



The slide features a dark blue vertical bar on the left side containing the logo of Høgskolen i Oslo og Akershus, which consists of a grid of white lines. Below the logo, the text 'HØGSKOLEN I OSLO OG AKERSHUS' is written in white. The main area of the slide has a light blue background with a subtle pattern of small white dots. The title 'NARMA Impact Seminar' is centered in a bold, black font. At the bottom left, the date and location '13.04.2015, Gardermoen' are displayed in a smaller black font.

HØGSKOLEN I OSLO
OG AKERSHUS

NARMA Impact Seminar

13.04.2015, Gardermoen

HiOA R&D Administration Team and *Impact*

- For Innovation actions and the SME instrument (phases 1 and 2), to determine the ranking, the score for the criterion 'impact' will be given a weight of 1.5.
- Our researchers concentrate on *Excellence* and *Implementation*.
- They neglect (and don't fully understand) the *Impact* part.
- They don't allocate enough space to cover the section properly (i.e. 23 of 70 pages)
- There is a mismatch between H2020 (*Innovation*) and researchers aspirations (*Research*)
- Most successful applications achieve gradings of 5 or 4.5 for Impact.
- In HiOA:
 - We try to explain *Impact* early on in the process
 - We try to explain concepts such as value chain and TRL
 - We try to get our researchers to register as evaluators



Guide for Evaluators

The following aspects will be taken into account, to the extent to which the outputs of the project should contribute at the European and/or International level:

- The expected impacts listed in the work programme under the relevant topic
- Enhancing innovation capacity and integration of new knowledge;
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets;
- Any other environmental and socially important impacts;
- Effectiveness of the proposed measures to exploit and disseminate the project results (including management of IPR), to communicate the project, and to manage research data where relevant.



MISeRE : Expected Impacts

Hint: The expected impacts listed in the work programme under the relevant topic

The **Expected impact** listed in the call is:

- On the basis of quantitative and qualitative indicators, evidence for new or improved patient-centred, prevention oriented, safe and efficient models for health care systems and services.
- Evidence to be used by policy makers and decision makers in making improvements to health and care systems, health and other policies.



MISeRE : Expected Impacts

- **Quantitative** and qualitative indicators that you have a better patient-centred model for health care.
- What evidence to be used by **policy makers** and decision makers in making improvements to healthcare systems, health and other policies? The end user is the key to this, so its important to identify both **customer** (insurers, healthcare professionals, administrators) and **user** (stroke patients)
 - Quality of life: Show how it is improved
 - Show how healthcare costs can be reduced
 - Show how recovery times can be reduced. Show that there are no 'knock on' bad consequences
- Are there any **policy** implications?
 - You should research the policy 'back story' (which will not be in the Call Text).
 - Are there any EU policy statements on reducing healthcare costs?
 - Any previous programmes?
 - Has the EU issued a 'roadmap' in this area?



MISeRE: Other Important Aspects

Hint:

- Enhancing innovation capacity and integration of new knowledge
- Strengthening the competitiveness and growth of companies by developing innovations meeting the needs of European and global markets, and where relevant, by delivering such innovations to the markets
- Any other environmental and socially important impacts



MISeRE: Other Important Aspects

- Show how you are **improving innovation capacity** in Europe. This project is **interdisciplinary**, so show how we bring together a disparate group, achieve synergies, share knowledge and spread new knowledge.
- We have two **SMEs**. Show how this project gives them the ability to develop new networks, establish contact with new sets of customers and win new business.
- Will any innovation in the project result in **jobs** and **business benefits** that 'stick' in Europe?
- Show how you have considered **gender issues**. (Stroke affects elderly men and women differently. Is there a need to consider different treatment regimes or sensitivities to consider?)
- Are there aspects that can be **transferred** to other types of treatment? (If it can be used for younger people with stroke, what are the benefits for Europe of getting them back to work quickly?)
- Is there a 'beyond Europe' dimension? (Probably – we have Israeli and US partners, so could be developing and demonstrating something that can be used elsewhere)
- Can any innovations from this project be transferred to other business areas?
- Is there a **European competitiveness** angle?
- Any **societal aspects**? (Reduction of exclusion of people who have had a stroke?)



MISeRE: Barriers that Might Prevent Expected Impacts

- Humans are naturally **conservative**. Doctors especially...
- How will you leap over the '**Valley of Death**'?



MISeRE: Barriers that Might Prevent Expected Impacts

- *Barriers jumped. Conservative minds converted. Valley of Death crossed*
- There is likely to be resistance from the establishment, or at least apathy. So - how will you **demonstrate** to decision makers who fund healthcare (and insurers) that this approach is worth the disruption of doing something different?
- Show how you will use your **Advisory Committee** in lobbying decision makers - especially if it has patient interest groups



MISeRE Dissemination and Communication

Hint: Effectiveness of the proposed measures to exploit and disseminate the project results.

- Management of IPR
- Communicating the project
- Managing research data



Maximising MISeRE: Dissemination

- Quantifiable list of **publications** and presentations at **conferences**. Explain what impact will they have on the research community?
- Also consider **trade exhibitions** (e.g. MEDICA?)
- **Targeted presentations** to decision makers, with simple brochures, using QoL arguments and listing the economic argument. Involve the Advisory Committee?
- Training materials will be useful for **workshops** to members of each part of the rehab process
- Simple **brochures** for stroke patients and their carers.



Management of MISeRE Data

- Publication of **data sets** (raw data)
- Gold Open Access: Allocate funds for 5 selected publications for paying publishers to allow **open access**.
- Dissemination Manager **controls** publication activities
- **Make copyrighted materials available** at no cost to patent interest groups, lobby organisations, healthcare economists, policy think-tanks etc. at no cost (provided that MISeRE and H2020 are acknowledged).
- Can materials be downloaded from **project website** (to people who register)



MISeRE's IPR Strategy

This is where we show the *effectiveness of the proposed measures to exploit and disseminate the project results, including management of IPR.*

- MISeRE is unlikely to generate any **foreground knowledge**. However, it makes sense to have the participants declare any relevant **background knowledge** when they come into the project.
- Explain how the MISeRE Consortium Agreement covers IPR ownership (collectively, or perhaps by one partner with the others having free use – there are many models).
- MISeRE will not generate any **patents**. But the project **name, logo** and **website** can be protected as **trademarks**. This is relatively inexpensive.
- All reports, press releases and brochures will be protected by **copyright**.
- As copyright holders, the consortium can negotiate **royalty income** with the SME publishing training manuals.
- This may produce a limited income stream in the post-project phase, especially in areas that were not members of the study (South America, Russia, Middle East, Asia, and Africa).
- Such income is likely to be modest (and needs an explanation on how it would be distributed): But demonstrates how the project has placed a value on its results



MISeRE's Communications Strategy

General communication and public engagement. As the MISeRE consortium has an Advisory Group of patient interest groups, healthcare administrators and politicians to represent the users of the project findings, it makes sense to show how they can be mobilised. Some suggestions:

- **Case studies.** Stories on the websites of **patient interest groups in various countries**, in various European languages. These would tell the stories of patients who have recovered using this new technique, with a local slant on conditions in each country. Explaining how they got back on their feet, back to work quickly etc.
- Get members of the Advisory Group to report on MISeRE on their websites. For example, a detailed story on a patient interest group's website, explaining how the project has demonstrated that this new technique is effective in different healthcare settings and giving summary data on shorter recovery times, savings to health budgets
- General stories about the project concept, posted on the MISeRE **project website** (useful as hits on the website can be counted)
- Production of **simple brochures** which explain this new approach to stroke treatment, illustrated with pictures and simple statistics. (Source material can be downloaded from the project website and adapted to local languages for briefings to patient interest groups.)
- Make some of the **project meeting public** and invite stakeholders. (Consider holding meetings during large conferences).
- **Press releases** at the end of the project, to be picked up in the general media.
- **Social media postings** (e.g. Facebook) from patients who have recovered using this new technique, telling their story about how they got back on their feet, back to work quickly etc. (This is only believable if you explain in WPs who is going to do this and allocate part of the budget for this to be done professionally. Again, its measurable

