

**HiiP**  
**Healthcare Innovation**  
**Impact Program**

*Comprehensive professional support, propelling healthcare innovations, advancing health for all*



## November 2020 Innovation Updates & Events Calendar

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### Foreword

In this month of trees bursting and alive with bright oranges and reds, signaling end of semester can't be far behind, we give thanks for you...each and every one of you.

While COVID has taken much away from all of us, it has also brought silver linings, so look for the silver linings and let them inspire you in your personal and professional life. Inspiration can come from anywhere and sometimes sneak up on you when you least expect. When you "turn off" work mode, relax and maybe even play again, it can whisper in very unexpected ways. Did you know Velcro was invented by a scientist walking his dogs in a field and observing how the burrs in the grass stuck to his socks...that was his inspiration and look at how common Velcro is in our lives today.



In this month's newsletter, we're hoping to inspire you to:

- Reach out to us or Tech Transfer to take that first small step of talking about an idea you have that's been kicking around for days (or years!);
- Learn more about the Michigan Nursing team scheduled to face off innovation teams from across the nation in the J&J virtual national Hackathon on 11/13-11/15;
- Join us in congratulating our Student Innovation Ambassadors on winning a Second Place and four-digit cash prize in the We Dare Challenge Donor Competition, for their idea to host a first-ever Innovation4Change virtual student hackathon in our school.
- Learn from the story of a billionaire whose idea and company were started in his basement; and
- Encourage good self-care practice and avail yourself of resources if life/work gets "too hard".

So as you hopefully take some time for yourself and your family during the fall break, find small and big ways to be grateful. And know that we are thankful for those of you who've come to HiiP for innovation help. We are humbled and honored to walk these innovation journeys with you. You are our inspiration!

In support of the innovative you,

Olga and Ann

## Spotlight on UMSN Partners in Innovation: The Office of Tech Transfer

Each month, we're going to try to spotlight a partner or resource that may be useful to you on your innovation journeys. This month we are featuring the Office of Tech Transfer at the University of Michigan.

First, we need to bust a myth---you do **NOT** have to have a technology (e.g., med app/device, software, etc.) to reach out to them. They want to hear about any and all of our nursing innovations—a program, product, service, intervention—whatever it is that is new to the world and can help positively impact outcomes or service delivery in some way.



Our UMSN contact at the Office of Tech Transfer is Drew Bennett, Associate Director of Licensing, Software, Mobile, and Digital Technologies  
Phone: 734.615.4004  
Email: [andbenne@umich.edu](mailto:andbenne@umich.edu)

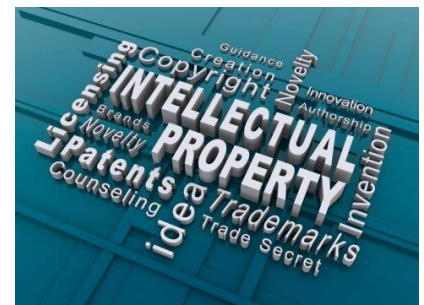
What does the Office of Tech Transfer (OTT) do? Here's an explanation taken from their website:

*“U-M Tech Transfer is responsible for the commercialization of inventions based on U-M intellectual property. We have the expertise, resources and connections to help your ideas reach their full potential. We are part of a campus-wide collaboration to create an environment that encourages exploration, discovery, innovation and risk-taking. Tech Transfer works closely with other U-M partners to ENCOURAGE our faculty researchers in preparation for the technology commercialization process. Our work is a partnership with inventors and market partners to assess, develop and unleash the power of your discoveries.”*

Simply put, OTT helps us further formulate our ideas into more finished programs, products, services, and interventions that can then be made available to the audiences they were intended to serve and help. The

specific support and services they provide can include:

- **Research**—they offer support to facilitate the invention process
- **Invention Disclosures** – These are forms which document your invention with OTT, and therefore, the University. The OTT specialists are available to help assess and protect your ideas.
- **Initial Review of the market potential** of your invention by one of their licensing specialists
- **Market Analysis** – They analyze the potential of pursuing licensing, commercialization, open source, or some other path to market
- **Protection Strategy** – They determine what kind of intellectual property protection (e.g., copyright, patent, etc.) is possible and most appropriate
- **Risk Reduction** – They address technical and market risks to increase chances of success
- ...and so much more



On their website, OTT states that one of the principles they believe in is that *“It’s our job to give every U-M technology its very best chance to positively impact the world.”* As a key strategic innovation partner for the

UMSN, Tech Transfer has absolutely proved they live this mantra each and every day in their support of our innovative UMSN products, programs, and services. They have been strong advocates for helping UMSN Innovators get their ideas from concept to commercialization.

## First Steps of Your Innovation Journey: Filing an Invention Disclosure Form

So, you've got an idea for an innovation. Now what? We'd ask that you reach out to us at HiiP to set up a meeting so we can learn more about it and help determine what paths makes sense for you at this stage and what resources we might be able to identify to help further your idea along.

Once your innovation is a bit more fleshed out, we'll then recommend you file an Invention Disclosure Report with Tech Transfer. This is an important step as it registers your idea with the University and helps OTT assess what form of protection(s) is needed and what the path to the marketplace might look like.



Below are commonly asked questions about these Invention Disclosure forms taken directly from the U-M OTT website.

### **What are disclosure reports?**

A disclosure report is a written description of your discovery or invention that U-M inventors provide to U-M Tech Transfer. These reports are preferably submitted electronically; further information about this process is prominently displayed on the U-M Tech Transfer website. We have developed different report forms for different types of creations. The disclosure report should list all collaborating sources of support and include the information necessary to begin pursuing protection, marketing, and commercialization activities. Please attach any draft manuscripts or pending grant proposals in order to simplify the process.

### **Why should I submit a disclosure report and what action does it trigger?**

When you submit your report to U-M Tech Transfer, it starts a process that could lead to the protection and commercialization of your technology. This may involve beginning the process of filing for patent protection and/or working to identify outside development partners. Federal grants generally require reporting of discoveries to the sponsoring agency, and U-M Tech Transfer will handle this for you; the first step to this process is your report to U-M Tech Transfer. Similar requirements may exist for other sponsored projects. U-M Tech Transfer treats submitted reports as confidential information. Based on the report, U-M Tech Transfer may generate a non-confidential description of your innovation in order to assist in marketing the technology. Subsequently-filed patent applications based on the disclosure report will eventually be published by the Patent Office.

### **How do I know if my discovery is an invention?**

U-M Tech Transfer will perform the analysis for you. You are encouraged to submit a disclosure report for all discoveries and developments that you feel may solve a significant problem and/or have significant value. If you are in doubt, contact a [U-M Tech Transfer licensing manager](#) to discuss the discovery and strategies for commercialization.

### **When should I submit a disclosure report?**

You should complete the appropriate disclosure report whenever you feel you have discovered something unique with possible commercial value. This should be done well before presenting the discovery through publications, poster sessions, conferences, press releases, or other communications. If an invention is publicly disclosed (i.e., published or presented in some form) prior to the filing of a patent application, the invention cannot be patented outside of the United States, though U.S. protection may still be available. Be sure to inform U-M Tech Transfer of any imminent or prior presentation, lecture, poster, abstract, website description, research proposal, dissertation/masters thesis, publication, or other public presentation including the invention.



Find the link to these Invention Disclosure forms on any of the OTT website pages (e.g.: <https://techtransfer.umich.edu/for-inventors/encourage/>) under “Submit your invention today” yellow box.

Source: University of Michigan Office of Technology Transfer website: <https://techtransfer.umich.edu/for-inventors/resources/inventor-faq/#faqdisclose>

## UMSN Students and Faculty & Michigan Medicine Nursing are to Join J&J's Virtual Nurse Innovation Hackathon 11/13-11/15



Johnson & Johnson Nursing is hosting their second annual NurseHack4Health Virtual Hackathon entitled "NurseHack4Health: Pandemic Management—Improving Education & Communication" on **November 13-15, 2020**

A Hackathon is an event, typically lasting a one or two days, where a large number of inspiring innovators meet to try themselves in finding innovative solutions to a given problem.

The teams get feedback from a panel of esteemed national innovative and entrepreneurial experts judges.

For this Hackathon, the focus is finding tech-based solutions to the most pressing COVID-19 challenges. During the Hackathon, teams will come up new ways to address:

- Access to reliable health information—as social media becomes more important as a primary source of information for many people, it highlights the need for improved communication and trustworthy resources.
- Central areas of focus will include:
  - Ensuring the health and safety of students and teachers in the classroom
  - Relaying to the public the importance of vaccines
  - Breaking down racial disparities and social inequities
  - Sharing best practices across healthcare providers and facilities, and much more.





This 2.5-day event will bring together individuals with a diverse set of ideas and skills to help achieve better health outcomes for all. The Hackathon is hosted on Microsoft Teams by Microsoft, one of the event sponsors.



Our team includes UMSN faculty and students, and Michigan Medicine nurses. It's important that our nursing knowledge and expertise is represented at events like these as we have so much to be proud of. Our own Dr. Olga Yakusheva has been selected to be a judge for this J&J Nurse Hackathon, hearing pitches from nurse teams across the nation. Those interested can learn more [Here](#).

## Update on We Dare Challenge to Highlight UMSN Student Innovation



The We Dare Challenge was a month-long crowdfunding initiative sponsored by our UMSN Development & Alumni Relations Office, which culminated in a student pitch competition on 11/2/2020, raising \$21,986, well above the initial \$5,000 goal.

A team of our UMSN Student Innovation Ambassadors—Emily Jones and Erika Folbe-- were one of the four student groups pitching to these donors on an idea they came up with last year



to further cultivate nursing innovation among our student body. They did an amazing job and their team placed second in this pitch competition, earning them approximately \$5500.00 to put towards actually conducting an Innovation4Change Challenge with nursing and other multidisciplinary students from across campus sometime next year.

We are grateful for the school's support of these student innovation initiatives and for Michelle Munro-Kramer for mentoring this Team to a fantastic finish. This Challenge will be one step towards facilitating a culture of innovation among students and faculty in the school in the year to come.

As an aside, HiiP was able to secure resources from innovation colleagues across campus at both the Center of Socially-Engaged Design (CSED) and the Zell Lurie Institute (part of Ross), to help mentor and coach these student teams in their pitches. The innovation ecosystem is alive, well, and supportive of UMSN as we forge a path for innovation for our students.

## Innovation Inspiration from the "Outside"

Our monthly inspiration for you focuses on Ben Weiss, who started Bai antioxidant infusion drinks, a company which he started in his basement and seven years later, sold for \$1.7 billion.

Some takeaways from an interview he did with John Molner (Katie Couric's husband) as reported in Katie Couric's daily Wake-up Call include:

- Entrepreneurs need to be ready to get their hands dirty. They don't need venture capitalists, as seen on *Shark Tank*, to make it happen.
- On hiring: Surround yourself with a team of dreamers.
- Focus on the path to the consumer, Ben says. Bai fought the fight against brands like Pepsi and Coca-Cola to bring a healthy alternative to grocery stores.



Ben documents his journey to innovation success in the book, *Basementality*.

Inspiration for us as Nurse Innovators—we're going to have to get our hands dirty and do the work to make our idea happen; surround ourselves with others who "think big"; and focus on what the end audience for our innovation wants/needs/deserves and do that.

## Good Self-Care During this COVID-19 Pandemic

It's hard to be creative when your mental and physical energy are zapped from all that you now deal with and the changes that this pandemic has brought to your life.

So, in order to be your "best innovative you", we're offering this as a resource to support your mental health and resilience as we head into these winter months of presumably rising cases of COVID-19, which could also bring more disruption to the normalcy of your days.

Introducing a new initiative to support the mental health of frontline and other healthcare workers, because we're all impacted by the effects of COVID.

NAMI, the National Alliance of Mental Illness, has joined with the [#FirstRespondersFirst](#) initiative to support frontline (and other) healthcare and public safety professionals facing the adverse mental health impact of this pandemic. This community-centered program is called NAMI Frontline Wellness and includes the following kinds of support:

- Confidential and professional support
- Peer support
- Techniques to build resilience
- Support for family members
- Information on how to identify signs of a potential mental health emergency

As a nurse, you're amazingly good at taking care of others, now take some time to also take care of your own health, and especially your mental health. A link to this resource is [here](#).

## We Take Questions

We want your innovation-related questions. They help guide the content of this e-newsletter so that we write about what's most important to you.

If you have an innovation-related question, (general innovation, nursing innovation, funding for innovation or other topics related to innovation) that you'd like us to write about in a future issue, send it to us and look for a private response or a response in an upcoming e-newsletter.



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For more information about HiiP or nursing innovation, or to share an innovation announcement or news, contact the UMSN HiiP Team:  
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