



**Welcome to the latest edition of the information sharing newsletter from the Maynooth University Commercialisation Office. Our goal is to share relevant market news and activities on the commercialisation of Maynooth University research. We hope you enjoy this newsletter.**

*Photo by Maura Boyle  
"the Bicentenary Garden"  
St. Patrick's College  
Maynooth*

**For more information visit:  
[www.maynoothuniversity.ie/commercialisation](http://www.maynoothuniversity.ie/commercialisation)**

## **LAUNCH OF MANAGED CONSULTANCY PROGRAMME**

Solving Problems often needs access to knowledge beyond a single organisation. A Maynooth University led consortium, with partners Athlone IT and IT Carlow, has been awarded funding for a Managed Consultancy Programme (MCP). The funding will support a new MCP Manager and allow us to develop, market and deliver a consultancy offering. The idea is to offer expertise rather experts, creating a team to leverage expertise from across the three institutions. This is a unique offering as consultancy provided by 3rd level institutes tends to focus on individuals and not multi-skilled teams. This programme will initially run for 3 years, during which time we will develop multiple engagements with industry and other organisations in a broad range of sectors. Given the very broad skill sets in MU across science, engineering, humanities, business and arts combined with the very relevant skills and facilities at Athlone IT and IT Carlow, we expect significant success in this programme.



Supported by



Contact [commercialisation@nuim.ie](mailto:commercialisation@nuim.ie) for more information

## CONNECT eHEALTH EVENT

On November 22nd over 130 healthcare stakeholders attended CONNECT eHealth in the Glen Royal Hotel, a Maynooth University event organised by the Commercialisation Office, supported by Dr Jamie Saris, an MU medical anthropologist. eHealth is a rapidly developing area which attempts to deliver more efficient healthcare through technology. However, with proliferation of relevant technologies comes the realisation that technology may not be the sole solution. At CONNECT eHealth **the focus was shifted to how the patient experience can be improved through better interaction with healthcare professionals and the healthcare system.**

Event speakers were from:

**RESEARCH:** Dr Graham Love, CEO, Health Research Board; Dr A. Jamie Saris, Dept of Anthropology, MU, Health Science and Community Research cluster, MU; Prof Bernard Mahon, VP Research, MU.

**PATIENT ADVOCACY:** Vanessa Carter, hcsmsA, ePatient advocate and entrepreneur; Marie Ennis-O'Connor, ePatient advocate.

**BUSINESS:** Olive O'Connor, MediStori. Trevor Vaugh, Vitamatics.

**MEDICAL PROFESSION:** Dr Joe Murphy M.B. M.I.C.G.P. M.R.C.G.P., Dr Rónán Collins MD FRCP (Lond) FRCPI. **LEGAL PROFESSION:** Paul Lavery, Partner, McCann Fitzgerald Solicitors.

**HEALTH CARE SYSTEM:** Greg Price, Quality Improvement, HSE



Panelists Photo Right to Left: Greg Price, HSE; Paul Lavery, McCann Fitzgerald; Dr Joe Murphy; Dr Rónán Collins; Dr Graham Love, HRB; Vanessa Carter hcsmsA; Olive O'Connor, MediStori; and Marie Ennis-O'Connor.

The event included: (1) presentations by the speakers (2) a panel discussion and (3) a series of workshops concentrating on different eHealth and ePatient themes. John Scanlan, MU Commercialisation Director moderated the presentation and panel discussion. The morning session included presentations from ePatient advocates, who shared their personal journeys through the healthcare ecosystem in Ireland and abroad. The common theme running through these experiences was the need for patient engagement, where the patient is central, informed and is part of the decision making process.

Dr Graham Love discussed how the HRB is working toward integrating public and patient involvement (PPI) and the identification and development of the infrastructure and services needed. The benefits for Ireland will include better and safer use of existing data. Trevor Vaugh, a product designer and co-founder of Vitamatics, presented an eHealth start-up company. Vitamatics markets smart, discrete high technology blood pressure and cardiac event monitor designed from the patients perspective. Trevor spoke about the need to engage the patient or end user from the start of the product development process.

The morning session was following by a 90 minute panel discussion. The panelists engaged in a robust and frank discussion around what happens currently in the healthcare system and what needs to happen in the future to improve the experience for everyone. Dr Jamie Saris wrapped up the presentations summarising the key themes of the event and how starting with the patient might lead to a better healthcare system. The workshops delivered in the afternoon session included: (1) the ePatient at the heart of sustainable healthcare (2) the Co-design and co-production in healthcare and (3) social entrepreneurship: drive by cause not profit.

## CONNECT eHEALTH Programme and Agenda

## INNOVATION AND RESEARCH COMMERCIALISATION

Each year the Commercialisation Office runs a generic skills module for early career researchers. This module entitled "Innovation and Research Commercialisation" aims to introduce the researchers to the culture of commercialisation of research and equip them with the skills required to commercialise the outcome of their research, to provide them with the ability to interact with industry and to improve their skills to innovate and act with an entrepreneurial mindset. The course covers the basics of intellectual property, technical marketing, product development, spin-out company formation and research commercialisation contracts.

Also included are workshops and exercises, including preparation of a marketing pitch, culminating in a group business plan and presentation of business concepts.

This module is very useful showing the researchers how to present ideas as a business opportunity rather than as just interesting science, a practical approach which then complements their academic training. The current climate requires that graduates have the know-how, competencies and confidence to set-up and deliver new commercial opportunities. Our detailed case-studies and practical workshops facilitate this in a relaxed hands-on environment. This year MU's early career researchers were joined by a group from DesignCore at IT Carlow, our TT alliance partner.