

## **The Commercialisation Process**

**Alan Whiteside, Scottish Health Innovations Ltd (SHIL)**

**Janice Clark, NHS Greater Glasgow**

**Jason Broadberry, Broadberry Care Solutions**

Alan, Janice and Jason presented three different perspectives on the involvement of SHIL in the commercialisation of an idea from NHS staff.

Alan gave a brief overview of the purpose and services offered by SHIL. SHIL aims to support the development and commercialisation of ideas from NHS staff. SHIL not only looks at the commercial viability of ideas, but also evaluates the perceived benefit to patients and/or staff. SHIL offers project management expertise and is able to prepare business plans, patent protection and grant applications when additional funding is required (SHIL does offer some funding for the development process).

Janice is a physiotherapist in Glasgow and the co-developer of 'My PAL' (Posture Assisted Lying). Janice spoke about how SHIL helped with the development of their initial idea and how SHIL brought the concept from an idea into a commercial reality. This included involving a product designer funded by SHIL and finding a commercial supplier.

Jason discussed the involvement of SHIL from a supplier's perspective, and the benefits of the combined approach of health professionals, project management (SHIL) and commercial/sales resources.