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**SmartHEALTH**

**Smart Integrated Biodiagnostic Systems for Healthcare**

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***D11.10 Delivery of SmartHEALTH Open Day 3 (public dissemination day) + User Group Launch***

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<b>RE</b>	Restricted to a group specified by the consortium (including Commission Services)	
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# Table of Contents

- 1. Introduction ..... 4**
- 2. Advertising of Event..... 4**
- 3. SmartHEALTH Presence at 21<sup>st</sup> Century Medicine Conference ..... 4**
- 4. Open Day Programme ..... 4**
- 5. Photographs ..... 5**
- 6. Outcome ..... 6**
- Appendix A – Open Day Flyer ..... 7**
  - Background ..... 8
  - Agenda ..... 8
  - Attendance and Registration ..... 8
- Appendix B – Minutes of User Group Discussion..... 9**
  - Introduction..... 9
  - Attendees..... 9
  - Notes from the meeting ..... 10
    - How to reach out to a wider community: ..... 10
    - Co-operations ..... 11
    - Identified main barriers ..... 11
    - Other remarks ..... 11
  - Main Conclusions ..... 11
  - Candidates for User group or External Advisory Board..... 12

## **1. Introduction**

This short report describes the delivery of SmartHEALTH Open Day 3 (public dissemination day) and User Group Launch event which was held on 28<sup>th</sup> November 2008 at the Royal Institute of British Architects, London, UK.

The date and venue were selected in order to link the event to the Institute of Nanotechnology conference “21st Century Medicine: Breakthroughs and Challenges” which was held on 26<sup>th</sup> – 27<sup>th</sup> November 2008 at the same location.

## **2. Advertising of Event**

By linking to the 21<sup>st</sup> Century Medicine conference, we hoped to attract a number of participants to attend the SmartHEALTH Open Day also. It also afforded the opportunity to share advertising opportunities through the Institute of Nanotechnology (IoN). A flyer for the Open Day was produced (see Appendix A) and the event was announced on the SmartHEALTH website and through an article (“Towards a Roadmap for Cancer Diagnostics Using Smart Systems Technologies”) which was published in MST News No. 5/08, October 2008.

A weblink to the Open Day announcement was provided by IoN on their website. In return, the 21<sup>st</sup> Century Medicine conference was advertised on the SmartHEALTH website. The flyer was distributed to the Nexus and IoN mailing lists. In addition, SmartHEALTH partners sent the flyer to their own business contacts.

## **3. SmartHEALTH Presence at 21<sup>st</sup> Century Medicine Conference**

A number of SmartHEALTH representatives attended the IoN conference on 21<sup>st</sup> Century Medicine. In addition, two invited oral presentations were given by Andrew Campitelli (MiniFAB) and Henne van Heeren (Nexus). The SmartHEALTH Open Day was mentioned in both presentations. Also, flyers for the SmartHEALTH project and the Open Day were included in the delegate packs.

## **4. Open Day Programme**

The programme started with some presentations. After a brief welcome and introduction by Prof. Calum McNeil (UNEW), an invited speaker from the user community (Dr Bill Mullen, Momentum Biosciences) gave a presentation on the perils and pitfalls of commercializing new biodiagnostic technologies. Dr Mullen is also a member of the SmartHEALTH External Advisory Panel.

This was followed by two SmartHEALTH presentations from Dr Andrew Campitelli (MiniFAB) and Dr Ciara O’Sullivan (URV). Subsequently, demonstrations of various components and ICT platform were given and there was an opportunity for the attendees to ask questions.

In the second part of the event, Patric Salomon (Nexus) launched the SmartHEALTH User Group. This included an open discussion of the objectives of the User Group, commercialization issues for the SmartHEALTH technology and potential ways to deal with them.

## 5. Photographs



*Introduction by Prof. Calum McNeil*



*Keynote presentation by Dr Bill Mullen*

## **6. Outcome**

The SmartHEALTH Open Day was very successful and some useful feedback was received regarding the presentations and the demonstrations. There were a total of 34 attendees, as shown in Appendix B, along with the notes from the User Group launch and discussions. A number of attendees expressed an interest in participating in future User Group workshops.

## Appendix A – Open Day Flyer



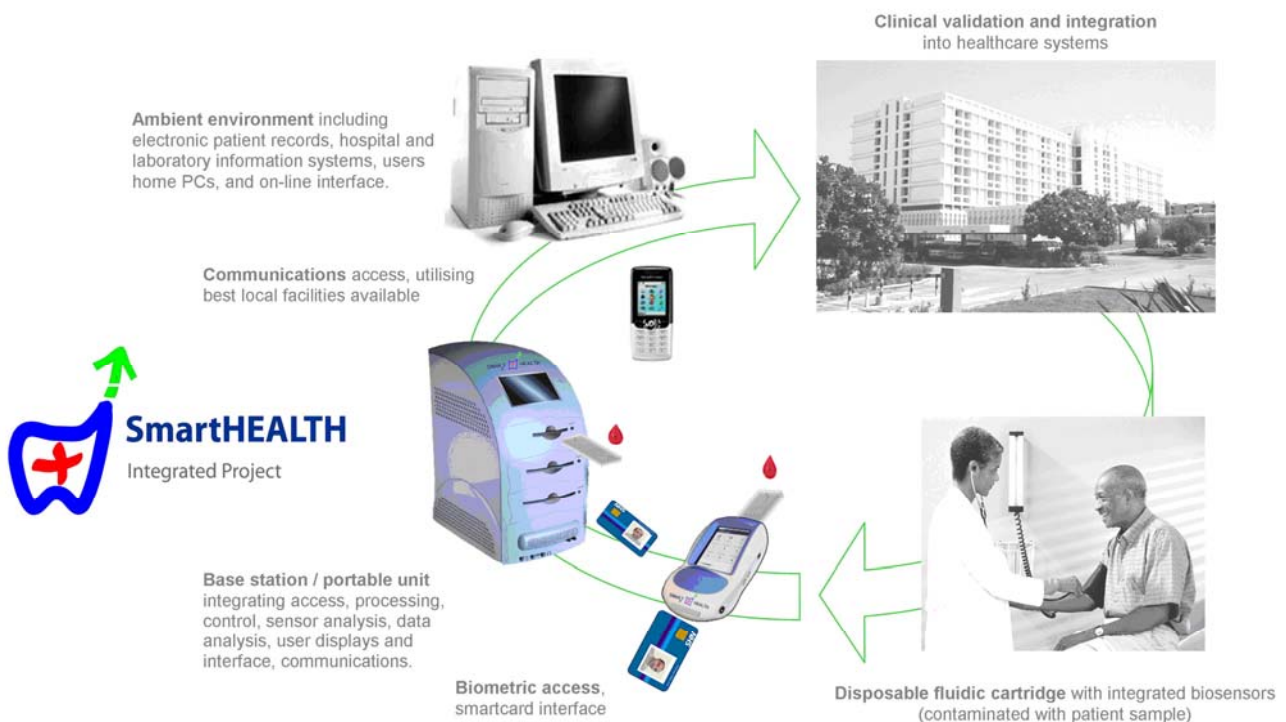
# SmartHEALTH Open Day and User Group Launch Event

## Smart Integrated Biodiagnostic Systems for Healthcare

We are pleased to announce the 2<sup>nd</sup> Open Day in the course of the EC-funded SmartHEALTH Integrated Project. Driven by key applications in cancer diagnostics, SmartHEALTH was conceived and constructed to address the development and delivery of the next generation of smart diagnostic devices. The aim of the Open Day is to interact with the user community and gather expert opinion in order to fine-tune the alignment of project aims and market needs. We will do this by introducing the technology being developed within SmartHEALTH and having an open discussion to explore the opportunities and barriers for exploitation/commercialisation in the healthcare arena. In addition, this event will launch the SmartHEALTH User Group, the role of which will be to advise the project on how to integrate the project results speedily into European healthcare systems

**Date: Friday 28<sup>th</sup> November 2008, Time: 09:00 – 13:00**

**Venue: Royal Institute of British Architects, 66 Portland Place, London, UK**



## **Background**

The European Union has made health and well-being one of its top priorities, not least in view of EU enlargement. Even though Europeans are now enjoying long and healthy lives, one person in every five will die prematurely before the age of 65. In order to address the future health and well-being of its citizens, and to boost the competitiveness of health-related industries and businesses, the European Commission funds research and development in the bio- and life sciences area through its 'Framework programmes'. These provide an opportunity for trans-national cooperation, both within the EU and with third countries, to address the prevention and treatment of major diseases such as cancer.

## **Agenda**

The keynote presentation will be given by Dr Bill Mullen from Momentum Biosciences Ltd who has significant experience of technology acquisition and commercialization in the biodiagnostics arena. Further oral presentations will be given by a number of SmartHEALTH partners following which there will be an opportunity to view some of the components and systems that are being developed within SmartHEALTH (sensors, microfluidic cartridges, instrumentation and ICT). Later in the morning, Patric Salomon from NEXUS will give a brief overview of the plans for the SmartHEALTH User Group. This will lead into an open discussion of the technologies presented and the barriers to entry in the marketplace. A provisional agenda is outlined below.

9:00 - 9:15	Welcome & introduction (Prof. Calum McNeil, Newcastle University, UK)
9:15 - 9:45	Invited speaker from user community (Dr Bill Mullen, Momentum Biosciences, UK)
9:45 - 10:15	SmartHEALTH overview (Dr Andrew Campitelli, MiniFAB, Australia)
10:15 - 10:45	SmartHEALTH biosensors, ICT and applications (Prof. Ciara O'Sullivan, Universitat Rovira i Virgili, Spain)
10.45 - 11.30	Coffee/tea break and live demo of SmartHEALTH components
11.30 - 11.45	SmartHEALTH User Group Launch (Patric Salomon, Nexus Association, Switzerland)
11:45 - 13:00	Open discussion

The event will take place after the IoN/Mancef Conference on 21st Century Medicine: Breakthroughs and Challenges, 26<sup>th</sup>-27<sup>th</sup> November 2008 ([www.nano.org.uk/conferences/nanomed2008/overview.htm](http://www.nano.org.uk/conferences/nanomed2008/overview.htm)).

## **Attendance and Registration**

Attendance at the SmartHEALTH Open Day is free. However, registration is essential, as places are strictly limited. To register, please use the attached registration form or visit [www.smarthealthip.com](http://www.smarthealthip.com). Please return all registration forms electronically to the SmartHEALTH Administrator, Heather McGrath [h.r.mcgrath@ncl.ac.uk](mailto:h.r.mcgrath@ncl.ac.uk).

For further information, you may contact Calum McNeil (Open Day) [calum.mcneil@ncl.ac.uk](mailto:calum.mcneil@ncl.ac.uk) or Patric Salomon (User/Experts Group) [patric.salomon@nexus-mems.com](mailto:patric.salomon@nexus-mems.com).

# **Appendix B – Minutes of User Group Discussion**

## **Notes from User Group Launch at SmartHEALTH Open Day, RIBA, London, 28<sup>th</sup> November 2008**

### ***Introduction***

The 2<sup>nd</sup> Open Day in the course of the EC-funded SmartHEALTH Integrated Project was held on November 28<sup>th</sup> 2008 at the Royal Institute of British Architects, 66 Portland Place, London, UK.

Driven by key applications in cancer diagnostics, SmartHEALTH was conceived and constructed to address the development and delivery of the next generation of smart diagnostic devices. The aim of the Open Day was to interact with the user community and gather expert opinion in order to fine-tune the alignment of project aims and market needs. This was done by introducing the technology being developed within SmartHEALTH and having an open discussion to explore the opportunities and barriers for exploitation/commercialisation in the healthcare arena. In addition, this event launched the SmartHEALTH User Group, the role of which will be to advise the project on how to integrate the project results speedily into European healthcare systems

### ***Attendees***

Dr John Alderman	Tyndall National Institute
Mr Marc Bax	Panchromos Limited
Mrs Erica Beck	The Technology Partnership
Dr Holger Becker	Microfluidic ChipShop GmbH
Dr Alessandro Bellone	Olivetti I-Jet
Ms Christine Bender	Roche Pharma
Dr Edward Blair	Integrated Medicines Ltd
Mr Grzegorz Brzezinka	Jagiellonian University
Dr Andrew Campitelli	MiniFAB
Dr Gillian Davis	Dolomite Microfluidics
Prof Dr Rolf Eckmiller	University of Bonn, Dept. Computer Science
Mr Paul Gascoigne	Smiths Detection
Dr Chris Gardiner	University College London Hospitals
Dr Tom Harvey	Epigem Limited
Dr David Hradetzky	HSG-IMIT
Mr Mike Jackson	iXscient Ltd
Mr Ivan Lucic	Sony DADC Austria AG
Dr Ajith Mahavithana	University of Perudeniya, Sri Lanka
Prof Calum McNeil	Newcastle University
Dr Bill Mullen	Momentum Bioscience Ltd
Prof Ciara O'Sullivan	Universitat Rovira I Virgili
Prof Evgeni Pyatyshev	St.-Peterburg State Polytechnic University
Prof Andrew Richardson	Lancaster University / NEXUS
Mr Robert Angus	Sensors & Instrumentation Knowledge Transfer Network
Dr Günter Roth	HSG-IMIT and IMTEK
Mr Patric Salomon	NEXUS Microsystems Association
Mr John Sillar	MANCEF

Mrs Sylvia Sillar	No affiliation
Mr Iain Simpson	Team Consulting
Mr David Tolfree	MANCEF
Dr Aitor Uribarren	Ikerlan
Mr Henne van Heeren	enablingMNT
Mr David Wenn	iXscient Ltd
Ms Alicia Yang	Imperial College London

## ***Notes from the meeting***

### **How to reach out to a wider community:**

It was suggested that SmartHEALTH should interface with the study managers who run relevant clinical trials. Other suggestions were to contact cancer charities (e.g. Cancer Research UK) which fund studies and run support groups. We could possibly focus a User Group meeting on these groups and link this to the ELSI conference. It was also suggested that we should talk to insurance companies, work with patients groups and Eddie Blair suggested NICE.

In the UK, especially, but perhaps also in other countries, contact with cancer charity organisations might help.

Calum McNeil mentioned the difficulties of setting up an ICT test system in hospital laboratories. He is interested to hear from any ICT people who are able to give assistance and who could provide access to a subset or dummy patient database. SmartHEALTH needs to get access to more hospitals for system evaluation; how can we get the contacts and trust to get connected to patients' data systems? The Newcastle Hospitals NHS Trust has just invested millions of Euros in an electronic patient record system; unfortunately systems at different hospitals are dissimilar while standards are lacking.

It was suggested that the User Group lacks oncology experts (not GPs) who are important opinion leaders. However, such people are normally very busy. Holger Becker suggested that we need to decide on an incentive (not necessarily financial) for them to become involved.

Rolf Eckmiller suggested targeting a cancer conference for future dissemination and interaction with SH users.

The comment was made that it was a pity that the general public and members of parliament don't know about SmartHEALTH and similar types of research which is going on. Ian Gibson was mentioned as one UK MP who is keen on improving the treatment and management of cancer patients (see <http://www.iangibsonmp.co.uk/>).

How can we address the public: television, newspapers, and members of parliament? If patients hear about SmartHEALTH, they might trigger interest amongst NHS, doctors, and diagnostic companies. (Although we should be realistic about the time expected to realise a market ready SmartHEALTH device.)

(Rolf Eckmiller): SmartHEALTH to identify 2-3 conferences to present at and get into discussion with cancer specialists, e.g. German cancer conference 2009; contact opinion leaders in advance and invite to presentation of SmartHEALTH results. Also to approach oncology experts that are organised in local networks; e.g. Freiburg (Germany) has a network of practicing oncologists but also a good organisation of University hospital oncologists. Rolf would help us get into contact (or help with mailing).

Also work with organisers of patient studies to get user opinion; maybe an Open day in front of patients?

KTNs (UK) can offer to help raise awareness, look for users and end-users. The KTN is also happy to contribute to SmartHEALTH plans and to involve other KTNs.

### **Co-operations**

Iain Simpson suggested that the main exploitable output of the project is “knowledge”. His company, Team Consulting, turns “knowledge” into “product” and so could benefit from being on the User Group and can provide benefit to it.

Robert Angus mentioned that the Knowledge Transfer Networks (KTNs) exist in the UK to get knowledge into the user community and so could help with this, including framing plans for exploitation.

Olivetti wants to interact with the community and with SMEs for multidisciplinary research and access to users.

Sony DAC are looking for partners and SmartHEALTH user group to get access to market information, contact to end users and application in hospitals. Sony also embraced the concept of open innovation and is willing to cooperate with smaller companies in co-development and user/supplier relations.

Roche (represented here by Roche Pharma, not Roche Diagnostics): a lot of good ideas have been presented but not clear how profit for a commercial company might be built out of this.

Iain: they are stepping into the knowledge developed. Getting access to people. They like to bring in knowledge on how to develop technology into products and especially about human factors in Medical Device development.

A potential SmartHEALTH “exploiter” needs to discuss business plan a.s.a.p. in order to be able to create a good strategy after the end of SmartHEALTH, as this will take at least 1 year. Regular update of Exploitation Plan will be carried out anyway.

### **Identified main barriers**

Andrew Campitelli: Open Day Australia was co-hosted by the Ludwig Cancer Institute; they are very interested in SmartHEALTH results but want to see a working device first!

The ways to interact with the stakeholders might be different in each country. Also economic models are different. We clearly need large companies to help us in this.

SmartHEALTH partners will commercialise “their own parts or part results” but no-one has committed to commercialising the whole system... an opportunity for an external company! However, spin out technology developments of this project might be as interesting as the whole device. Time to market is certainly shorter.

### **Other remarks**

Concept of User Group or focussed workshops; need to decide: do we address SmartHEALTH project only or also parallel external activities with similar objectives/technologies?

What incentives can we offer for people to help us in an advisory committee?

### **Main Conclusions**

Reaching out to a wider community needs a different approach in each country. Indications are that when the right audience is chosen, positive response is likely.

Users are interested but will usually not travel far for user group discussions. Also not all topics are of interest to everybody.

Thus it is proposed to organise a series of “local” user group workshops that focus on specific topics of interest. Assistance from local organisations and stakeholder groups will be essential do link to the relevant communities.

### ***Candidates for User group or External Advisory Board***

The following persons answered the call for participation in the user group:

Rolf Eckmiller, Chris Gardiner, Günter Roth, Erica Beck, Paul Gascoine, Iain Simpson (they all gave business cards to Patric Salomon). All participants of this meeting will be updated on progress and activities.

Henne van Heeren and Patric Salomon

The NEXUS Association

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