



# Innovation at IGS

What? Why? How?

Helge Ræder, vice dean for innovation, Faculty of Medicine  
Yves Aubert, senior research advisor, Faculty of Medicine





# What is innovation?

Innovation = Invention \* Realization

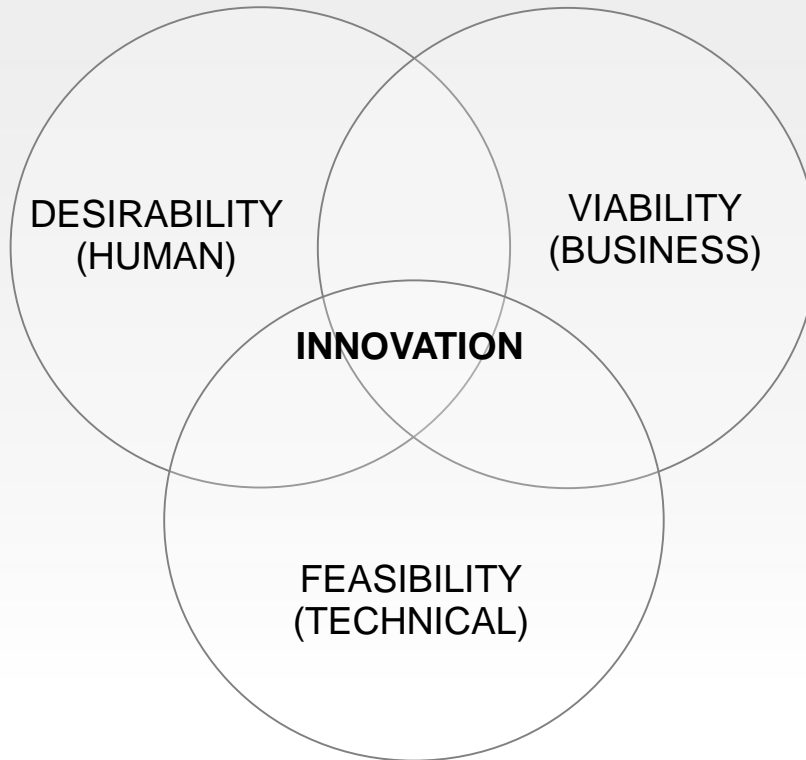
Invention: new, beyond state-of-the-art, valuable

Realization: commercialization, clinical trial, service implementation, policy change





# What is innovation?





# Why innovate?

To create impact

Impact meaning to affect as many people as possible





# Why innovate?

... and to be competitive in future grant applications





# Why innovate?

RCN BEHANDLING, BEDREHELSE, HELSEVEL,  
BIOTEK2021, FORNY2020...

and Horizon2020 (SC, IMI) and HorizonEurope  
focus heavily on impact and innovation





# Why innovate?

Not just about producing research results

Must also plan to use the results to address strategic challenges and contribute to the expected impacts

Impact and innovation must now be addressed in all sections of a proposal





# How to innovate?

Start with the user in mind

“How does my research benefit as many users as impactfully as possible?”

“How will my research results be used?”

Use tools (e.g. “Research to impact Canvas”), talk to your advisers and to BTO







# How to innovate?

In grant application:

Address challenges specified in the call topic and contribute to the expected impacts specified there

Challenges = needs and wants

Impacts = benefit





# How to innovate?

A typical research project addresses the existing knowledge, research competitors and the expected project results (“excellence”)

A research & innovation project also addresses potential market issues, ethics and privacy issues, regulations, societal and environmental issues, industry competitors, and IPR (“path to impact”)





# How to innovate?

Innovation = a new (or improved) creation, which when used produces tangible benefits, satisfying needs and wants

Innovation = project results \* utilization

Invention is not innovation





# How to innovate?

Innovations are not necessarily commercial products, but can also be new or improved...

products, services

organizational or business methods

research tools or methods





# How to innovate?

Innovations are not necessarily commercial products, but also new or improved...

networks or collaborations

advisory reports that affect policy/ways of doing things

roadmaps helping guide further development, etc.





# How to innovate?

Accordingly, the benefits and impact of innovation projects are not just commercial, but can be:

Societal

Environmental

Technical

Educational





# How to innovate?

Accordingly, the benefits and impact of innovation projects are not just commercial, but can be:

Research

Commercial

Or anything that delivers a benefit to someone or addresses a need





# How to innovate?

Important: innovation needs to be managed

Will be addressed in workshop in February

But: protect your IP BEFORE you publish!

Involve advisors and BTO:

<https://bergento.no/about/submit-your-idea/>







# Innovation examples: Nuheart

Nuheart






# Innovation examples

## The Bergen 4-day OCD Treatment





# TIME Magazine's 50 Most Influential People in Health Care for 2018, Congratulations Dr. Kvale and Dr. Hansen

 Posted on October 18, 2018  Posted By: Peace of Mind Foundation  Categories: [Media and Press](#)

## The Bergen 4-Day OCD Treatment: The USA Journey Begins in Houston

The Founders of the Treatment Named as Two of Time Magazine's 50 Most Influential people in Health Care

On Friday, October 12th, the Houston OCD Program and the Peace of Mind Foundation co-hosted an event featuring Drs. Gerd Kvale and Bjarne Hansen.

Today, October 18, TIME Magazine published the 50 Most Influential People in Health Care for 2018. This list is curated by TIME's health reporters and editors and recognizes 50 people who changed the state of health care this year, and bear watching for what they do next. Drs. Gerd Kvale and Bjarne Hansen were elected as two of the 50 people to watch and are likely to transform health care, and the USA journey will begin in Houston in June of 2019.



Photo by Paul S. Amundsen





# Innovation examples: IGS

PraksisNett (Guri Rørtveit): Innovation within research infrastructure

Live@Home.path (Bettina Husebø): Technology innovation, service innovation

Supraglottic airway device (i-gel; Thorkild Tylleskär): Clinical innovation, product innovation





# Seminar on IP

Heads-up:

Half-day IP seminar at Bikuben, January 28, 2019

Starting at 12:30



Contact: Yves Aubert, [yves.aubert@uib.no](mailto:yves.aubert@uib.no)



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