ACCELERATE HEALTH

Navigating Key Stakeholder Pathways for Healthcare Innovators

Clinical Study Product Development

**RESEARCH AND DEVELOPMENT**

- Develop information for wide use across populations and settings.

**FACILITATORS**

- Help identify and make connections with influencers and decision-makers.
- Often work within the technology transfer or research administration office.

- Technology transfer offices are the channel between the health system and the digital health innovator, and responsible for managing:
  - Intellectual property
  - Technology licensing
  - Venture development

- Research administration offices oversee the development, management and implementation of research initiatives, including:
  - Award acceptance and negotiation
  - Funding opportunities
  - Project and financial management
  - Proposal development

**INFLUENCERS**

- Advocate for the clinical study or product development project using their expertise in the space and positive reputation.

- Basic sciences leadership
- Chief information officers
- Chief medical information officers
- Clinical research leadership
- Data sciences and research informatics leadership
- Information and technology staff
- Translational research leadership

**EXTERNAL INFLUENCERS**

- Caregivers
- Consumers
- Patients
- Users

**DECISION-MAKERS**

- Approve the clinical study or product development project, allocate resources and plan for potential adoption.

- Administrators
- Clinicians
- Information and technology staff
- Innovators
- Researchers

Prototype Pilot Product Pilot

**QUALITY IMPROVEMENT**

- Test if knowledge or technology can improve health outcomes.

**INFLUENCERS**

- Advocate for the prototype or product pilot using their expertise in the space and positive reputation.

- Chief information officers
- Chief medical information officers
- Clinical informatics staff
- Clinical labs staff
- Information and technology staff
- Patient care and nursing staff

**EXTERNAL INFLUENCERS**

**DECISION-MAKERS**

- Approve the prototype or product pilot, allocate resources and plan for potential adoption.

- Administrators
- Clinicians
- Information and technology staff

**GATEKEEPERS**

- Control access to services and resources, and ensure proper use of processes, policies and information.

- Compliance staff
- Information and technology staff
- Information security staff
- Institutional review board
- Procurement and supply chain staff
- Regulatory affairs and quality assurance staff
- Research administration staff
- Scientific integrity staff
- Technology transfer staff

Source: Dinesh Divakaran, PhD, Director, Digital Innovations, Office of Licensing & Ventures, Duke Health & Duke University; a HIMSS Innovation Committee Member