The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning www.isis-innovation.com/... are automatically redirected to our new domain, www.innovation.ox.ac.uk/...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk

From Innovation to Application

Andy Walker - Commercial Director, McLaren Applied Technologies

INTRODUCTION:

What is innovation?

What's relevant in Healthcare?

Needs to be end to end – about creation AND adoption

We face weekly pressure not just to innovate, but to execute on that innovation

As we take innovations to markets – it's as much about people as technology

Healthcare is a prime example

- No end of promising initiatives and new technologies
- But Healthcare as a whole needs to change

It's a people challenge and hence a design challenge…

We see huge potential and we're investing in this area

F1?

McLaren APPLIED TECHNOLOGIES

WHY F1 IS RELEVANT?
OUR DATA REVOLUTION

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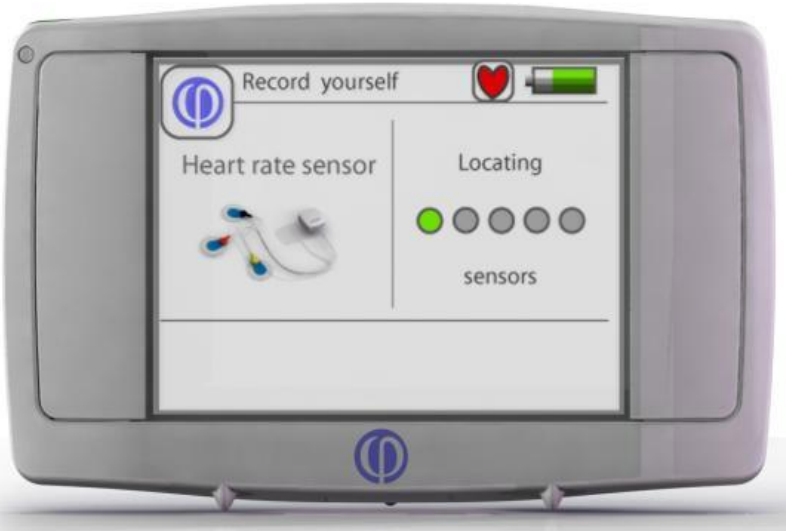
WHY F1 IS RELEVANT
CARS LIKE HUMANS?

MONITORING HUMANS **MUCH LIKE F1 IN 1960s?**

WHY IS F1 RELEVANT:
THE FIRST STEPS

EARLY PLAYERS IN TELEHEALTH **IN 2007**



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DATA IS EVERYTHING **BUT NOTHING WITHOUT INSIGHT & ADOPTION**

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BIG DATA & BIG INSIGHT:
SOME CONSIDERATIONS

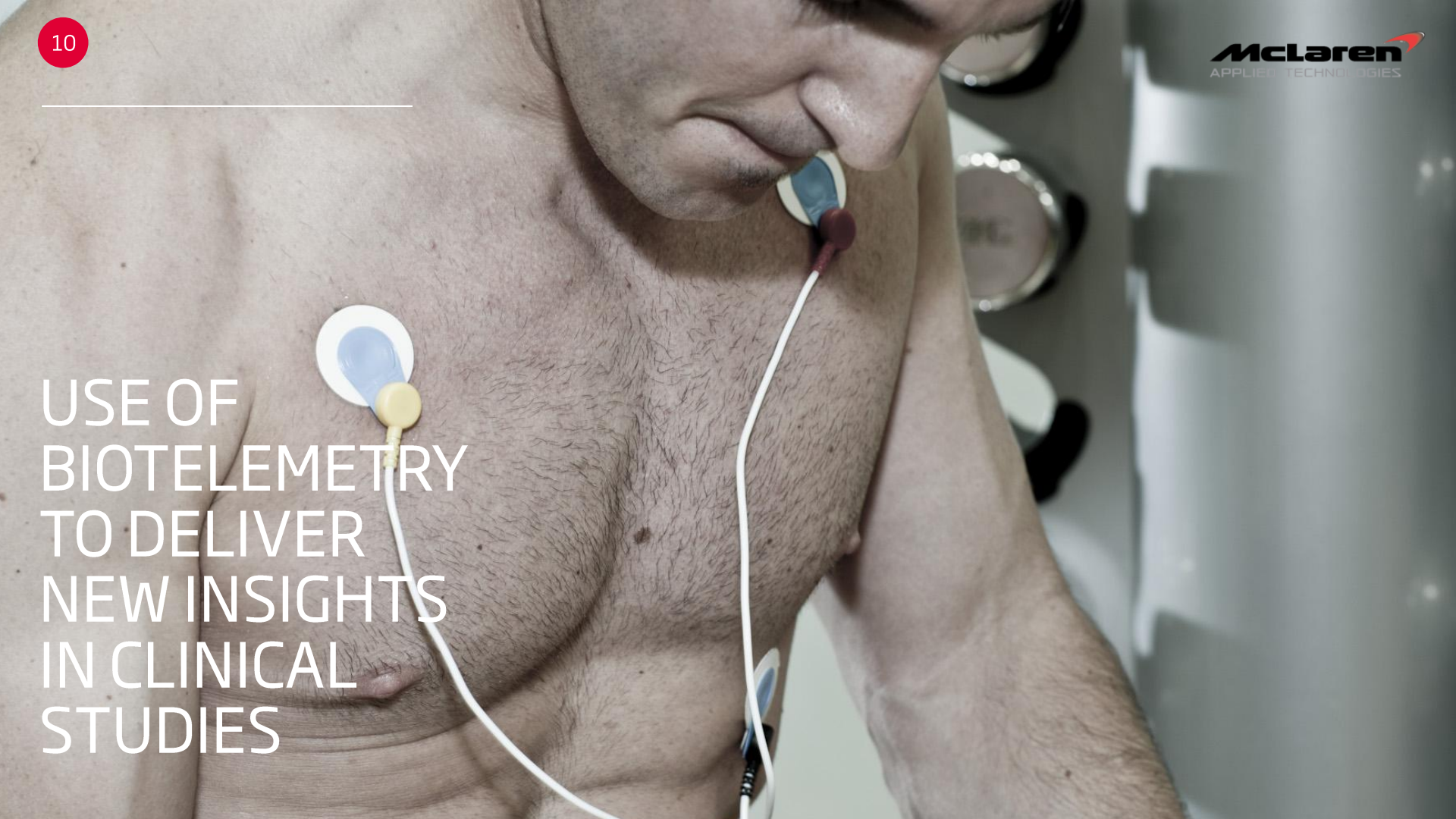
Data in healthcare is massively diverse
- Medicine Development
- Medical supply chain
- EHR
- Social networking
- Biotelemetry etc.

Need trust and confidence in data and to balance value with burden to collect it

A plume of data is coming
- in sports, consumer devices, clinical studies, smart manufacturing etc.

A pervasive intelligence is needed
- insight NOT data - across the industry
- opportunities for the healthcare system as a whole – and players within it

LEADING EDGE WORK IN DERIVING INSIGHT FROM ATHLETE DATA IN ELITE & PROFESSIONAL SPORT



USE OF BIOTELEMETRY TO DELIVER NEW INSIGHTS IN CLINICAL STUDIES

AIDING BETTER UNDERSTANDING OF NEURO-**DEGENERATIVE DISEASES**

INTERACTING WITH MEDICINE DEVELOPMENT DATA

USE OF BIOTELEMETRY TO AID PATIENT ADHERENCE IN DRUG DELIVERY DEVICES...

...AND IN TACKLING **BIG SOCIAL ISSUES**

MAKING IT POSSIBLE TO DERIVE INSIGHT FROM DATA TO **SPOT POTENTIAL ISSUES EARLIER**

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BEING YOUR **BEST SELF**

TECHNOLGY SAME **EVERYONE DIFFERENT**

LETTING THE PARTICIPANTS DESIGN THEIR OWN CHANGE PROGRAMME TO **OPTIMISE** PERFORMANCE

CONCLUSIONS:

Technology is changing the world – health is no exception

Experience tells us this will be a journey – to successfully adopt the breakthroughs

A challenge not to be underestimated even for making sense of data alone

BUT there are many examples in other industries where this has happened

Healthcare is facing a crossroads

The big step is to map out the bigger picture, to mobilise the right parties to make it happen and to ensure the people are brought along with it

Will the healthcare industry do this to itself from within – or is outside help required?

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CAN IT BE DONE? **DEFINITELY**