



Irish  
Medtech  
Skillnet

# Strategic Innovation for Senior Executives

*BioDesign from a Leadership Perspective*



OLLSCOIL NA GAILLIMHE  
UNIVERSITY OF GALWAY

IRELAND  
**BIOINNOVATE**

NEEDS DRIVEN OPPORTUNITY



# Strategic Innovation for Senior Executives

## *Biodesign from a Leadership Perspective*

### Summary:

"Strategic Innovation for Senior Executives" is a 3-day immersive programme designed specifically for senior leaders, equipping them with the core skills and strategies required to develop and implement an innovation strategy tailored to their business. This programme focuses on equipping decision-makers to identify and maximise on opportunities within the ever-evolving healthcare landscape, driving needs-led innovation at an organisational level.

Led by BioInnovate Ireland's expert faculty, who bring over 30 years of experience in generating commercial opportunities and fostering tangible healthcare change, this programme combines real-world scenarios with professional insights to guide participants in creating effective innovation strategies. Each person will learn to identify essential resources for successful implementation and apply a proven, needs-driven process to align their innovation strategy with their organisations goals.

In addition to the hands-on training, this 3-day experience offers invaluable networking opportunities, connecting you with like-minded industry leaders from Ireland and around the globe. This interaction will enable each participant to craft realistic strategies for innovation growth, ensuring that their organisation is well-prepared to thrive in a rapidly changing environment.

### Who should attend?

- Senior Management / C-level Executive Employees
- Executive professionals with 10+ years of experience in R&D, Project Management, Business Development, Sales, Irish-based executives, in-house international counterparts
- Individuals who are committed to leading innovation efforts in their organisation with an interest in growing this space within their Irish entities
- Available to both large companies, SME's and start-ups navigating RD&I growth in Ireland



Price: €5,544pp

(includes 37% subsidy from Irish Medtech Skillnet)

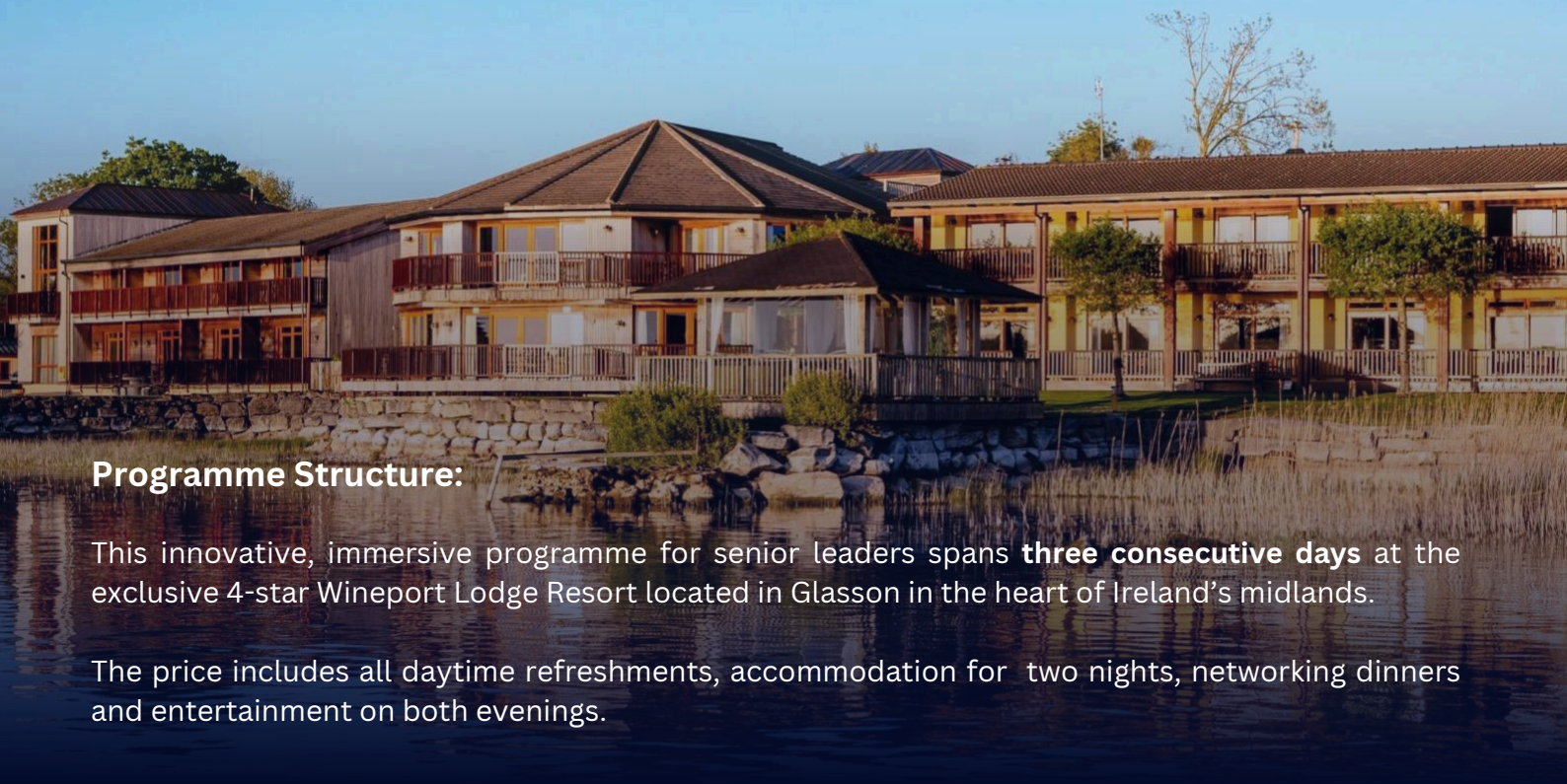
### Learning Outcomes:

- Apply the core principles of the BioDesign Methodology (originally developed at Stanford University) for identification of new innovation opportunities within your health technology sector.
- Applying key market dynamics and business models that influence the successful outcome of new opportunities.
- Develop actionable implementation strategies to apply the BioDesign process at an organisational level, guided by feedback from expert faculty and guest speakers.
- Build proficiency in key ideation tools, such as design thinking frameworks and brainstorming techniques, to enhance team engagement and develop innovative teams within your company.
- Engage & interact with global BioDesign experts and Medtech industry leaders over three days to grow and sustain your network within Ireland's Innovation Ecosystem.



**Upcoming dates: Monday 2 December - Wednesday 4 December 2024**

Visit [www.irishmedtechskillnet.ie](http://www.irishmedtechskillnet.ie) or scan the QR code on the back cover to book your place



## Programme Structure:

This innovative, immersive programme for senior leaders spans **three consecutive days** at the exclusive 4-star Wineport Lodge Resort located in Glasson in the heart of Ireland's midlands.

The price includes all daytime refreshments, accommodation for two nights, networking dinners and entertainment on both evenings.

## Day 1: Introduction to BioDesign and Needs Identification Bootcamp

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### Morning Session:

- BioDesign Principles & Framework
- Strategic Needs Identification and Filtering

### Afternoon Session:

- “Bootcamp 1: Innovation Opportunities for Business” – Identify and prioritise high-impact unmet needs within a group setting. Collaborative discussions to apply strategic needs identification concepts to real-world industry scenarios
- Guest Speaker from BioDesign Senior Executive Leadership

### Evening:

- Whisky Tasting Experience
- Networking Dinner - reception and dinner for participants and guest speakers

## Day 2: Strategising for Success

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### Morning Session:

- “Bootcamp 2: BioDesign for Business Development” – Defining the opportunity and criteria for success within participant companies. Collaborative discussion with expert feedback from faculty.
- “Innovative Ideation in the Workplace” - Cultivate advanced creative thinking techniques for generating breakthrough solutions to complex healthcare challenges

### Afternoon Session:

- “Strategic Validation: How to know if your innovation is worth pursuing”
- Guest Speaker – “Implementing BioDesign Principles in a Global Organisation”, Q&A.

### Evening:

- Traditional Irish Music & Dancing Display
- Working/Collaboration Dinner for Participants - validation of opportunities identified prior to Day 3

## Day 3: Leadership in Healthcare Innovation

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### Morning Session:

- Guest Speaker - “The Emerald Isle of Opportunity: RD&I in Ireland”. Grants and incentives available.
- “Looking To the Future – Translating Your Business Strategy In-House”– strategic business models and development of an actionable plan to align with your organisational goals. .
- “Dragon’s Den: Effective Communication gives Effective Innovation” - Hone advanced communication and presentation skills to articulate opportunities persuasively to stakeholders, investors, and boards.

### Afternoon Session:

- “Building a Winning Innovative Team”. Master advanced leadership techniques and strategies for responsible leadership and creating a culture of innovation.
- “Navigating the Corporate Structure with your new Innovation” – Interactive discussion on resource allocation, risk assessment strategies and scaling innovation opportunities within your company.
- Course Wrap-up and Call to Action

## Lecturers and Guest Speakers:

This programme has an exciting line up of experienced educators and innovators from both Ireland and abroad to share their experiences and support participants throughout the three-days. Background information about the speakers is detailed below with additional speakers to be confirmed shortly.

### Prof. Mark Bruzzi (Non-executive Director, Co-Founder, BioInnovate Ireland)



Prof. Bruzzi is a professor in Biomedical Engineering at University of Galway. Mark was founder and CEO of Vetex Medical which developed a ground-breaking clot removing catheter before being acquired by Surmodics in 2021. Mark established the BioInnovate Ireland medical device innovation centre and fellowship programme and continually lectures in medical device development, clinical need identification and business model design at both graduate and corporate level.

Mark has over 50 journal and conference publications, seven patent applications, 3 licensed technologies and serves as an advisor to a number of medical device start-ups including AtriAN Medical and Amara Therapeutics.

### Prof. Martin O’Halloran (Executive Director, BioInnovate Ireland)



Prof. O’Halloran is Director of the Translational Medical Device Lab in the University of Galway – the first medical device lab in Ireland to be embedded in a regional hospital and co-located with a clinical trials facility. Originally qualifying as an engineer, he re-trained in clinical research to ensure his lab-based research could have a clear and tangible impact on patient care. In 2011, he was the youngest-ever successful co-proposer of a European COST Action (MiMed) and is now leading a network of over 180 medical device researchers from 24 countries, focused on clinical translation and commercialisation of medical devices in Europe. The quality of his research has been recognised both nationally and internationally, and in recent years was awarded Engineers Ireland Chartered Engineer of the Year (2014), SFI’s Early Career Researcher of the Year (2016) and the IRC’s inaugural Researcher of the Year (2017). Martin also secured 4 grants from the European Research Council (annually from 2014-2018) and leads a team of 25 researchers developing a wide range of diagnostic and therapeutic technologies. He has been co-investor on 7 patents.

Martin is co-founder of Luminare Medical, developing a pipeline of technologies for controlling and reducing the side effects of cancer treatment.

## **Prof. Aoife Lowery (Associate Professor & Consultant Surgeon)**



Aoife Lowery is a Consultant Surgeon at Galway University Hospital and Associate Professor in the Discipline of Surgery, University of Galway. She is also Director of the HRB-Clinical Research Facility in Galway. Prof. Lowery is an expert in translational and clinical research innovations for cancer, particularly breast and endocrine cancer. She is a recipient of a Clinical Research Leadership award and leads Galway's Women's Health Initiative.

Prof. Lowery lectures in medical education at the University of Galway and is a clinical advisor to BioInnovate Ireland where she mentors and engages with fellows during their needs finding and validation processes. She is a co-investigator with a number of high potential start-ups from the BioInnovate programme including Luminate Medical and Endowave Medical.

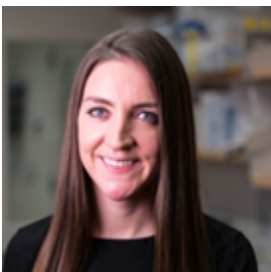
## **Rush Bartlett (Associate Director, Corporate Innovation and Education at Stanford University; Co-Founder & CEO at Sluice AI)**



Rush is a 5X founder and corporate executive that has served in CEO, COO, and Chief Product Officer roles from founding to \$150M in revenue. He is currently the CEO of Sluice AI, a SaaS platform to help organisations scale the Biodesign process in their companies. His most recent startup Vynca has helped more than 1,000,000 patients to date and currently employs more than 150 people. He is a prolific inventor with more than 100 pending or issued patents and was selected to Silicon Valley Business Journal's 40 under 40 in 2017.

He has served as Stanford Biodesign's Associate Director of Corporate Education since 2015 and the Executive in Residence at the University of Texas Innovation Center since 2021 where he founded the Texas Biodesign program in collaboration with MD Anderson. He has previously trained 5,000+ corporate innovators to implement Biodesign through custom on-site engagements across North America, Europe, and Asia. His clients have included Abbott, BD, Dexcom, Johnson and Johnson, Teleflex, Zimmer Biomet, Olympus, Smith & Nephew, and more. Most recently, he co-authored The Needs Driven Innovation Handbook: Hidden Wombat – How Executives Innovate without the waste of money brains and time, which ended 2023 as #1 new release in medical technology on Amazon.

## **Dr. Eimear Dolan (SFI Royal Society University Research Fellow and Assistant Professor, Biomedical Engineering)**



Dr. Dolan is a Science Foundation Ireland Royal Society University Research Fellow and Assistant Professor in Biomedical Engineering at NUI Galway. She completed her undergraduate and PhD degrees at University of Galway and has worked as a postdoctoral researcher at Trinity College Dublin, the Royal College of Surgeons Ireland, NUI Galway and Massachusetts Institute of Technology. Her research focuses on developing next generation medical devices and her key interest is in implantable devices, their effect on the host cells and coupling advanced therapies to minimally invasive delivery devices.

Dr Dolan has received funding from national and international sources and has received awards for research excellence. Notably, she was awarded the 2020 NUI Galway President's Awards for Research Excellence (Early Stage Researcher) and was listed by MIT Technology Review 2020 "35 Innovators under 35" and one of 10 global visionaries. She has published in prestigious journals and has submitted invention disclosures and patents on innovations in medical device technology.

## Dr. Conor Judge (Consultant Nephrologist, Senior Lecturer in Applied Clinical Data Analytics)



Dr. Judge is a highly experienced consultant nephrologist in Galway University Hospital (GUH). Dr. Judge is also a qualified electronic and computer engineer with a PhD in epidemiology and biostatistics. He complements his clinical workload with a position as senior lecturer in Applied Clinical Data Analysis at the University of Galway. Dr. Judge's primary focus is applying Artificial Intelligence (AI) solutions to enhance patient care, particularly in the realm of chronic conditions like hypertension. He leads the development of AI Clinical Decision Support System (AI-CDSS) for hypertension management at the College of Medicine, Nursing and Health Sciences, University of Galway. This project uses data from randomised controlled trials to predict complex treatment decisions for persons with hypertension and is a testament to his commitment to pushing the boundaries of what's possible with AI in healthcare.

Dr. Judge's experience extends beyond research. As a clinical mentor with the BioInnovate programme in Galway, he has interacted with multiple industry leading companies for needs validation. He has worked on three separate inventions and patent applications. Dr. Judge has received several awards in recognition of his research including the HRB's Clinician Scientist Fellowship 2023, Enterprise Ireland Clinical Innovator Award 2023, the Cleveland Clinic Award in 2020, an Irish Canada University Foundation Scholarship and the Wellcome Trust HRB Irish Clinical Academic Training (ICAT) PhD Fellowship (Adaptive Clinical Trials).

.....more speakers to be confirmed shortly. Keep an eye on our social media channels.



Irish Medtech Skillnet - <https://www.linkedin.com/company/irish-medtech-skillnet>

BioInnovate Ireland - <https://www.linkedin.com/company/bioinnovateireland/>



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Are you interested but want more information? Setup a follow up call with our team



**BioInnovate Ireland**

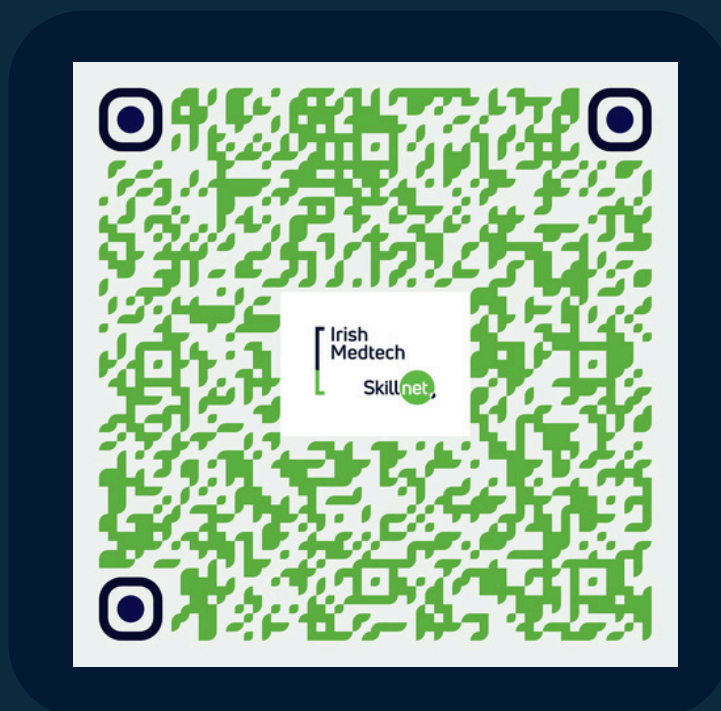
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Join us for an unparalleled opportunity to connect with industry peers and expand your company's innovation opportunities!



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2. See upcoming course dates
3. Register your interest

