Adoption Space

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VISION

An inclusive systematic commercialisation process that accelerates the successful adoption of Medical Devices and e-Health applications into mainstream healthcare.

Characteristics:

- Responsive to a rapidly changing technology landscape;
- Provides for a set of ‘living’ User Requirements to meet need;
- Improves the successful uptake of technology
- Provides for transferable, audible and organisable processes.

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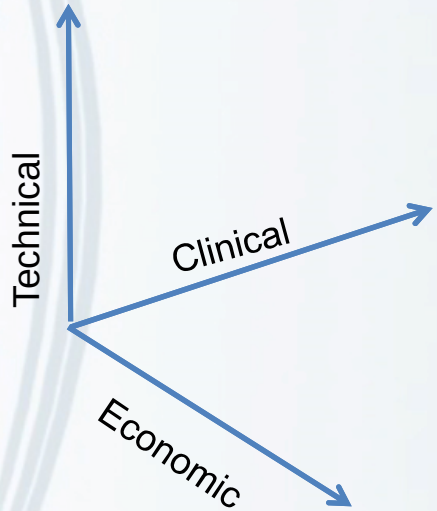
WHAT

To identify enhancements to the commercialisation PROCESS which may lead to better diffusion products into mainstream healthcare usage.

- Addressing issues by clustering 18 issues that emerged from our research including:
  - Better assessment of technology, economic models and market;
  - Appropriate and timely engagement of relevant stakeholders in the commercialisation process;
  - Better resourcing and monitoring of funding;
  - Experts should be more visible and accessible and experiences shared;
  - etc.
- Evidence of ‘validated’ technology NOT being diffused into mainstrean usage;
- Addressing political, socio and geographical issues;
- Providing connection networks between artisans and users;
- Making the system transparent, understandable and auditable.

WHY

Our research shows/confirms that the current, largely linear model, is not always fit-for-purpose.



- Solutions sought across Europe;
- Although not exclusively, decisions are made on the basis of EBM/HTA, clinical trial-type evidence-base.
- Despite the rigour, some products never reach diffusion, even some that pass the tests!
- Some are accepted in some regions and not in others

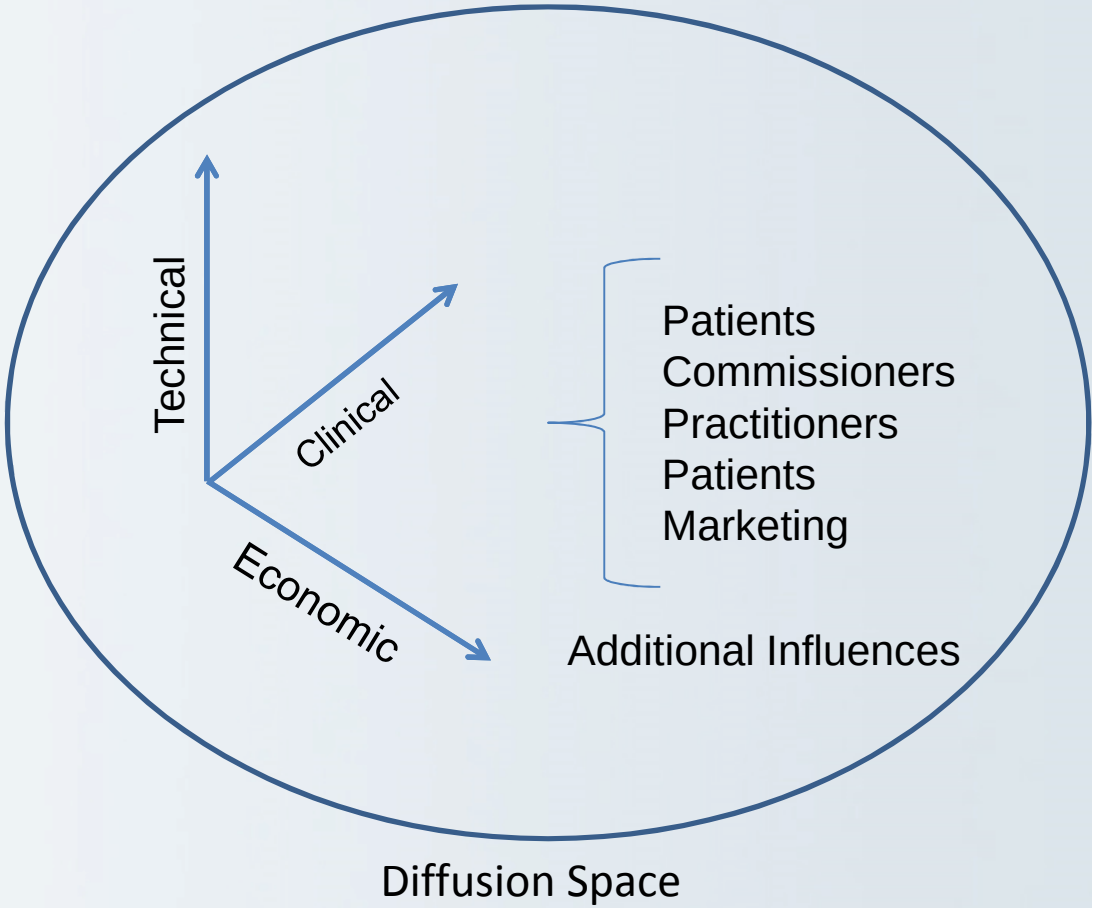
Essential Commercialisation Space

WHY

Increasingly Complex Space

- User Requirements
- Human Factors
- Patient Empowerment
- Procurement Policies
- Sociotechnical Issues
- Socioeconomic Issues
- Geographical issues

- Recent research suggests that the current approach is inefficient and wasteful in that it does not properly take account of the changing and dynamic landscapes



HOW

Introduce new ways process models which enable the required features

New Research Considerations

- Disruptive Innovation (http://ec.europa.eu/health/expert_panel/consultations/disruptive_innovation_en.htm)
- Smart Innovation (Technology Innovations: Supporting Integrated Care at Home and in Communities. Kevin Dean)
- Adoption Space (The adoption space of early emerging technologies… Tomlin et. al.)
- Accelerated Access (AAR: Review of innovative medicines and medical technologies UK Government)

Propose Adoption Space:

General Attributes:

- Adoption Space views the process as an outcome model rather than an input one.

‘Idea-to-Market’ becomes ‘Market-From-Idea’

- Adoption Space model allows for specific value to be attributed to each stage/element in the commercialisation process.

HOW

Propose Adoption Space:

Specific attributes

- Actions based on adoption of technology;
- Based on Actor Network Theory so includes provision for all participants;
- Provides dynamic monitoring of actors;
- Supports disruptive innovation directly at the process level without limiting it at the product/system level;
- Applicable to incremental innovations as well as disruptive ones;
- Allows for geographical issues;
- Allows for different preferences by using technology identities;
- Provides explicit consideration of HF matters.

ACTIONS

- ***We identify explicity two actions:***

1: For Medical Device and e-Health technologies, refocus the commercialisation pathway so as to maximise adoption into mainstream healthcare.

- Fund a ‘expert working group’ to validate Adoption Space principles in this domain and make recommendations for specific changes

2: Develop an effective communication platform to network all actors in the Medical Device and e-Health Idea-to-Market process.

- Establish an electronic network HUB,
- Supported by relational database

Impacts: 1

- Provides validation (or otherwise) of Adoption Space principles when applied to the Medical Device and e-Health Domains;
- Provides an enhanced process based upon empirical evidence;
- Within the commercialisation process introduces more appropriate decision-making and engagement through the inclusion of decision-making points (Gates) at appropriate location;
- Enables decision-makers to understand the expectations associated with technologies
- Improves assessment of technology

Impacts: 2

- Operates as a decision tool to interrogate processes and progress providing adaptive feedback for changing User Requirements;
- Provides opportunity for further intervention studies using case-based data;
- Facilitates a specific interconnection between and across artisans;
- Provides a data repository for case studies and user/reviewer experiences;
- Enables signposting throughout the commercialisation pathway;
- Offers a platform to enable artisans to critically evaluate research, policy and procedures on a regular basis to inform future decision-making;
- Supports the possibility of regular conference/workshops to present latest results, policy developments and procedures

Thank you for your attention

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