



## NHS Innovations South East

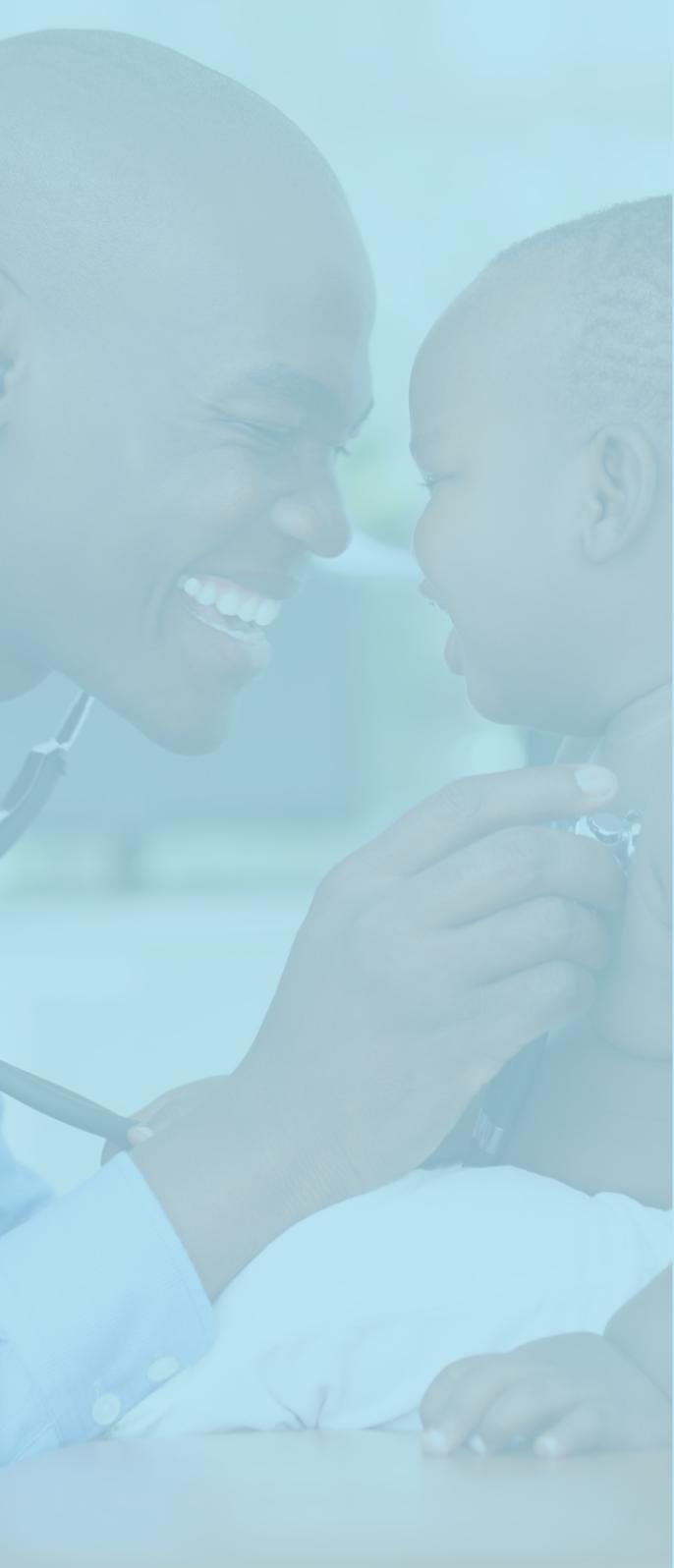


*Innovation.  
It doesn't have to be  
high-tech. The simplest  
ideas can make a huge  
difference to patient care*

A young woman with her hair in a bun is smiling warmly at an elderly woman. The image is overlaid with a light blue tint. The text is centered in the lower half of the image.

***Since 2004, NHS Innovations South East (NISE) has been helping its NHS members identify, develop and commercialise innovations designed to improve the quality and efficiency of healthcare services.***

***NISE works throughout the South East, delivering a comprehensive range of practical support services to help inventors and their organisations bring bright ideas to reality.***



NISE champions innovation throughout the NHS in the South East. We work with staff at all levels and in a wide range of settings. The ideas we work with typically derive from interaction with service users at the “coalface”. By becoming a member trust, you can tap directly into our wide range of IP and innovation-management services, including:

- Raising innovation awareness
- Protecting intellectual property (IP)
- Horizon scanning
- Technology adoption
- Project management
- IP leadership training and master classes
- Business case support
- Contract negotiation
- Research support (inc IP guidance).

The annual cost of membership varies according to the size of organisation and level of service required; contact us today for more information on NISE membership.

*Successful innovation begins with a good idea...*



# Nurturing Innovation

We are often asked what it takes to translate a good idea into a new product or healthcare service. A successful innovation begins, of course with a good idea – but translating that into a successful product involves a lot of painstaking work. Along the way an inventor's bright idea needs to be correctly evaluated.

Our team of innovation experts offer a wide range of technical, scientific, legal and commercial support services, all designed to give bright ideas the best possible chance of success.

However the conditions have to be right for innovation to flourish.

NISE Services are aimed at nurturing a culture of innovation and creative thinking. We can do this by

- Innovation competitions that encourage staff to put forward their ideas
- Raising awareness of the innovation agenda and what that can mean for the patient and the Trust
- Innovation Programmes such as:
  - Understanding the essentials of IP and creative thinking
  - Leadership in Innovation Management.
  - Innovation clinics at management and staff meetings
  - Promotional stands at events or internal venues



# Evaluation

Correctly assessing the value of an idea is the foundation stone of innovation success. In order to do this each idea that the NISE team evaluates goes through the following process:

- Assessment – is the idea genuinely new and original?
- Market – is there a market for the idea?
- Funding – will the project value justify the costs?
- Protection – identifying what is required in order to protect the idea
- Partnering – what type of partnering is required in order for the project to proceed?
- Patient benefit and clinical impact
- Initial testing – does it work?
- Likelihood of success?

*Delivering more than  
monetary worth*



## Business and Market Analysis

NISE works closely with innovators to better understand the underlying drivers and needs for a given solution. Many organisations do not have the time, resources or desire to reinvent the wheel.

A combination of NISE resources including an in-house business analyst are routinely used to independently assess the size and market need for an idea, together with an assessment of any competing or alternative solutions. This forms part of a well-developed evaluation process.

Such skills are also used to assist NHS organisations seeking to develop business justification cases either for solutions arising from within their own organisation, or in support of the adoption of external solutions into the organisation. This typically includes both qualitative and quantitative analysis of local benefits based partly on cost-benefit modelling to provide a good understanding of the value proposition of the solution prior to any formal procurement.

*... typically driven by interaction with services users at the "coalface"...*



## Protection, funding, commercialisation

Specialist knowledge in protecting an innovation and managing its IP so that an embryonic idea can be successfully taken through to commercialisation.

Throughout an idea's innovation journey the individually assigned innovation manager, backed-up by our team of in-house legal, business analysis, marketing and business development professionals - will support the inventor and Trust through the process of commercialisation, adoption and national / international development. We can:

We can –

- Draft and negotiate commercial agreements
- Co-ordinate registration and protection on IP
- Negotiate licencing agreements
- Assist with the identification and application support for suitable stage funding
- Assist with the production of or validation of business cases

*... helping individuals  
and their Trusts  
through the process...*



## NHS Innovations South East

NHS Innovations South East Limited  
173 Curie Avenue  
Harwell  
Oxford

Oxfordshire OX11 0QG

Web: [www.innovationsoutheast.nhs.uk](http://www.innovationsoutheast.nhs.uk)

Tel: +44 (0)1235 838539

Fax: +44 (0)1235 838501



@niseinnov



<http://www.linkedin.com/company/775252>