



# Digital Health Innovation Programme

Needs-led innovation training for the medtech, pharma/biopharma and digital health sectors

Developed by



in partnership with



[connectedhealthskillnet.ie](http://connectedhealthskillnet.ie)

## DIGITAL HEALTH INNOVATION PROGRAMME

The Connected Health Skillnet and promoting organisation Irish Medtech in collaboration with dConnect and Angles Consulting are delighted to present the Digital Health Innovation Programme. This programme addresses the demand for proven innovation methodology, in particular around digital health and connected devices, by providing tailored needs-led innovation training for employees and potential intrapreneurs across the medical technology, pharma/biopharma and digital health sectors in Ireland.

### PROGRAMME OVERVIEW

The aim of the programme is to embed the mindset and methodology of needs-led innovation with a view to increasing innovation capability and new product development. The focus is on digital health whether that be exploring new solutions or adding connectivity to existing product portfolios.

The programme applies a “learn by doing” approach using proven biodesign, lean start-up and design thinking methodologies. Throughout the programme, participants will learn and apply the process of investigating and identifying unmet customer and commercial needs, prioritising those needs, identifying potential solutions, assessing their commercial potential and developing compelling business cases for stakeholder and funding approval.

This approach ensures that participants understand the “Outside World”- of the customer, market, ecosystem and the “Inside World” of the business, strategy and resource-planning.

This intensive programme also allows extensive customer/user investigation and commercial de-risking, ensuring a ‘market pull’ rather than ‘technology push’ approach to product innovation.

### LEARNING BY DOING

The curriculum has been tailored to industry needs and designed to ensure participants can apply the skills and knowledge learned in real-world company projects.

Modules take the form of workshops delivered by innovation and biodesign experts supported by mentoring, network and stakeholder engagement, and team project work.

Participants, from the same company, will work in multidisciplinary teams on predetermined company projects/strategic focus areas. Working in teams and engaging closely with others from other disciplines will help to embed innovation and digital health domain knowledge across organisations. Teams will carry out activities between each workshop, producing milestone deliverables and key learnings which will form the basis of a final business case and pitch produced at the end of the programme.

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### LEARNING OUTCOMES

On successful completion of the programme participants will be able to:

- Demonstrate awareness of processes, tools and approaches applicable for innovating commercially viable healthcare/digital health solutions.
- Demonstrate awareness of how to identify, filter and prioritise important unmet needs taking into consideration clinical, scientific and market knowledge.
- Demonstrate appreciation of design thinking, concept generation and brainstorming.
- Have utilised appropriate approaches to evaluate the concepts and conduct market research analysis.
- Demonstrate appreciation of regulatory requirements, intellectual property and reimbursement strategies.
- Acquire significant experience of teamwork in a multi-disciplinary setting.
- Develop and refine a business proposition.

**A key programme output will be a business proposal for presentation to company management.**



# DIGITAL HEALTH INNOVATION PROGRAMME

## PROGRAMME FORMAT

The programme comprises of 8 workshops delivered over a 5-month period in parallel with mentoring, industry networking, customer and stakeholder engagement and group project work.

Each workshop will be 6-8 hours in duration comprising of:

- Expert-led training
- Facilitated working group sessions supported with mentoring
- Guest speaker sessions.

Programme delivery is a blend of in-person and virtual engagements. In person workshops and mentoring will take place at a central location to be decided based on where participant companies are located.

To facilitate interaction between participants and the programme delivery team, and to enable ad hoc mentorship, peer-to-peer discussions and project work, optional hot-desking will also be available at the RDC incubation centre, DkIT during the course.

### Multidisciplinary Teams

Participants will work in multidisciplinary company teams (2-5 people) on real projects/ strategic focus areas. Each workshop will have key milestones to be achieved by participant teams, with hands on assignments and engagement activities between workshops.

The programme output is a business proposition and an outline of the key learnings from the programme activities presented to each team's company management.

*Note: A time commitment of approximately 30 hours over the course of the programme is envisioned for project work.*

### Who should attend?

The programme is appropriate for R&D, regulatory, commercial, clinical, legal, finance and operations staff from the digital health, medical technology, pharma/ biopharma, technology and other aligned sectors.

### Programme onboarding

In advance of the programme start date the programme team will engage with the employing company of each team to;

- Understand any specific needs, challenges and areas to be addressed
- Align on expectations and strategic priorities
- Discuss the best make up of prospective multi-disciplinary teams
- Recommend that an executive sponsor is assigned to provide support and feedback to teams during the programme and to support the teams in introducing business cases for funding.

### Programme Certification

All programme participants will receive a CPD Certificate on full participation in and successful completion of the programme.

### Delivery schedule

*The 8 full-day workshops will be held fortnightly via a mix of in-person and virtual engagements. See website for full delivery schedule.*

### Cost

Connected Health Skillnet Member

- Start-up & SME: €6,500 (50% grant funded)
- MNC: €8,500 (35% grant funded)

Non-member cost: €13,000.

*\*Cost quoted is per Team (2-5 delegates). All private sector businesses in the Republic of Ireland are eligible for the Skillnet member cost.*

## HOW TO APPLY

Visit [www.connectedhealthskillnet.ie](http://www.connectedhealthskillnet.ie) to register a company team.

A member of the Programme Team will contact you shortly after your registration to discuss your requirements and begin the onboarding process.

Places are limited to 4 teams.

# DIGITAL HEALTH INNOVATION PROGRAMME

## PROGRAMME CONTENT

The following content will be covered during the programme, with additional content tailored to the participant Teams areas of focus. There will also be mentoring, guest speakers and networking throughout the programme.

### **Workshop 1: Introduction to Needs Led Innovation (In person)**

- Programme Overview & Expectations
- Introduction to Innovation and Needs Finding
- Needs led model framework
- Needs Statement Development
- Problem cause analysis
- Team Formation /Charter

### **Workshop 2: Need & Market Gap Analysis (In person)**

- Market research & sizing
- Competitive analysis
- Market gap analysis
- Working group sessions
  - Review milestone deliverables
  - Needs statement development iteration

### **Workshop 3: Stakeholder Analysis & Needs Filtering (On-line)**

- Stakeholder analysis & mapping
- Stakeholder & end user engagement
- Needs filtering & refinement process
- Working Group Sessions
  - Review milestone deliverables
  - Needs statement validation & iteration

### **Workshop 4: Key Needs Identified & Refined (In-person)**

- Stakeholder & end user engagement review
- Needs validation review and filtering
- Working group sessions
  - Review end user / stakeholder feedback
  - Revised need statements
  - Preparation for interim company readout

### **Workshop 5: Concept Development (In-person)**

- Design Thinking, Behavioural Design
- Brainstorming potential solutions
- Organizing and Selecting Concepts
- Concept Development & Iteration
- Technical analysis of market gap / Patent searching
- Working group sessions
  - Review end user / stakeholder validation feedback
  - Specialised mentoring

### **Workshop 6: Regulatory Considerations (In-person)**

- Medical device software regulations
- Clinical validation requirements
- Data privacy requirements
- Digital technology considerations – AI, interoperability, cybersecurity
- Working group sessions
  - MVP design review
  - Freedom to operate scan
  - Needs statement refinement

### **Workshop 7: Intellectual Property and Reimbursement Strategies (Online)**

- Digital technology considerations (continued)
- Intellectual Property Considerations
- Intellectual Property Strategy
- Reimbursement Strategy
- Working group sessions
  - MVP design iteration
  - End user validation review
  - Solution roadmap drafting

### **Workshop 8: Building the Business Proposition (In-person)**

- Route-to-Market
- Resource requirements
- Financial planning
- Funding Strategies
- Internal Business Case Development
- Working group sessions
  - IP strategy
  - Reimbursement strategy
  - MVP design iteration
  - Business case development

### **Post Programme Pitch Day**

Business proposition and key learnings presentation to company.

### **IP Ownership and Confidentiality**

Each party on the programme will own its own IP whether introduced as background or created during the programme.

To ensure confidentiality between participating teams, only process related discussions and contributions will be made during full participation sessions. Individual team working group sessions and mentoring will be used for any company project specific discussions and engagements.

## DIGITAL HEALTH INNOVATION PROGRAMME

### PROGRAMME TEAM

#### **Paul Anglim, Founder of Angles Consulting**

Paul's background is in the life sciences, with a BSc in Biotechnology from NUI Galway, and a PhD in Molecular Biology from University of Southern California. He has over 20 years' experience in medical communications, life sciences and medtech in both technical and commercial capacities. In 2011 he joined the BioInnovate programme at its inception and held multiple roles in his 10 years there. He was crucial in bringing the European Union EIT (European Institute of Innovation & Technology) Health Initiative to the UK & Ireland and has served as an advisor on the pan-european EIT Health Strategic Accelerator Board and to Health Innovation Hub Ireland. Currently, Paul is an adjunct Lecturer & Honorary Clinical Fellow at University of Galway, an advisor with NLC, the European Health Venture Builder, enabling innovation and entrepreneurship at RCSI and Health Lead at the Guinness Enterprise Centre.



#### **Breannán Casey, Education & Outreach Manager (Clusters), Connected Health & Well-Being Cluster, DkIT**

Breannán Casey has twenty years economic development, entrepreneurial, and innovation experience from startup support to foreign direct investment, including roles in the public and private sector. His role at Dundalk Institute of Technology (DkIT) is developing a Connected Health and Well-Being (CHW) Cluster as part of Enterprise Ireland's 'Regional Technology Cluster Fund' initiative. The cluster, launched in 2021, aims to increase collaboration across key stakeholders in the health ecosystem. Current members range from startups to technology giants, research centres, healthcare providers, and enterprise support agencies.



#### **Karla Cepeda, Training & Mentoring, dConnect and PhD Candidate, DkIT**

Karla Cepeda is a final year PhD Candidate at DkIT, currently working on designing a framework to support manufacturers during the development phase of Artificial Intelligence-enabled Medical Device Software. She also holds an MSc in Data Analytics and her areas of interest include the implementation of Standards, regulations, AI, Medical Device Software, and software development. Karla's current role in the dConnect Digital Health Innovation Hub at DkIT is to provide training and mentoring, helping to drive innovation in the digital health sector.



#### **Gwen Conlon, Community & Education Manager, dConnect**

As Community & Education Manager at dConnect, Gwen draws on over 25 years of experience in strategic communications, digital innovation, marketing, business development, and entrepreneurship to support education and engagement programmes that drive digital health forward in Ireland.



The wider programme delivery team is comprised of needs-led innovation and biodesign subject matter experts experienced in each of the eight modules. Additional guest speakers, mentoring and workshop contributions are also provided by industry subject matter experts.

## DIGITAL HEALTH INNOVATION PROGRAMME

### About Connected Health Skillnet

The Connected Health Skillnet is an industry-led, learning and development network that addresses the skills needs arising from the convergence of the medtech, biopharma, and technology sectors in the field of digital health. The Skillnet collaborates with industry to deliver grant funded training and cross-sectoral knowledge sharing/networking events focussed on digital health to help facilitate collaboration and innovation between sectors.

Together with Promoting Organisation, Irish Medtech, our focus is to enhance Ireland's position as a global digital health hub by developing a strong digital health talent base and enhancing the specialised knowledge and skills that exist within the allied sectors. The Network is led by an industry Steering Committee and is funded through Skillnet Ireland.  
[www.connectedhealthskillnet.ie](http://www.connectedhealthskillnet.ie)



### About Irish Medtech

Irish Medtech is the business association within Ibec representing the medical technology, invitro diagnostic, and digital health sectors. Irish Medtech has more than 350 members, located throughout the island of Ireland. Irish Medtech is led by a Board of CEOs and Chief Representatives and implements its strategy through working groups and taskforces. The group's strategy, The Global Medtech Hub 2025, puts innovation, talent, and excellence through collaboration at its heart, underscored by competitiveness.

The Digital Health Working Group provides a platform for industry to help improve understanding of how digital health is transforming healthcare and shape policies to create the right business environment to help disruptive companies thrive.  
[www.irishmedtech.ie](http://www.irishmedtech.ie)



### About BioPharmaChem Ireland

BioPharmaChem Ireland represents the biopharma and chemical sectors. We influence, support and represent the sector in realising its ambition by bringing together all relevant stakeholders in the State, namely: industry, the government, the research community and the public at large to effectively communicate the unique attractiveness of Ireland as a leading location for the supply and development of pharmaceutical products.  
[www.biopharmachemireland.ie](http://www.biopharmachemireland.ie)



### About dConnect

At dConnect, we believe that digital health is the future of healthcare. We are a hub for innovation and collaboration, connecting start-ups, SMEs, multi-nationals, universities, and society. We support early-stage companies by providing access to training, expertise and our network to support. We provide larger businesses with exposure to leading-edge innovation and training, and support research organisations to successfully commercialise their research.  
[www.dconnect.ie](http://www.dconnect.ie)



### About Angles Consulting

Established in 2021 and based on 20 years experience in research, communications and commercialisation in Healthtech, Angles Consulting works with organisations on needs-led innovation and commercial strategy. Clients include multinationals, start-ups, government bodies, academic institutions and venture builders. Our ethos is to keep the patient as centre of innovation and ensure solutions to real needs get to be deployed in patient care.





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