA USA



**Registration
Now Open!**

