



NHS Innovations East

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Robert Donald – Innovation Manager

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NHS Innovations East

We provide advice, support and resources to turn your ideas into new products and services to benefit patients



What We Can Do for You

- ❖ Help NHS staff to identify and evaluate innovative new ideas
- ❖ Provide funding for filing of patents, designs rights & other registerable IP
- ❖ Development funding available to progress new ideas
- ❖ Negotiate commercial deals on behalf of staff and their Trusts
- ❖ Facilitate development of partnerships between NHS & healthcare companies



3 Key Benefits to Patients & Staff

- ❖ Improve patient outcomes by development of clinically-led new devices and software that improve healthcare delivery
- ❖ Provide a source of new revenue for staff & their Trusts
- ❖ Increase knowledge through development of publications & training aids

Medtech Services

- ❖ Help companies access NHS expertise
- ❖ Source of revenue for NHS staff
- ❖ Expose NHS staff to the latest technological innovations



Dr Juan Roman, HEE Medtech
Services Manager



Annual Innovation Competition



- ❖ Open to all NHS staff in the Region
- ❖ 5 categories:-
 - ❖ Medical Technology
 - ❖ Software
 - ❖ Infection control
 - ❖ Prevention & wellbeing
 - ❖ Publication & training aids
- ❖ Oscar style awards dinner
- ❖ £20k prize money
- ❖ Sponsored by local companies

Intellectual Property Rights

- ❖ Protects your ideas and allows for them to be commercialised

- ❖ Types of IP:

 - ❖ Patents (inventions)

 - ❖ Trademarks (distinguishing signs)

 - ❖ Design rights (features of appearance)

 - ❖ Copyright (works)

 - ❖ Confidential information (know-how and trade secrets)

- ❖ Ownership of Intellectual Property



What is a Trade Mark?

- ❖ A logo e.g. **NHS logo**
- ❖ A word e.g. **MICROSOFT**
- ❖ A slogan e.g. *JUST DO IT*
- ❖ A shape e.g. **TOBLERONE CHOCOLATE**
- ❖ A smell e.g. **GRASS WITH TENNIS BALLS**
- ❖ A sound e.g. **INTEL jingle**
- ❖ A colour e.g. **BP - GREEN**



Patents

- ❖ Protect inventions
- ❖ Requirements:
 - New (not disclosed anywhere in the world)
 - Inventive (not obvious)
 - Industrial application (broad provision)
- ❖ Rights afforded: make, sell, use, import, stock
- ❖ Duration: 20 years
- ❖ Cost:
 - ❖ Initial filing in one country - £3000
 - ❖ US, Japan and Europe - £100,000



Design Right

- ❖ Protect features of appearance
- ❖ Registered (application) and unregistered (automatic)
- ❖ Requirements:
 - New (no identical designs)
 - Individual Character (overall impression)
- ❖ Rights afforded: prevent others selling, making, using, possessing or transporting
- ❖ Duration: Registered – 25 years, unregistered – 15 years

Copyright

- ❖ Requirements
 - Original (not copied)
 - Independent creative effort
- ❖ Rights afforded
- ❖ Duration of copyright dependant on type of work
- ❖ Marking work with © not legally required but advisable:

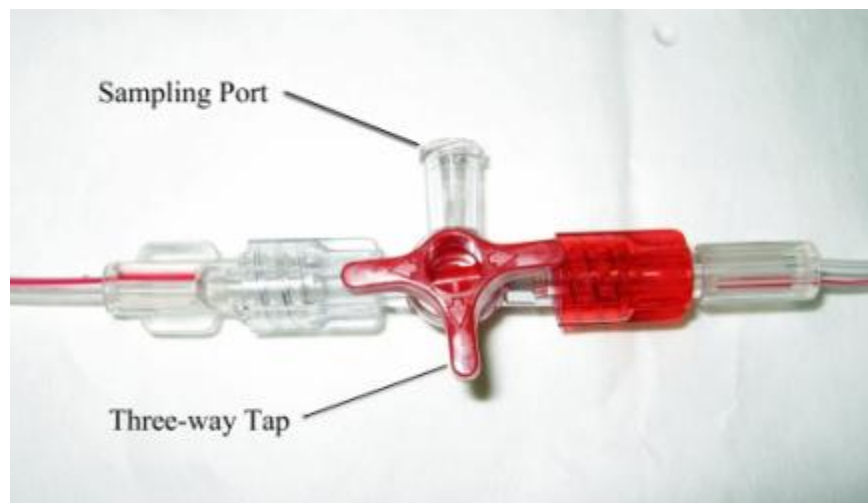
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- ❖ Know-how and Confidential Information – CDA's

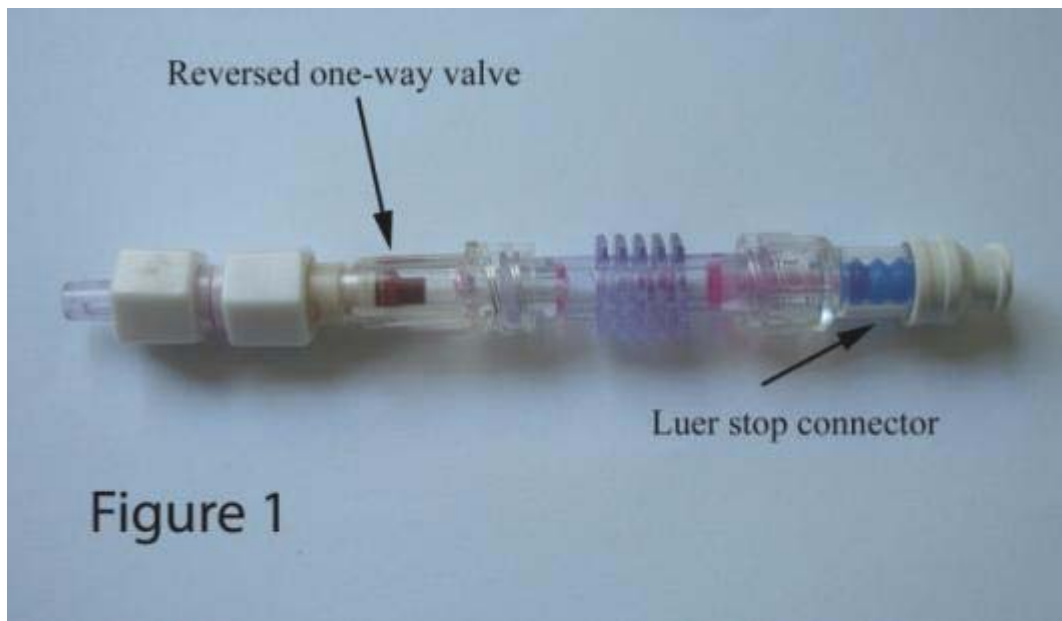


Non-Injectable Connector for Arterial Systems

The Queen Elizabeth Hospital King's Lynn



Non-Injectable Connector for Arterial Systems The Queen Elizabeth Hospital King's Lynn



Non-Injectable Connector for Arterial Systems The Queen Elizabeth Hospital King's Lynn

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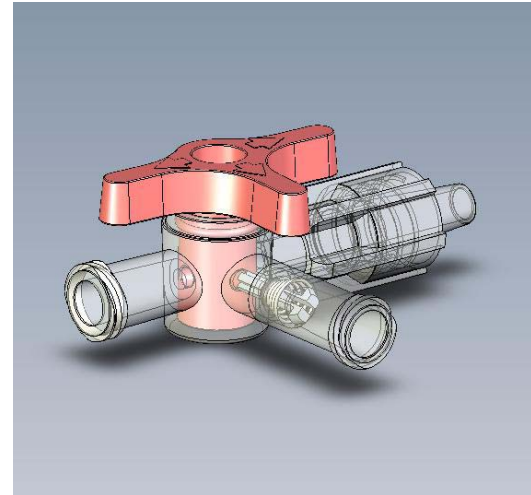
(74) Agent: **JACOB, Robben, E. et al.**; B.G.C. Jenkins & Co., 25 Cannon Street, London SW1H 0BJ (GB)

(54) Title: SAMPLING CONNECTOR

(57) Abstract: A sampling connector for use in sampling a body fluid such as arterial blood or cerebrospinal fluid. The sampling connector comprises at least two apertures in fluid communication via a fluid flow conduit and a one-way valve (14) disposed to allow fluid flow from the first aperture, through the fluid flow conduit and out of the second aperture, but not to allow fluid to flow into the second aperture and through the fluid flow conduit to the first aperture. In use, the sampling connector is connected to a body cavity to enable the sampling of a body fluid by withdrawal of the body fluid through the first aperture, and to prevent the introduction of a separate fluid to the body cavity. The first aperture can be within a male end and the second aperture can be within a female end or vice versa. A sampling device comprising a sampling connector according to the present invention and use of the sampling connector and/or sampling device is also claimed.

Figure 2

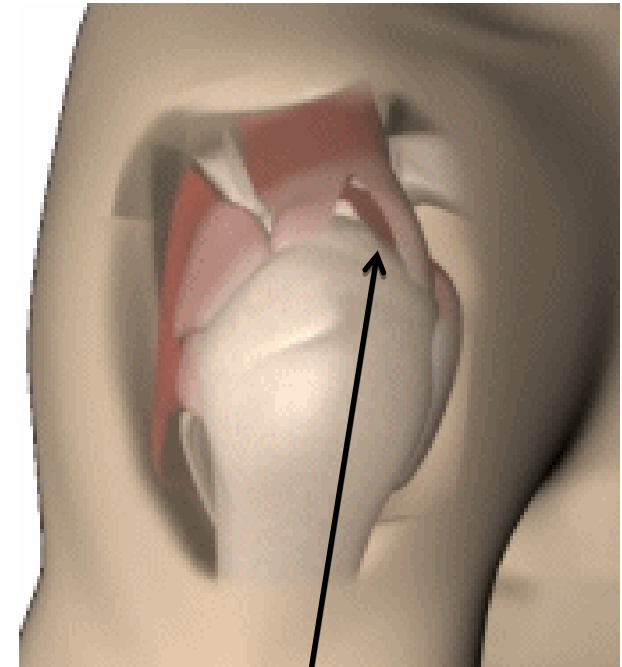
WO 2009/118521 A1



Shoulder Brace

NHS South West Essex

- ❖ 30% UK Population suffer from shoulder pain
- ❖ Rotator cuff injuries occur from weakened tendons - heavy manual labour
- ❖ Likelihood of partial or full-thickness tears increases with age
- ❖ Over 50,000 rotator cuff repairs in UK per year



Rotator Cuff
Tear

Shoulder Brace

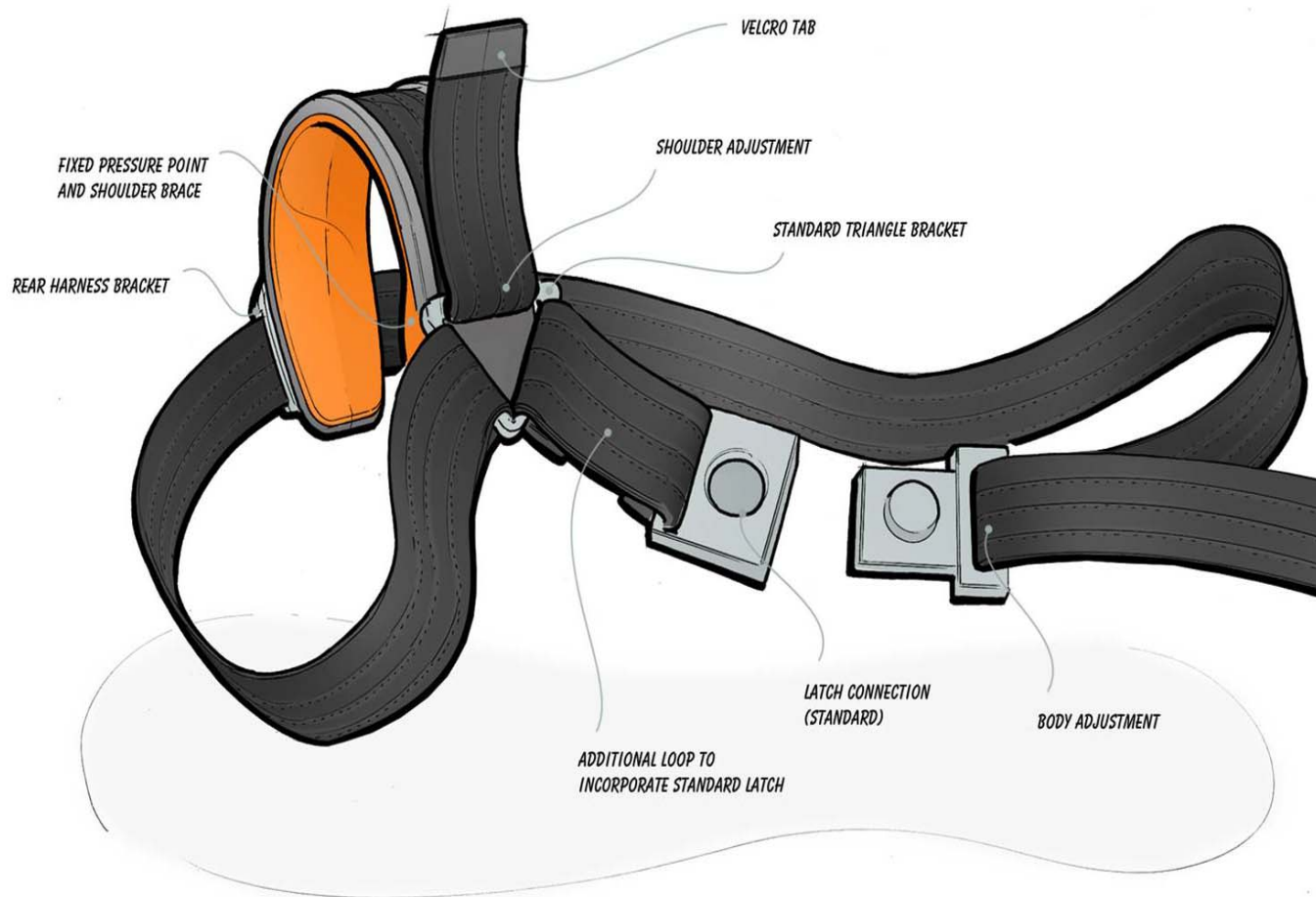
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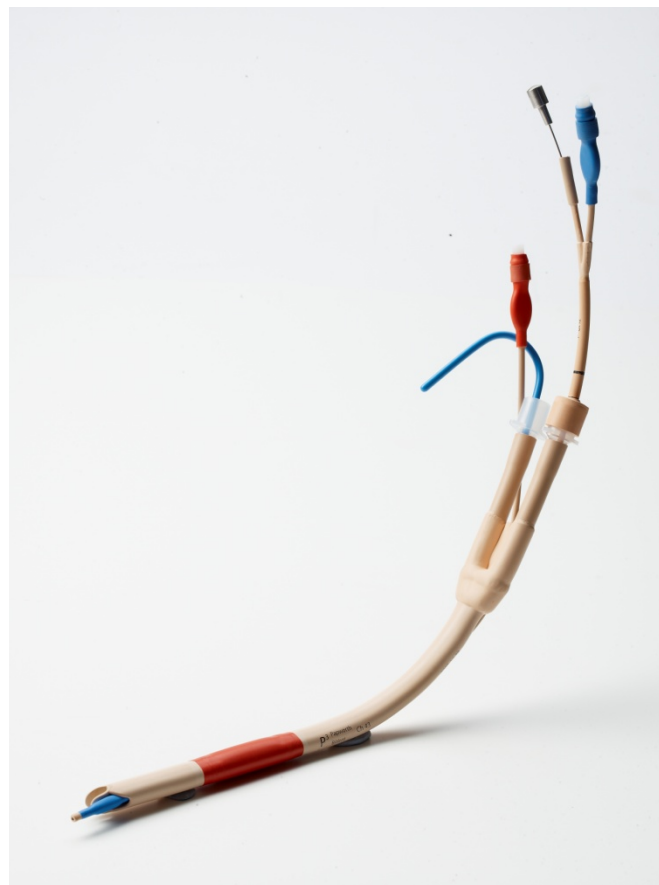
Shoulder Brace

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Endotracheal Tube

Papworth Hospital NHS Foundation Trust



Endotracheal Tube

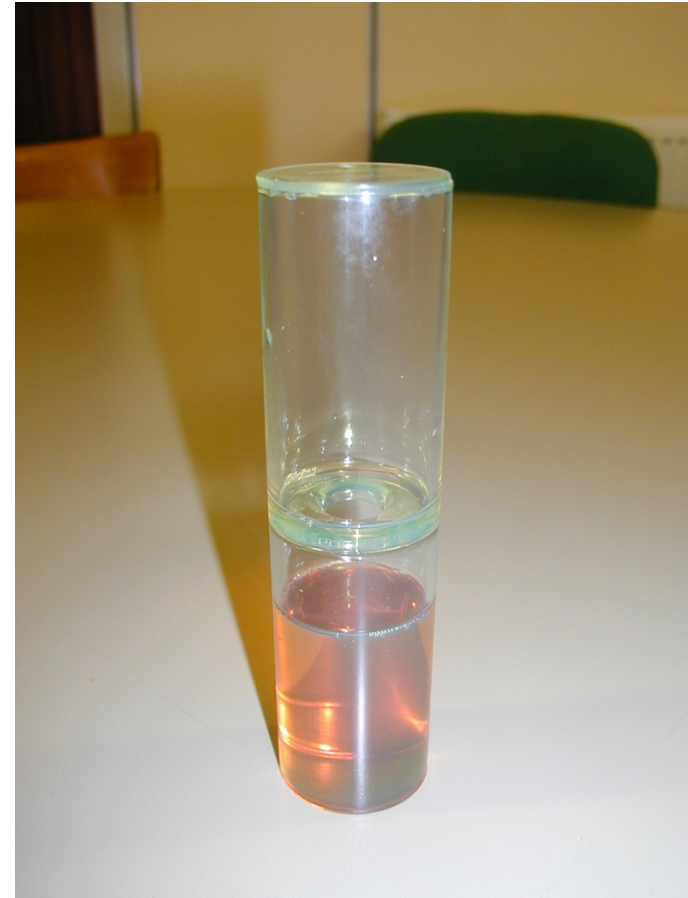
Papworth Hospital NHS Foundation Trust

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Fluid Thickness Indicator

NHS North East Essex



Fluid Thickness Indicator

NHS North East Essex



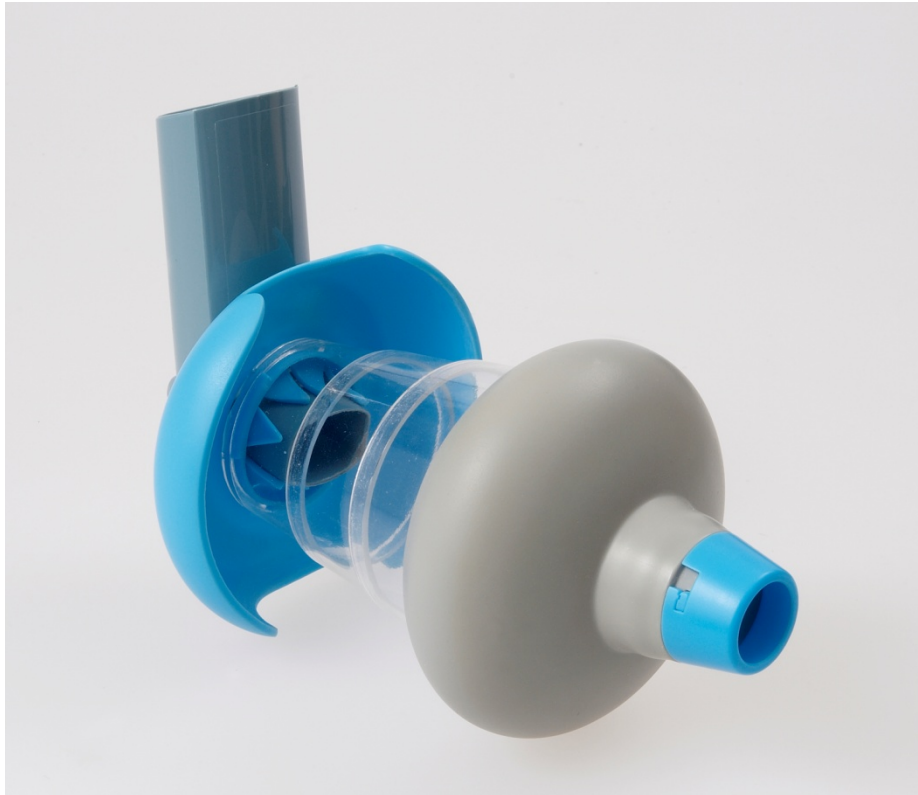
Fluid Thickness Indicator

NHS North East Essex

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Pocket flow



Innovation Review Process

- ❖ Prior art – products, patents and FTO
- ❖ Market – size, nature, competitors/potential licensees.
- ❖ Development – cost, feasibility
- ❖ Patient Benefit – risk reduction, comfort
- ❖ Cost savings to NHS



Patient benefit and cost saving to the NHS

- ❖ Technology must be targeted at the healthcare setting and provide patient benefit and/or cost saving to the NHS.
- ❖ Patient benefit - Increased compliance OR Improved patient experience, reduced risk, avoids serious complication / death.
- ❖ Direct or indirect cost savings that can be evidenced.



Result

- ❖ Whether or not we invest in the invention.
- ❖ If it is something that we think we would be able to take forward an outline plan of the next steps is presented to the management team.
- ❖ Contact Trust IP lead and inventor to confirm.

Invention 4 Innovation

- ❖ Run by the NIHR
- ❖ Aims to improve the speed with which inventions can be turned into new healthcare products for the 21st century
- ❖ Four different Future Product Development Streams



Invention 4 Innovation

1. Future Product Development Stream 1 (FPD1) – **Feasibility study**

Next deadline: 5th March 2010

Up to 1 year, clinician or academic led, to study if prior basic research can be used to meet a healthcare need, funding £100K maximum is available.

2. Future Product Development Stream 2 (FPD2) – **Applied research project**

Next deadline: 4th June 2010

Detailed 2-3 year investigation, clinician or academic led, to provide further evidence of the capability to deliver improved healthcare outcomes, funding £150K-£250K per year is available.

3. Future Product Development Stream 3 (FPD3)

Next deadline: 21st May 2010

a) **Commercial Viability Study** Up to one year, collaborative, to study innovative use of an existing or emerging product or technology to meet a healthcare need. First stage of a full collaborative applied research project, 75% funding £100K typically available.

b) **Collaborative applied research** Detailed 2-3 year investigation, collaborative between industrial and research partners, to demonstrate the delivery of improved healthcare outcomes, 50% funding £300K per year is typically available.



- ❖ If you do have an idea relating to a new device, publication, software or training aid please contact us.
- ❖ Thanks for listening – any questions?

Contact Us

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