

# AAL FORUM 2014

Track A5 IPR: How to manage adequately IPR in AAL projects to get return on investment?

## Case study

### “Inclusion Society” commercialization process and IPR

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# The Chair questions:

Which barriers and complexities you have faced in the context of your AAL project **by the implications of intellectual property ownership?**

1. How did you face/**solve** them?
2. What would you do **differently**?
3. What **recommendations** would you bring to the AAL projects community?
4. How your project has reconciled the concept of open **innovation** and IP management?
5. What kind of support actions/tools aimed to assist you in the adequate IP management of your AAL project would you like to benefit from to **facilitate a successful commercialization** of your AAL solutions?



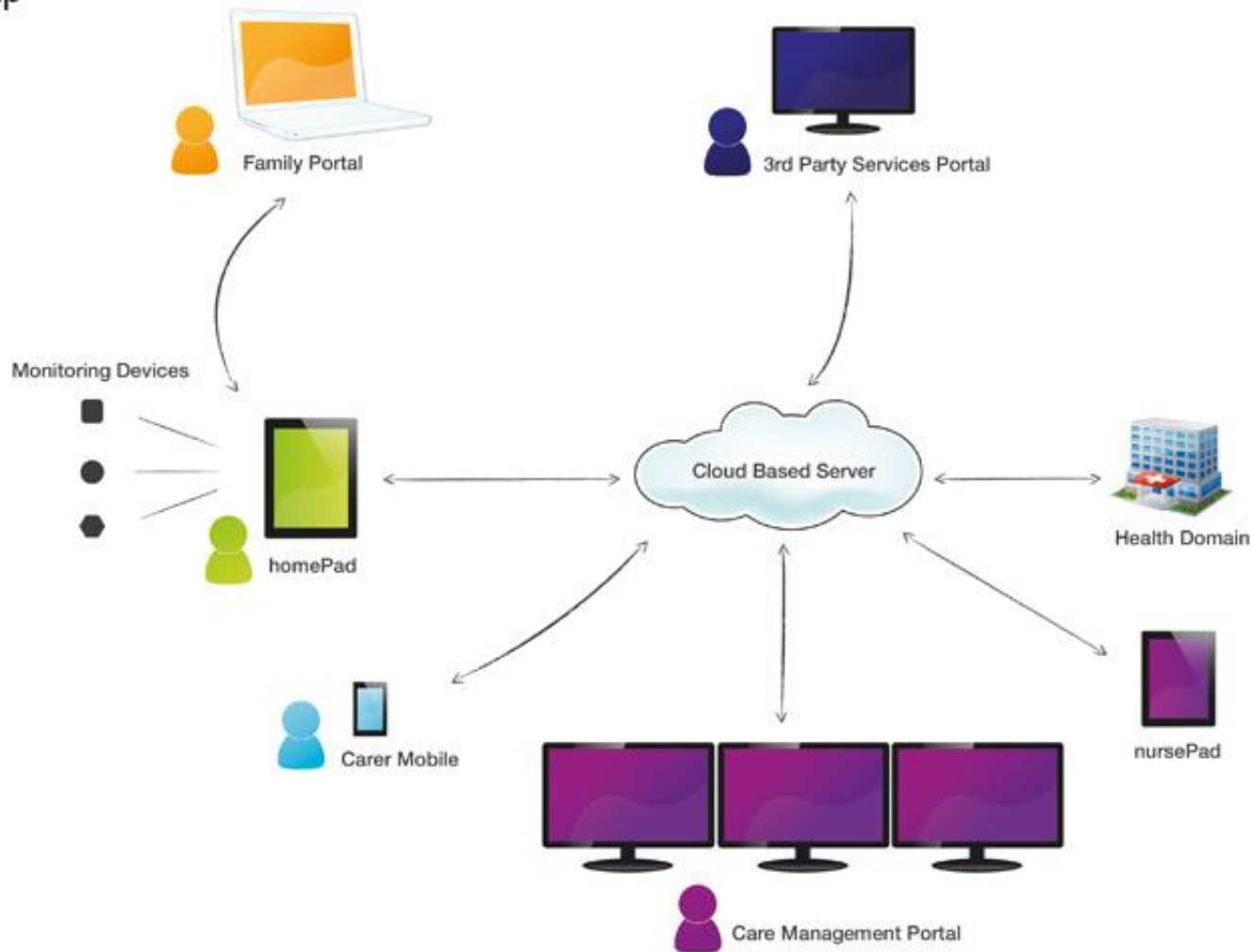
# Background - who we are?

- **Hospital Organiser AS (HOAS)** Norwegian software company in eHealth sector, focusing on innovative solutions, covering both **demands in hospitals** for management systems as well supporting systems for the **municipal health services, for elderly at home**
- To **meet challenge of elderly at home care** - HOAS has developed strong platform(**Inclusion Society**), providing **solution for elderly at home** through the “**ladder of care**” approach.
- During the last 3 years granted as **Coordinator**: 2 AAL projects, (Call 3 and 5) and for 2 Eurostar projects in 2012 and 2014.
- **Current focus** - **Inclusion Society**. Completed in 3Q13, ready for marked 4Q14, had challenging IPR process, - going for success in commercialization in 2015.



# Inclusion Society

## InclusionSociety System Map



# Inclusion Society

**HELPING PEOPLE  
IMPROVE THEIR HEALTH  
& FEEL CONNECTED**

**Inclusion Society**  
Multi-Platform Assisted Living Service



# How did we solve IPR barriers / complexities we faced?

## 1. Background/ principal lines of IPR:

- **IPR is a framework** to define project outcome:
  - **The ownership** of the results
  - Some partners only require **royalty rights**
  - or want only to own the **IPR rights for further research**
- For commercial actor IP management is important to **ensure clear owner rights** to be able to sell products after project completion
- Important to **distinguish** between ownership and royalty rights:
  - Commercial actor - require clear, formalized ownership, - in order to have option to seek investors at later stage, - then clear ownership is important
  - Most public institutions cannot be involved in commercial trading, i.e. both receive basic public funding + be partly funded by public funding as AAL, – and then they cannot go into competition with private companies.
  - **Advice:** In the beginning of the project different IPR strategies and applicable rules of IPR should be known, in order to prevent misunderstandings at later stage.



# How did we solve IPR barriers / complexities we faced?

## 2. Principal lines of IPR for commercial actor:

«The IPR you bring in to the project, remain your property after the project completion, the IPR's which are **developed in the project remain as common ownership** of the partners in ratio of contribution/investment”.

- **Example:** One partner at early stage **refused to accept the principal lines of IPR**, - and they had to leave the project!
- **Advice:** Select your partners with great care before start, ref. “the sandbox”



# How did we solve IPR barriers / complexities we faced?

**3. The coordinators in AAL projects** with aim to develop commercial products - need to **foreseen how to commercialize** the products after completion of the project, - shall be outlined in the CA.

- We had **struggles** on the road from project to commercial company
- **Advice:** Spend necessary time to work out the CA where the down - stream strategy and activities are thoroughly described into the commercial phase, - ensure enough time for quality, and QA by use legal adviser!





# What would you do differently - seen afterwards?

## Background:



- I. **Full accept** - strong engagement for the project at the stage of kick off !
- II. **A big PTT operator expressed interest** for the project:
  - That led to a period where each party were focused on how to ensure interest.
  - Unfortunately, classic commercial approach during the DA negotiations lacked the necessary humble understanding for the **differences in attitude/ culture between the academic environments and commercial actors**.
  - The above result in deadlock in the negotiations, as well as it absorbed huge amount of energy from the project.
- III. **The NCP** come in as mediator for the process, - agreement on IPR
- IV. **LOI with big tablet producer** as a provider of total solution for PTT
- V. **CEO in place** for common company with experience of scale and VC



# What would you do differently?

- What recommendations to bring to the AAL projects community?

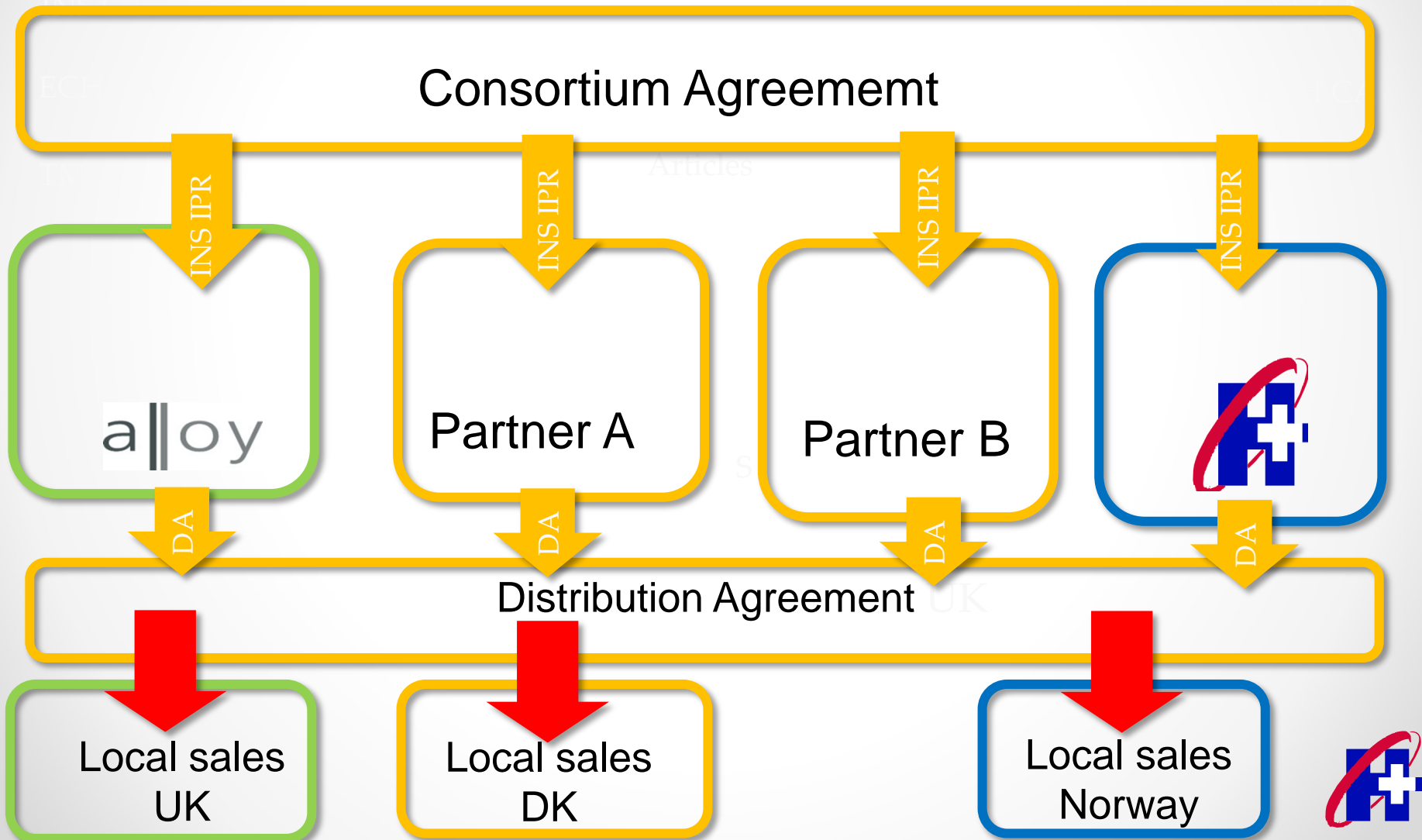
- We spend 1,5 year and a lot of energy on terms for the distribution agreement (DA) . It “never ends” due to request of fixed price of products in the DA. The other side; - unknown price level of unknown product in new market, - impossible to foreseen future pricing and thereof put fixed price

## **Recommendation:**

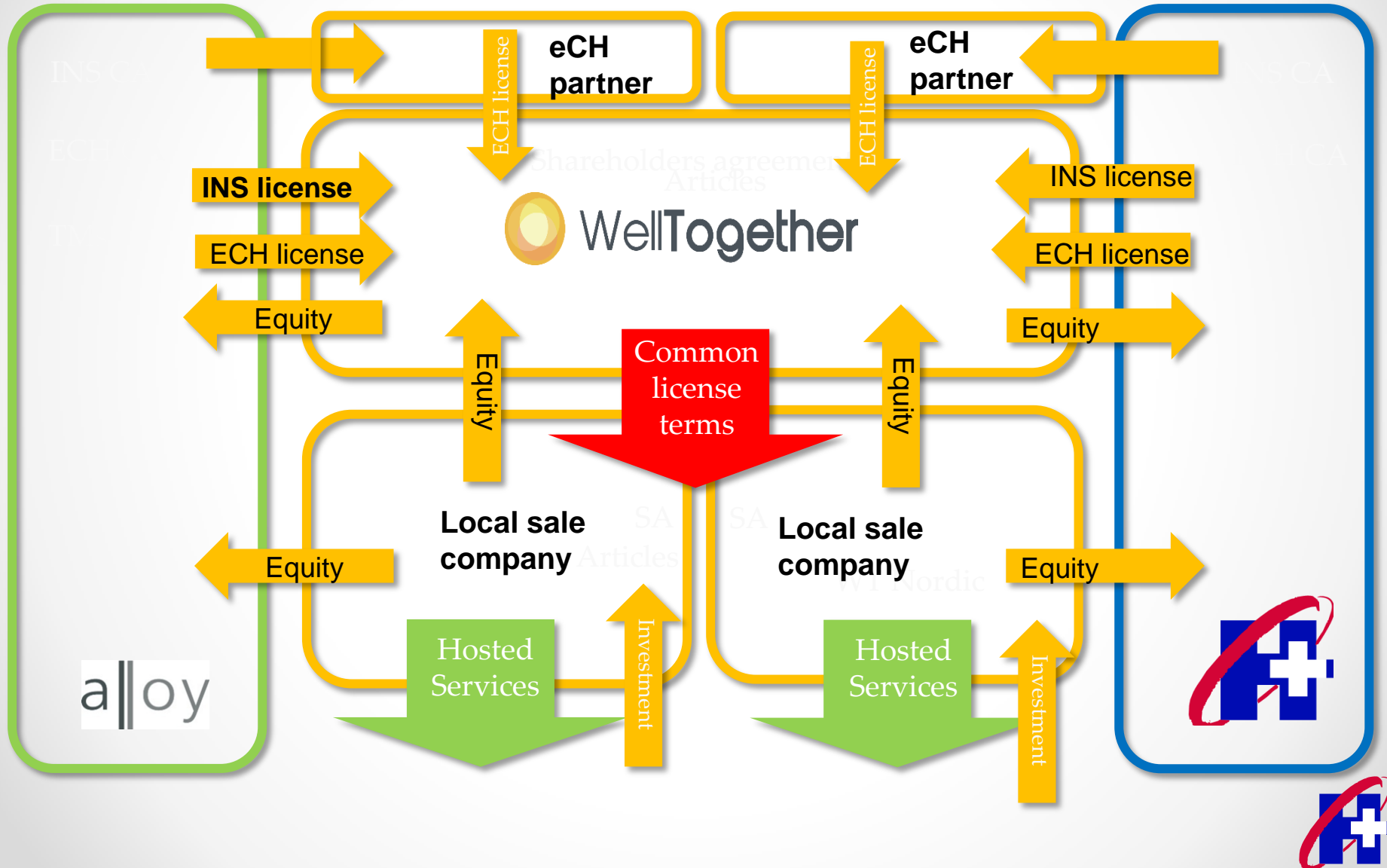
- AAL CMU to consider to give IPR similar focus as standards
- Consider two steps applications with focus on professional business plan & CA
- First when the local NCP come on board after the long struggle, agreement on buy out could be worked out with down payment of contribution/ investment in portions during some years, - the IPR was now only owned by two of four partners.
  - **Recommendation:** NFA to consider to establish « 3rd party wise man”
- The remaining partners agreed to established own common company for future management of the IPR/ code; WellTogether Ltd based on internal ratio of contribution/ investment which reflect then the split in shares. The process
  - **Recommendation:** As the standard CA template are too open, we suggest that AAL CMU will work out various templates,- and could open up for qualified advisors service over net



# How the CA was developed and IPR agreed



# Road of working out IPR, ownership and payments



# The goal of working out IPR, ownership and payments



# “How your project has reconciled the concept of open innovation and IP management?”

## Background

- The principle of open innovation = **innovating with partners by sharing risk and sharing reward** was used in the project.
- The IP management was simplified as we did not have any incoming IPR. Ref. IPR **basic principle**:
  - *«The IPR you bring in to the project, remain your property after the project completion, the IPR's which are developed in the project remain as common ownership of the partners in ratio of contribution/investment»*
- The IP management become only an issue in our project at the point, when the partners (who want to commercialize the project results) were requesting **transfer of IP** from the other partners.
- Challenges of IP management was as well partly due to **changes in the project content**, without changes/ review of CA.
- At later stage, the **«sleeping partners» attitude** towards commercialization was an challenging issue.



# How to assist adequate IP management?

“What kind of support actions/tools aimed to assist you in the adequate IP management of your AAL project would you like to benefit from to **facilitate a successful commercialization** of your AAL solutions?”

- AAL organise **seminar** on standards and business development, - what we have experienced show demand for similar focus on IPR management.
- As IP management often led to legal agreements, such **IPR management is costly**, especially for SME with lack of IPR competence.
- Suggestion: First step, **establish IPR** as theme on the AAL homepage for advises and arrangements.



**Thanks for your attention!**

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# The present AAL/ES projects of HOAS

- **Inclusion Society** – Main stream elderly at home, - AAL Call 3  
Preventing health measures; regular self reporting obtaining wellbeing factor  
Professional nurse support and care management central portal  
Connecting Family & Friends + special selected service actors on net  
Facilitating elderly people without ICT knowledge low threshold + close system  
Budget 1.8 M€, Duration 01.02.11 – 01.03.13 + HOAS development to 01.10.14
- **eCare@home** – Focus on elderly at home with mental disorder, AAL Call 5  
Providing the patient at home communication to the family and to the therapist  
Empowering the patient to take responsibility over own health  
Partners; inGeest Amsterdam ( the biggest psychiatric hospital in the Netherlands and VU university.  
Budget: 2,5 M€ Duration: 01.02.13- 01.08.15
- **EHRpathways** – Process orientated Electronic Health Records, ES 14/1
- The consortium will develop a breakthrough solution for professional support of nurses in municipality health services, simplifying their documentation in new ways for obligatory recording of Electronic Health Records
- **Medical White Board** -. Online surgeries planning system ES 11/1  
Planning of operations on long and short terms, as well todays operations  
By full integration facilitating “what if analyzes” online seeing the consequences  
Main focus on complex situations in: bigger / large hospitals, Partners SINTEF  
The project budget is 2.45M€ Duration 01.05.11- 01.11.13 + developed to 2Q15



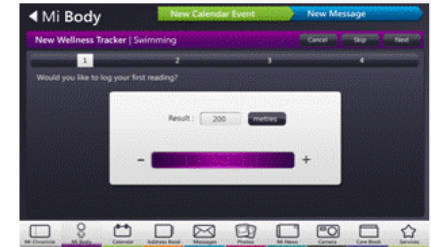
# Inclusion Society homePad

## Mi Body

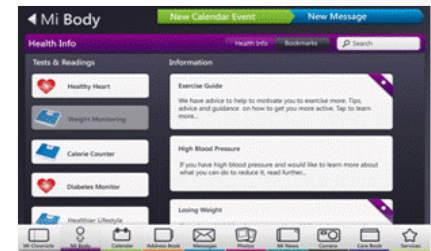
Mi Body allows users an information rich view of their wellness. Users can track their wellness, set goals, view detailed information about specific readings & access health information from a trusted health source.



Mi Body All Stats



Create your own Health / Wellness Tracker



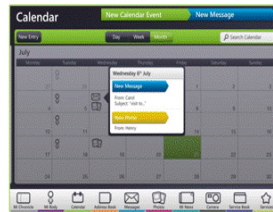
Access to further Health Info and Apps

## The Calendar

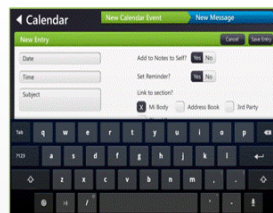
Central to the HomePad the calendar contains all activities, events & wellness information about the service user. Events can be pushed direct to the calendar by approved 3<sup>rd</sup> Party services.



Day view



Viewing Events



New Entry



Undo



Calling Dr Adams

View Fullscreen

Add Callers

End Call



Withhold Audio

Turn Camera Off

Turn Sound Off

Volume Up

Volume

Home

Wellness

Calendar

Contacts

Settings



Mail

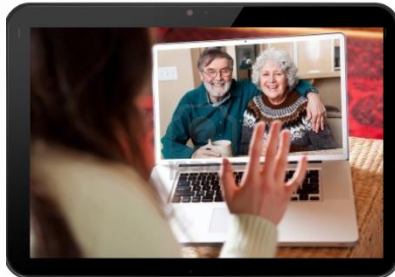
Services



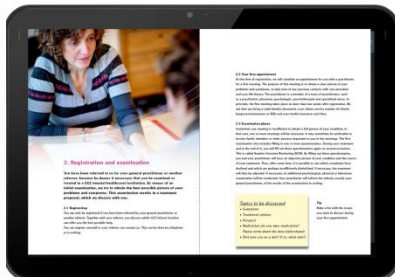
# eCare@home



**Self-tracking** to detect patterns in mood, activities and sleep.



**Online support** from formal and informal carers through e-mail, instant messaging and video-conferencing.



**Psychoeducation** on disease management, medication and social activities.



Back

# Wellness



[Life Chart Name]

Table

Graph

Settings

Log Readings

Remove

Share

Combined

Stacked

Done

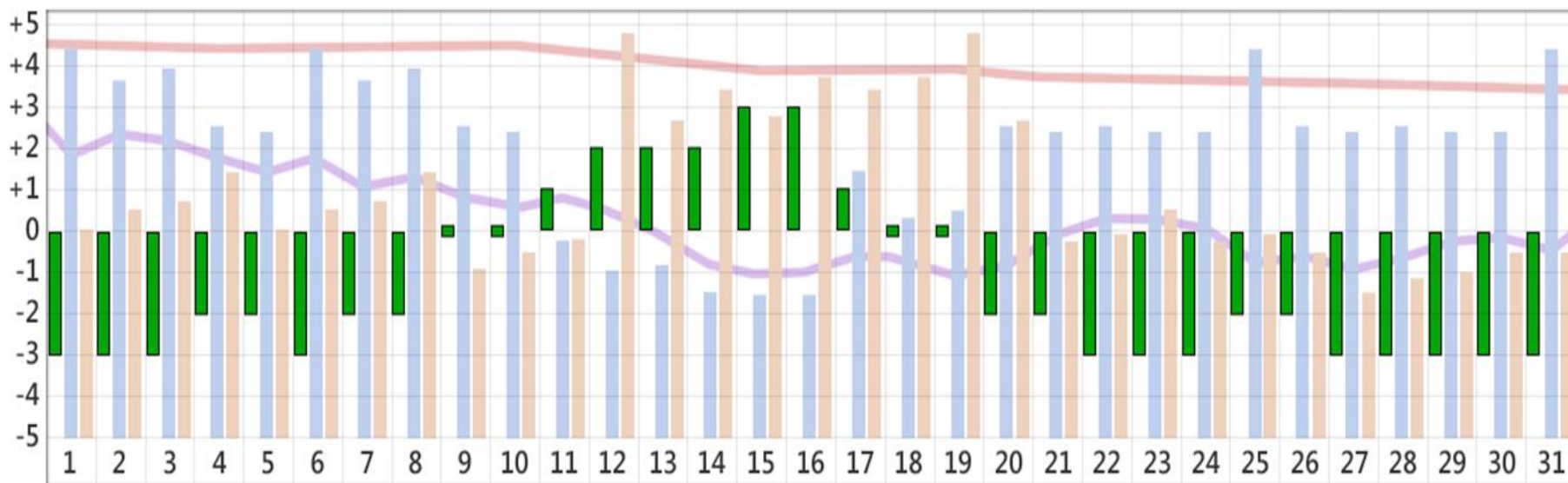
## January 2014

Day

Week

Month

Year



Bars

Lines

Change Colour

Mood

Sleep

Activity

Swimming

Weight

Notes



Home



Wellness



Calendar



Address Book



Messages



Photos



My News



Camera



Care Book