

// WEDNESDAY 8 & THURSDAY 9  
NOVEMBER 2017

// MEDILINK WEST MIDLANDS, 4 GREENFIELD  
CRESCENT, BIRMINGHAM, B15 3BE

### COURSE OVERVIEW

This two day training course run by Medilink will help companies optimise their innovation process to improve the probability of commercial success. Discover ground breaking tools and methodologies to identify opportunities, uncover unmet clinical needs and learn how to translate these into product design. Techniques covered across the two days include ethnography, lead users, competitor analysis, portfolio planning tools, concept enrichment and selection and business case preparation.

### TARGET AUDIENCE

- Senior executives responsible for new product development
- Research & Development teams/individuals
- Individuals/teams in marketing or operations roles
- Universities
- NHS staff, support organisations and research institutes



## FULL COURSE DETAILS

- What is innovation?
- Why is innovation important in growth of business?
- Barriers to Innovation
- Company vision and strategy
- Portfolio management (including BCG matrix, bubble diagrams and multi-generation product plans)
- Culture, rewards and recognition and team structure
- Market opportunity and unmet customer needs
- Needs analysis, need segmentation and prioritisation
- Converting needs in to product design (idea generation, enrichment and selection)
- NHS drivers and the value proposition
- Selling ideas
- Assessing innovation in your own workplace

## LEARNING OUTCOMES

- Understand why the UK fails to translate invention to innovation
- Develop an innovation strategy and vision including a portfolio plan to create an innovative culture in your workplace
- Identify unmet customer needs and how to translate these into concept design
- Understand how to evaluate new technologies
- Understand how to build a business case/research proposal

## COSTS

**Medilink Members (SMEs):**

**£495 plus VAT**

**Non-Medilink Members (SMEs):**

**£595 plus VAT**

**Medilink Members (large companies & universities):**

**£995 plus VAT**

**Non-Medilink Members (large companies & universities):**

**£1095 plus VAT**

## // SPEAKER PROFILE

The Ascend Skills Innovation course is delivered by sector experts at Medilink; Innovation Services Manager Dr Patrick Trotter PhD, MBA (Techmgmt) who has over 20 years of working in R&D for SMEs and multinationals and has founded and run two technology and innovation consultancies for the healthcare sector and Medilink North West Executive Dr Paul Watt, who has over 22 years of experience working as a Senior Executive within the health technology sector and is also a patented inventor in his own right.

