Creating an Innovative Culture in Hospitals
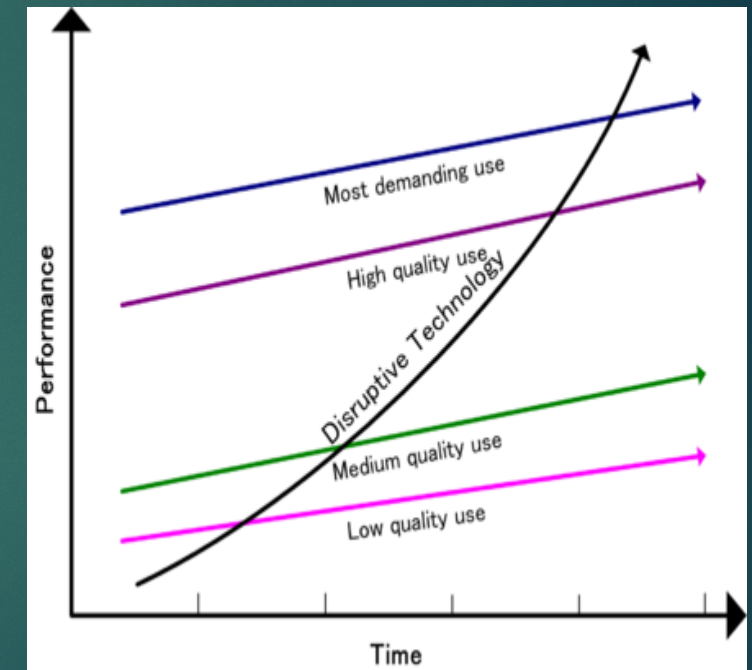
PROF RONNI GAMZU

CEO

TEL AVIV SOURASKY MEDICAL CENTER

The era of Disruptive Technologies

12 DISRUPTIVE TECHNOLOGIES

Advanced oil & gas exploration and recovery
Renewable energy
Global internet penetration
Automation of knowledge work
Artificial intelligence
3D printing
Internet of things
Virtual/augmented reality
Cloud technology
Next-generation genomics
Autonomous and near-autonomous vehicles
Advanced robotics

Source: The ASEAN Post

Conceptual Rethinking/Redefining

Hospital
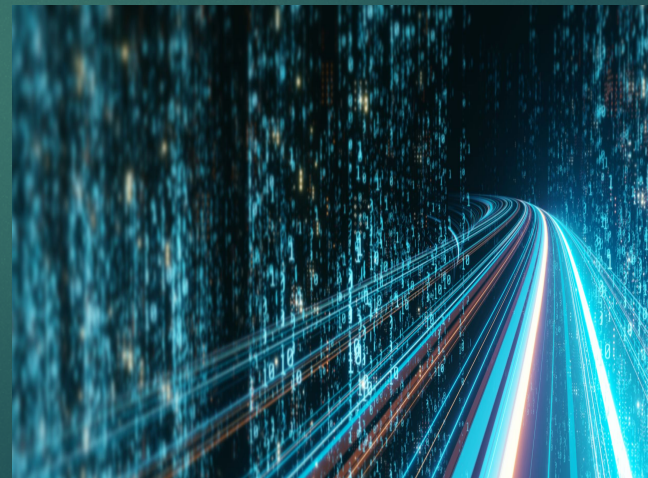

Physicians/Healthcare workers

Clinical Trial

Bio-converging Sciences

Barriers

- Motivation
- Rigid healthcare hierarchy
- Fragmented system
- Shortage of R&D resources
- Possible harm
- Clinical trial concept
- Divert Regulatory bodies
- Limited scalability to other industries

The opportunity (in Israel)

- Disruptive Technologies
- Startup Nation Culture
- Public Healthcare system and large University Hospitals- DATA
- Competitive Market
- Centralized System-DATA
- Incentives from Govt.
- Post Corona

Post-Corona Tech-celeration

- ▶ Healthcare in the center
- ▶ The Value of technology advancement skyrockets
- ▶ Disillusionment of current technologies
- ▶ Gap with other industries
- ▶ Capital that seeks innovations

The Economist

Innovation
during covid-19

Challenges working with industry & Academy

- Where is the facility? Who owns the IP? Who gets the Credit?
- How to split the revenues?
- Looking ahead for the length of development; hospitals looking for quick win
- Conjugated/hybrid centers (accelerators, Incubators, Innovation Hubs)

Access to data for the Industry & Academy

- Free for the first surface for POC
- Make sure to protect privacy
- Be flexible, use clouds, make sure that you get assets in return

8 GOLD Key steps for Hospitals to nourish innovation culture

Foster ideation

Independent legal entity for R&D and Innovation

Collaborate with Academy & industry

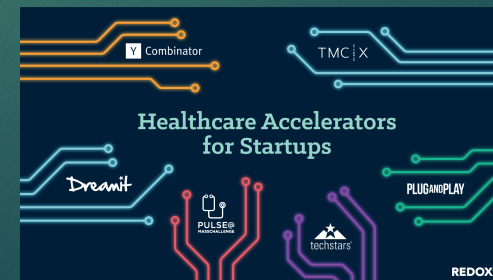Have a flexible/open data strategy

Expedite IRB approvals

Hub for innovation

Incubators/accelerator for defined projects

Involved in private equity financing funds