

**S H I L**  
bringing ideas to life

## The Commercialisation Process

Three Different Perspectives

Alan Whiteside (SHIL)  
Janice Clark (NHS Greater Glasgow)  
Jason Broadberry (Broadberry Care Solutions)

## Introduction

### Project Development

- Who are Scottish Health Innovations Limited (SHIL)?
- What services are offered by SHIL?
- What is the project selection and commercialisation process?
- What is it like to develop your idea with SHIL?
- What are the benefits of taking your idea to SHIL?

### Project Commercialisation

- What is it like to commercialise a product with SHIL?
- What are the benefits of partnering with SHIL and NHS Scotland?

## Who are SHIL?

### Background

- Formed by NHS Scotland to support the development and commercialisation of ideas coming from NHS Scotland staff

### Aims

- Support and encourage innovative ideas for the benefit of patients throughout the NHS
- Where commercial potential exists, provide help in getting ideas generated within the NHS, onto the open market
- Stimulate economic wealth in Scotland through the creation of new jobs and enterprises by adding value to innovative ideas

**S H I L** 28<sup>th</sup> November 2007 Scottish Posture and Mobility Network  
Innovation in Clinical Practice

## What Services are offered by SHIL?

- Evaluate the commercial viability and patient/staff benefit of your idea
- Preparing business plans and grant applications for additional funding
- Funding the development of the project
- Project Management
  - Protecting your idea
  - Applying our knowledge and experience to developing a commercial product
  - Negotiating with 3<sup>rd</sup> parties and handling the legal agreements

**S H I L** 28<sup>th</sup> November 2007 Scottish Posture and Mobility Network  
Innovation in Clinical Practice

## The Commercialisation Process – Project Selection

**S H I L** 28<sup>th</sup> November 2007 Scottish Posture and Mobility Network  
Innovation in Clinical Practice

## The Commercialisation Process – The Development Process

**S H I L** 28<sup>th</sup> November 2007 Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Examples of Relevant Projects



28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### The Clinician's Perspective

**Who are the inventors?**

Janice Clark and Ruth Shanks.

**Where did our idea come from?**

28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### What we did next!

- Contact Local Intellectual Property / Research and Development Department.
- Make contact with SHIL to log the details of our idea.

28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### The Initial Process

Meeting with NHS Intellectual Property Manager and Representative from SHIL

Discussions included:

- The potential effectiveness of the idea.
- The clinical evidence supporting the use of such intervention.
- Why would our idea be any different to what is already commercially available.

28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Project Development Team

'Merging clinical knowledge with product design.'

Team Members:

- Us
- NHS Commercial Manager
- SHIL Business Development Executive
- Product Designer - funded by SHIL
- Small group of clients invited to model/trial prototypes.
- A few colleagues invited to trial prototypes

28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Commercialisation

#### Business Links

Meet with the Company to:

- Discuss and explore the product user groups.
- Discuss feedback from prototypes.
- Decide on final design, sizes, suitable materials and name.
- Produce information leaflet.

Await the production of the commercially available  
'My PAL'  
Posture Assisted Lying.

28<sup>th</sup> November 2007

Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Supplier's Perspective

- Meetings with SHIL's Business Development Executive
- Discussed the production requirements with the inventors and SHIL
- Produced a prototype based on agreed specification
- Tested the product & finalised the design
- Quantity production of 'My PAL'
- UK-wide marketing & distribution:
  - Advertising
  - Exhibitions (such as Independent Living at the SECC and DNEX in Newcastle)


28<sup>th</sup> November 2007
Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Supplier's Perspective

- **Why do we think it is commercially viable?**
  - Fills a gap in the market
  - Value-for-money
  - Very mobile & transportable
  - Non-restrictive way of helping to deliver '24 Hour Posture Management'


28<sup>th</sup> November 2007
Scottish Posture and Mobility Network  
Innovation in Clinical Practice

### Supplier's Perspective

## "No-One is as Smart As All Of Us"

**Success =**


Ideas of Health Professionals  
+  
Project management of SHIL  
+  
Our sales and marketing resources


28<sup>th</sup> November 2007
Scottish Posture and Mobility Network  
Innovation in Clinical Practice

SHIL  
Alan Whiteside (Business Development Executive)  
Tel: 01224 559452  
[alan.whiteside@shil.co.uk](mailto:alan.whiteside@shil.co.uk)  
[www.shil.co.uk](http://www.shil.co.uk)

Glasgow CHCP  
Janice Clark  
Lead Paediatric Executive Physiotherapist  
[j.clark@nhs.net](mailto:j.clark@nhs.net)

Broadberry Care Solutions  
Jason Broadberry  
Tel: 0141 639 0173  
[j.broadberry@virgin.net](mailto:j.broadberry@virgin.net)  
[www.broadberry-care-solutions.co.uk](http://www.broadberry-care-solutions.co.uk)


28<sup>th</sup> November 2007
Scottish Posture and Mobility Network  
Innovation in Clinical Practice