Research translation through connecting and working with industry

Industry Webinar
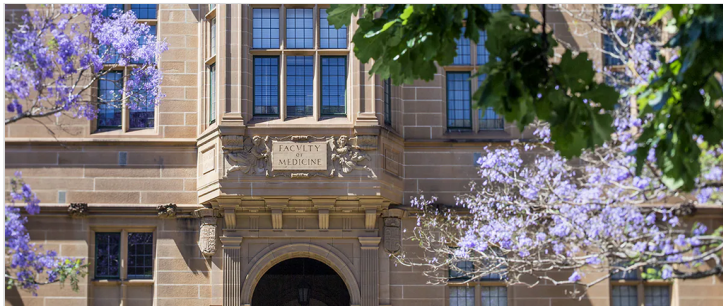
CAROL PIZZUTI   JUN 07, 2021 04:54AM

Acknowledgement of Country

CAROL PIZZUTI   JUN 24, 2021 07:54AM

Share with us where you are joining us from!

The ECR Industry Webinar Team is on Gadigal Land!

Hi - I'm on the lands of the Wirundjeri people.   **— ANONYMOUS**

Hi all, I'm on Dharawal land today.   **— BRAD RIDOUT**

I'm on Jagara and Turrbal lands today   **— ANONYMOUS**

Questions for David Hansen

BRAD RIDOUT   JUL 21, 2021 02:39AM

How long do you think it will be before 'digital health' is just synonymous with 'health'? 😊

George: probably a while....but it may not be an issue....as long as we know what we are referring to, definitions etc....and what are the outcomes and how we will measure them, and of course how to pay for the outcomes...at the end we should be paying for outcomes.   **— ANONYMOUS**

Hi Brad. not long I hope! EMRs are increasingly just how we capture dat ain the health system and I think tele-health and mobile health will increasingly be the way we deliver health services. SO maybe Digital Health as a term will persist, but what is cutting edge "digital health" will change as digital in society changes.   **— ANONYMOUS**

Questions for George Papadopoulos

ANONYMOUS   JUL 21, 2021 02:34AM

Hi George,

Good point re Digital Health Technologies (DHT) being an únknown' with regards to funding/reimbursement and evidence needs. NICE in the UK have been looking at DHT evidence standards: Evidence standards framework for digital health technologies | Our programmes | What we do | About | NICE
How do we get our Dept of Health to provide similar frameworks? Or is this an NHMRC issue re guidelines for evidence?
Important for academia/industry if they want market access and health system adoption of new technologies - produce the evidence needed. Regards, John Gillespie PhD (Biochemistry), but work in market access - starting UNSW Masters in Health Data Science later this year....

Good question....actually I think the NHMRC is one avenue, but I think it needs to be higher up, and I mean at a policy level, and by saying that, the current review of the National Medicines Policy is one avenue...if we can set the framework at policy level, i.e. Digital Health need to a new pillar.   **— ANONYMOUS**

Really good point about who's the payer. I believe it is something that is often overlooked in research translation. It is a critical touch-point to commercialisation.   **— ANONYMOUS**

Hi John....I just saw your name....did answer makes sense???   **— ANONYMOUS**

It should be one of the first questions...who will pay for this....and as I said it can be cash/out of pocket...not necessarily public   **— ANONYMOUS**

Hi George, Yep, answer makes sense. I think in practice that digital tools are ádd ons' which simply get funded under existing funding arrangements. A clear definition of digital health technologies would aid this discussion, no? Are we talking robotic surgery? DH data platforms? etc etc   **— ANONYMOUS**

cheers   **— ANONYMOUS**

John   **— ANONYMOUS**

Great point re Value. Needs to be clear how technology helps a patient, their family, carers etc. Is it safe? Does it save money? Time? etc   **— ANONYMOUS**

ANONYMOUS   JUL 21, 2021 03:10AM

Skills

Hi Michelle, thank you for a great introduction. What advice would you give early career researchers to be able to adapt to new roles (in your experience in translation with a background in allied health background)? Thanks very much!

Mentors are critical in adapting to new roles, particularly in industry and translation. I'd also recommend short courses in project management or business-centric skills. Industry associations are good value - attending events, listening to people in the translations space and growing profesisonal networks in the commercial sector. Start with peers and moce to mentors and champions. — ANONYMOUS

Questions for Michelle Gallaher

Culture

Hi Michelle, thank you for your intervention!
You mentioned culture...what are the main differences between academic and industry culture? It would be good to know in advance, before making a decision :)

Urgency is a key feature of industry, part — ANONYMOUS

oops - urgency is a key feature of industry particularly SME's. Time frames of months not years and ability to adapt and change quickly. The PhD's in my business are very focussed on methodology and 'perfection' which is not always aligned to the business needs. — ANONYMOUS

Industry is a great culture as it if focussed on growth. People need to be prepared to drop threads and have a go at something they don't know how to do. Expert has a different meaning in SME's — ANONYMOUS

Questions for Nataša Lazarević

This and similar papers may be useful: https://pubmed.ncbi.nlm.nih.gov/30201060/

Its on evaluation frameworks for mobile medical apps - may give insight what you need to be able to evaluate to get app adoption.

Thank you so much for sharing! This will be super valuable :) — NATASA LAZAREVIC

Collaboration

How did you find collaborators? What advises can you give to ECR about creating partnerships with industry?

Such a great question!! A lot of my PhD is spent presenting to potential collaborators. And often presenting to one person, leads to suggestions of who to contact next. For instance, I reached out to healthcare professional via a common connection and then they connected me with someone that could help. That initial meeting is really important so I learnt to better tailor each presentation to who I was presenting to. — NATASA LAZAREVIC

For partnership, I learnt that you need to have enough of a proof of concept. That the product you are building has been tested and/or you have interviewed/surveyed your end-users. To have enough of a justification and validation of your work. — NATASA LAZAREVIC

To connect with industry partners for preliminary ideas that have not been developed/tested, doing your research about the current market needs is a must before contacting anyone. I found it easier to pitch via established programs like incubator or accelerator programs. — NATASA LAZAREVIC

Another way I have connected to collaborators is by attending relevant events and literally adding everyone on Linkedin. Often that leads to a nice chat. — NATASA LAZAREVIC

Let me know if you have any other questions about reaching out to people especially on different social platforms and via email. Always happy to help! — NATASA LAZAREVIC

Questions for Arthur Brandwood

Funding of remote monitoring/consultations could be considered a limited example. What about Apps, Software as a Medical Device, Cloud-based Registries as a tool for monitoring outcomes and learning..?

The earlier comments were about reimbursement for Digital Health, which is very limited (getting Medicare to pay for medical devices is very difficult in Australia, and almost non existent for software devices. There is this explosion of new software, but still very little thought of how to fund its use. — ANONYMOUS

Rubbish apps

What are the reasons behind the poor quality of these apps, in your opinion?

Apps are so cheap to make. The very low bar to entry allows easy production of apps with very little value. it's also very challenging to regulate - given the sheer profusion of apps and the fact that they are supplied globally online. This is logistically and legally difficult for regulators to control. — ANONYMOUS

Your comments on employment

A really great point on being committed to being hired and being enthusiastic. How do you think early career researchers can demonstrate their skills effectively to potential employers?

Read the selection criteria (if they exist of course) and think about what the required skills are from the employers perspective. Then think about how you can address those from your experience and demonstrated skill set so far. Think widely about that – you may have skills outside of your research and academic activities. If you've had a challenging project in a sports club or a volunteering role – talk about that too – it shows you are a more widely developed applicant — ANONYMOUS

Questions for all panellists

ANONYMOUS   JUL 21, 2021 02:35AM

What skills are you looking for from those individuals coming from either research or medical students interested in digital health opportunities?

The right technical skills of course, but above that – the ability to be flexible, adaptable, and most important of all, to work as part of a team. — ANONYMOUS

ANONYMOUS   JUL 21, 2021 02:44AM

Challenges

What are the challenges you have faced to take research to translation?

Money, finding the right partner and validating the solution – all the things we talked about in the panel. — ANONYMOUS

Yes agreed, and figuring out what funding applications to apply to. This really depends on what stage of development you are in. I also had to learn how to communicate appropriately to different stakeholders :) — NATASA LAZAREVIC

ANONYMOUS   JUL 21, 2021 02:44AM

How would you incentive researchers to think about translation? It seems we need education and raise some awareness about the importance of not being only theoretical. How to start the discussion?

Involvement in translational research offers many more career (and funding) opportunities to pursue the research in industrial settings or in partnership with industry . it's also the only way you will be directly involved in getting the product to the clinic and realise its benefit. — ANONYMOUS

Yes exactly, I also think we have to make the bridge between academia and industry more accessible. That could be by sharing the stories of those that have managed to make that transition. Often people feel so out of touch with people who are so successful. So, just like the panelists did, sharing the challenges they faced more openly may lead to more interest. — NATASA LAZAREVIC

ANONYMOUS   JUL 21, 2021 02:48AM

Mentors

What do you think early career researchers should look for in mentors? How have your mentors impacted where you are in digital health?

Great question, digital health is so interdisciplinary that you are bound to ask for help from others. For instance, I had so many questions about survey design and contacted someone quite regularly and mentorship naturally formed. I have also reached out to people after meeting them once and I think that initial chat is valuable. Asking them the right questions about their work to assess whether or not connecting would be worthwhile is useful. — NATASA LAZAREVIC

And when I reach out to them, I ask if they would be interested to organise a chat and that I would love to hear more about their work :) — NATASA LAZAREVIC

ANONYMOUS   JUL 21, 2021 03:27AM

From the Zoom Q&A

Are digital health researchers open to networking and collaborating with wet lab based researchers? If so what would be your main tips for an early career wet lab based researcher who is also interested in incorporating digital health elements?

They should be. The point about Medtech generally is it is so highly multidisciplinary and crossing boundaries (between academic disciplines, between industry/government/academia, between institutions and geographies) should be considered just normal life. — ANONYMOUS

Questions for Andrew Campbell

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