

INNOVATION ENGINES AT NORTHWESTERN MEDICINE INVOMEDICINE



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Improvement means doing the same thing better. Innovation involves doing it in an entirely different manner. Innovative solutions are the result of new ideas, technologies, processes, products, and/or services.

The Innovation and New Ventures Office (INVO) at Northwestern University inspires and nurtures innovation across campus. To this end, INVO energizes entrepreneurial initiatives, drives commercialization potential, and facilitates practical uses for intellectual property through partnering or new ventures. INVO additionally helps Northwestern faculty manage invention disclosure, assessment, patenting, and marketing.

INVOMedicine, based at Northwestern University Feinberg School of Medicine, is a personalized arm of INVO designed to expand the development of intellectual property in the biomedical sciences and make such information available and attractive to potential healthcare investors.

To this end, the Feinberg School of Medicine has initiated a new position, Executive Director of Corporate Partnerships and Business Development.

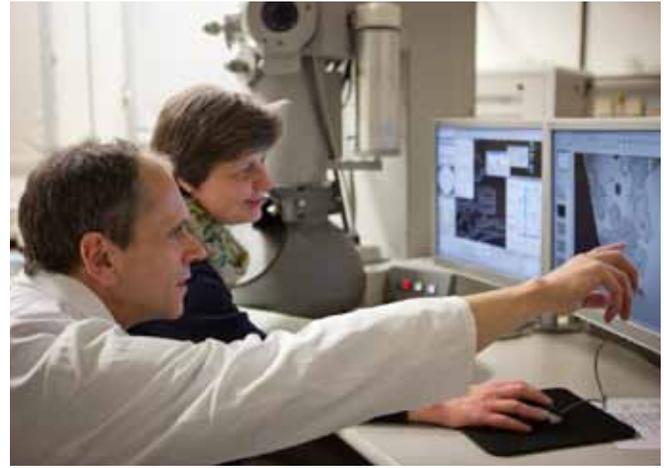
This new director will lead the strategic business management and tactical operations of the Feinberg School of Medicine Corporate Partnerships, will serve within the current INVO at Northwestern University, and will chair a Corporate Relations Advisory Board. In order to expand a culture of innovation, INVOMedicine will expand physical and intellectual infrastructure to find, create, pilot, evolve, and disseminate healthcare innovations. A shared space across disciplines including medicine, business, law, and engineering will permit brainstorming, prototype workshopping, and simulation in a highly interactive “design” thinking and doing environment.

The INVOMedicine Corporate Relations Advisory Board will include faculty from a variety of disciplines, as well as business leaders, entrepreneurs, and other interested parties. The board is designed to lay out programmatic strategies and tactics and to expand Northwestern Medicine interactions in a variety of relevant directions. In addition to developing and marketing intellectual property, this will include start-up funding for promising ideas and investigations, as well as the potential for commercial start-ups.



“The medical enterprise is at an exciting inflection point at Northwestern with top-of-the-line institutes, creative across-campus collaborations, and entrepreneurial faculty passionate about improving health through innovations. INVOMedicine propels those innovations to the patient through commercialization, partnership, and the creation of new ventures.”

Alicia Loffler, PhD, Associate Vice President and Executive Director of the Innovation and New Ventures Office, Northwestern University



Areas of particular interest to INVOMedicine include:

- Development of novel processes for patient flow and the patient experience;
- Information technology solutions for analytics and telemedicine;
- Application of informatics and robotics to biomedicine;
- New technology applications in chemistry, physics, nanotechnology, and computer science;
- Understanding and applying the new science of personalized medicine; and
- Creating effective health policy and business development endeavors.



With the remarkable accomplishments of molecular biology and the human genome project, most of the building blocks for health and disease are now identified. The transformative challenge ahead involves the integration and synthesis of this information, understanding the temporal and spatial characteristics of biology, defining the role of environmental factors on gene expression, and defining how individual differences inform “personalized medicine.”

“Connecting the dots” must involve the appropriate mix of medicine, engineering, business, and legal expertise to bring products to market and ideas to inform public policy and health care processes. Through INVOMedicine, the Feinberg School of Medicine has the opportunity to be at the forefront of this compelling, exciting, and most important endeavor. We invite interested friends to join us in supporting the launch of INVOMedicine and help us pursue our efforts to propel innovations to patients.



“Through INVOMedicine, we can better forge new relationships with industry and corporate partners, relationships that ultimately advance medical innovations for improving the health of people everywhere.”

Eric G. Neilson, MD, Vice President for Medical Affairs and Dean,
Northwestern University Feinberg School of Medicine

THROUGH NORTHWESTERN MEDICINE, WE INTEND TO CREATE A NATIONAL EPICENTER FOR HEALTHCARE, EDUCATION, RESEARCH, COMMUNITY SERVICE, AND ADVOCACY.

NORTHWESTERN MEDICINE

Northwestern Memorial Hospital and Northwestern University Feinberg School of Medicine are seeking to impact the health of humankind through Northwestern Medicine. We aspire to be the destinations of choice for people seeking quality healthcare; for those who provide, support, and advance that care through leading-edge treatments and breakthrough discoveries; and for people who share our passion for educating future physicians and scientists. Our commitment to transform healthcare and to be among the nation’s top academic medical centers will be accomplished through innovation and excellence. INVOMedicine is one of our drivers of innovation, known as the Innovation Engines at Northwestern Medicine. As a matrix organization, our innovation engines interact in a cross-cutting manner with our Northwestern Medicine Institutes.

