

# Industry Engagement Strategy

**2020-2021**

## Introduction

The NIHR SRMRC, in the years following its inception in 2011, has demonstrated strong engagement activities with Industry. These activities are monitored and recorded by the Programme Management team and reported to the NIHR in annual reports. Bi-annual Commercialisation and Intellectual Property Management Group (CIPMG) meetings ensure the integrity of any potential IP or commercialisation from the current work programme. Membership includes all partners (DH/NIHR; MoD/Dstl; UHBFT; UoB).

The NIHR SRMRC's commitment to developing strong and robust Industry engagement remains resolute and our plans for 2020-2021 are outlined in this strategy document.

## Aim of Industry Engagement at the NIHR SRMRC

The core aims are:

1. To translate research outputs, through Industry collaboration, into improvements in patient care and outcomes for military and civilian trauma patients
2. To build and strengthen mutually beneficial relationships directly with Industry, and professionals working within the Industry arena
3. To ensure accessibility and effective dissemination of the work and outputs of the SRMRC to the Industry
4. To optimise engagement practices by maximising shared learning opportunities with relevant NIHR infrastructures, and other appropriate organisations
5. To further develop the understanding of the methods and processes of technology translation and commercialisation within the SRMRC's PIs and project teams
6. To ensure Industry engagement is strategic, meaningful and appropriate.

## Benefits of Increasing Industry Engagement at the NIHR SRMRC

We believe that our work to sustain current levels of Industry engagement within the SRMRC - and to develop new areas - will:

1. Maximise the potential of research outputs to translate into improvements in patient care and outcomes,
2. Increase the visibility and appreciation of the SRMRC to Industry, both national and internationally
3. To improve and develop the SRMRC's knowledge of Industry, to maximise funding opportunities and collaborations

## **Action Plan 2020-2021**

### **1. Strengthen Organisational Knowledge of Industry**

#### **1.1 PI Workshops**

To hold 1-2 workshops per year with the SRMRC's key project leads to strengthen learning and knowledge around Industry engagement opportunities. The first of these was held in November 2019.

### **2. Building and sustaining partnerships**

#### **2.1 Industry Trade Bodies**

To investigate the appropriateness and usefulness of working with key trade bodies, both nationally and internationally, including: The Association of the British Pharmaceutical Industry (ABPI); Association of British HealthTech Industries (ABHI); UK Bioindustry Association (BIA).

#### **2.2 NIHR Infrastructure**

To further investigate synergies and learning opportunities with key infrastructures, including: NIHR Office for Clinical Research Infrastructure (NOCRI); NIHR Trauma Management MedTech Co-operative (Birmingham) and NIHR Brain Injury MedTech Co-operative (Cambridge); NIHR Birmingham Biomedical Research Centre (BRC).

#### **2.3 Host Organisational Expertise**

To further develop links with local experts both within UHBFT and UoB. Dr Helen Dunster, Business Development Manager (IP& Licensing), University of Birmingham, Enterprise Ltd., and Mr James Turner, Senior Innovation Manager MidTECH Innovations and NHS Innovations West Midlands attend and advise the SRMRC via CIPMG.

To hold 6-monthly reviews with Mr Richard Fox, Strategic Business Engagement Partner, College of Medical & Dental Science, UoB and with Dr Ryan Brown, MDS Translational Research Manager, UoB.

#### **2.4 Defence Research**

To maximise the guidance and support of Dstl we will:

- Continue to facilitate Dstl attendance at SRMRC's Research Programme Management Group (RPMG) and CIPMG meetings.
- Continue to actively encourage attendance and participation in Dstl events by the SRMRC Project Leads and Teams.
- Hold annual SRMRC/Dstl virtual meetings to ensure lines of communication remain strong as projects translate

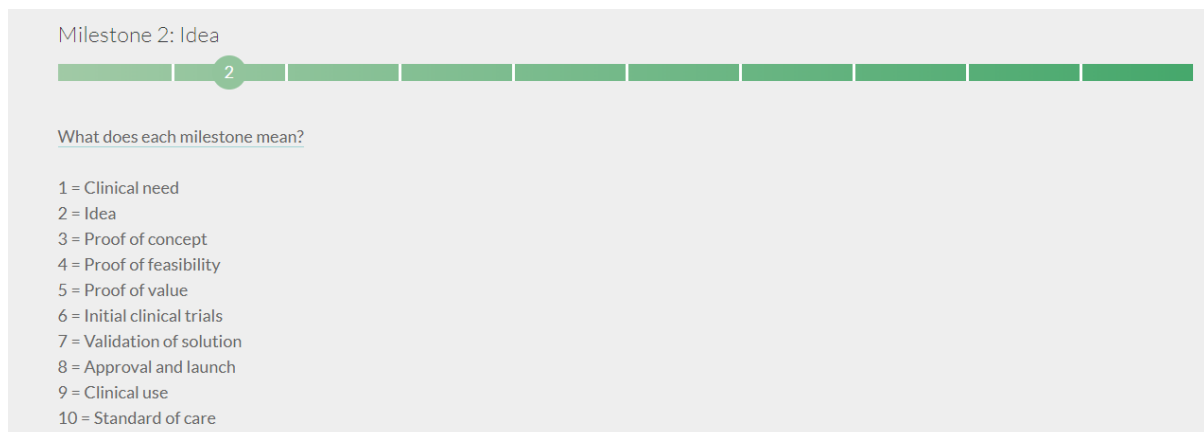
## 2.5 Other Organisations

To further develop linkages with the Academic Health Science Networks (AHSNs), particularly with the local West Midlands AHSN and the South West AHSN, the latter who we have worked with previously as their remit includes the pre-hospital space. This may include working with the AHSNs to issue a challenge based on the outcomes of a pre-hospital clinical innovation workshop planned for 2020.

## 3. Dissemination and accessibility to the work and outputs of the SRMRC

### 3.1 Website

The SRMRC launched a brand new website towards the end of 2019. Each current project is featured with a supporting milestone level as below (akin to the established Technology Readiness Levels (TRLs)), adapted from CIMIT's (Consortia for Improving Medicine with Innovation and Technology, US) 'Healthcare Innovation Cycle' sequence of ten healthcare specific milestones. These will be regularly reviewed and therefore will give an accurate and updated 'offer statement' to Industry.



### 3.2 Bi-annual Industry newsletter

To introduce an Industry newsletter to be written bi-annually, distributed to key Industry contacts, and available on our website. The newsletter will update on all projects and what Industry engagement opportunities are available in the near future.

### **3.3 Industry workshops**

To work with all Project Leads and teams to run themed workshops where Industry are invited to attend to explore possible collaborations.

### **Action Plan Beyond 2021**

By early 2021 the SRMRC will have considerably strengthened its knowledge and understanding of Industry opportunities through the delivery of this robust Strategy. As the funding beyond July 2021 is visualising, we will review and update this Strategy.

### **Delivery**

Going forward Industry engagement within the SRMRC will be led by the SRMRC Director supported by the Project Management team, who will ensure that the Strategy is delivered. Potentially all staff within the SRMRC could become involved in the Industry engagement activities outlined in this Strategy as the Action Plan proceeds, with the appropriate support of their Project Leads.

Support will also be sought from Mike Lewis, Professor Life Science Innovation, UoB who has 30 years global health industry experience and among other roles is currently Chair of 5 Medical/CRO/digital health companies. Professor Lewis's industry experience covers pharma, biotech, digital, dental, devices and diagnostics.

### **Reporting and Governance**

At SRMRC's twice yearly combined RPMG/CIPMG meetings the Programme Management team will update on progress with the Action Plan that underpins this Strategy. On an annual basis the SRMRC will update and report to the NIHR as required on industry engagement.