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SCHOOL OF NURSING
HEALTHCARE INNOVATION
IMPACT PROGRAM
UNIVERSITY OF MICHIGAN

October 2020 Innovation Updates & Events Calendar

Foreword

With the passing of Ruth Bader Ginsburg, we are reminded of the impact one person can have on the world. While RBG may never have thought of herself this way, she absolutely was an innovator—breaking barriers and bringing to light new ways of thinking about key social justice issues in the U.S.

Not unlike her, you are all also Innovators in your own right. You prove this every day with the research you do, the way you go about your clinical practice, and how you teach your students. You have knowledge, skills, and talents that are unique to you, and you alone. And like RBG, the world needs you to share those ideas for the betterment of society. Now is the time to take a step towards translating your ideas, insights, and discoveries into real impact.

fight for the things that you care about, but do it in a way that will lead others to join you.
- RUTH BADER GINSBURG

In this issue, we focus on our view of what nursing innovation is, why it's important, and highlight an opportunity to tip your toe into the water with other Nurse Innovators to make a big impact to improving education and communication during the COVID pandemic.

So be inspired by Ruth Bader Ginsburg and fight for the things that you care about—many of which probably have the foundation of a new innovative idea. And know we'll be right there with you so you don't have to do this alone and where you lead, we, and others, will follow.

In support of the innovative you,

Olga and Ann

First "Celebrating Invention" Week at U-M: Main Take-Aways

Last week was U-M's first ever "Celebrate Invention" Week with virtual live-streamed presentation on a variety of innovation-related topics including open sourcing software, how to get your best ideas into the world, getting your start-up from idea to funding, and more. HiiP attended a number of these presentations and are sharing the links to the talks as they are well worth viewing. They also provide resources available to you across the U-M innovation ecosystem…and beyond.

It was encouraging to see the strong emphasis on taking research and ideas out into the real world in ways beyond academic conferences and research publications.

Some highlights of inspiring themes from these talks include:

- **Innovation is a team sport**—that is, you'll get further with moving your idea(s) forward by having others help you than trying to do it alone.
  - ➢ This includes tapping all the available resources on/off campus like HiiP, Tech Transfer, students, collaborators in other Departments/Schools, and others.

- **Innovation is more than discovery of new medical devices/apps/technologies and/or pharmaceuticals.**
  - ➢ Interventions, educational/training programs, models, workarounds, etc. are ALL innovations and deserving of a place out in the real world. Be open to your own definition of what nursing innovation is/can be (and see ours elsewhere in this newsletter).

- **You get to decide how fast or slow you want to move your innovation forward.**
  - ➢ The U-M ecosystem, and HiiP, believes in meeting each of you where you are and walking your innovation journeys with you at the pace you decide works for you. This can be fast or slow…it's all up to you. There is no set timetable for bringing your ideas to market.
  - ➢ We, and the U-M ecosystem, acknowledge your need to maintain a balance between your academic and personal life; that innovation often gets "squeezed in/around other important priorities for you", and that's OK. Innovation is a marathon, not a sprint.

- **Your innovation can be (often is) intertwined with your research,** so as you do your research, you actually are making progress on your idea or innovation.
  - ➢ Your research, scholarship, and practice already have morsels of innovation, it's all about the "what" and the "how" of making your ideas translatable for application and scalable in the real world.
  - ➢ Innovation isn't necessarily something you have to tackle in addition to your research or practice—you're probably already working on it without even realizing it!

- **You don't have to have business skills to bring an idea or innovation into the world.**
  - ➢ Do what you're good at—researching, providing clinical care, educating students/patients/others—and find those with the business knowledge and skills to partner with. HiiP can help and we have so many other resources who can too.

It was good to hear that issues which may prove challenging for us at UMSN when it comes to innovation, are very common across the university, so we're not alone. What most struck us, however, was the underlying and repeated message of just take that first step to take your idea

forward so that at some point, it can get out there into the world and make it a better place.

[Here](#) are the links to all of the Celebrate Invention presentation, including the following of note:

- Everything You Need to Know About Open Source Software, by Drew Bennett, Office of Tech Transfer:

- Inspiring to Impact: Getting your Best Ideas into the World, facilitated by Kate Remus, Mentor-in-Residence in the Venture Center, the Office of Tech Transfer and featuring 3 U-M Innovators and their innovation journeys on campus:

- The Basics of Creating an Early Stage Academic Startup by Osage University Partners:

- Start-up Fundraising 101by Serena Glover, an Angel Investor & U-M Alum :

  - ➢ Good practical guidance on preparing for pitches, the pitch deck, and post pitch follow-up

Play a Part: Join the UMSN Team for J&J's Free Virtual Nurse Innovation Hackathon November 13-15, 2020.

Johnson & Johnson Nursing is hosting their second annual NurseHack4Health Virtual Hackathon entitled "NurseHack4Health: Pandemic Management—Improving Education & Communication" on **November 13-15, 2020**

The UMSN team is forming now!

A Hackathon is an event, typically lasting a one or two days, where a large number of inspiring innovators meet to try themselves in finding innovative solutions to a given problem. For this Hackathon, the focus is finding tech-based solutions to the most pressing COVID-19 challenges. No prior preparation is needed!

During the Hackathon, teams will come up new ways to address:

- Access to reliable health information—as social media becomes more important as a primary source of information for many people, it highlights the need for improved communication and trustworthy resources.
- Central areas of focus will include:
  - ➢ Ensuring the health and safety of students and teachers in the classroom
  - ➢ Relaying to the public the importance of vaccines
  - ➢ Breaking down racial disparities and social inequities
  - ➢ Sharing best practices across healthcare providers and facilities, and much more.

Participants (aka "Hackers") will be charged with finding ways to leverage technology to improve access to reliable, trusted education and communication amid a pandemic. The end result of the weekend is that participants will work to create a minimally viable product that can continued to be worked on after the Hackathon is over. The ultimate prize is the opportunity to help improve the global response to COVID-19 and help save lives around the world. *And all ideas will be open sourced to help improve the speed to market for these ideas.*

This 2.5-day event will bring together individuals with a diverse set of ideas and skills to help achieve better health outcomes for all. Participants can enter either individually or as part of a team. So whether you are a faculty member, a nursing student, a practicing healthcare professional, engineer, IT expert, innovator, or just someone interested in helping solve issues related to education and communication during COVID, we invite you to either register as a solo participant or pull together a team and register your team. The participants do NOT have to all be from UMSN—this is open to anyone with an interest willing to contribute their time during this virtual weekend event. The Hackathon is hosted on Microsoft Teams by Microsoft, one of the event sponsors.

We would like to field at least one team from UMSN. It's important that our nursing knowledge and expertise be represented at events like these and we have so much to contribute, so if you have questions, let us know OR if you're interested in participating, let us know and we'll take it from there.

We ask that you please share this with your students. This would be a great experience for them.

Registration ends **Monday, November 9th** but it's better to register early so you can attend a few of informational and training sessions in preparation for the event. Those interested can learn more Here.

How We at HiiP Define Nursing Innovation

Nursing innovation can take many forms and how you think about it may be very different from what it is, or could be. So we'd like to share with you how we at HiiP think about nursing innovation with the hopes that that little spark that is nudging you to maybe see "what's possible" with an idea you have might inspire you to think broadly…and take action on making the spark a real innovation.

UMSN / in ● no ● va ● tion / Defined:
Discovery and implementation of new solutions or improvements to an existing problem which brings value to:
❖ healthcare delivery, ❖ patient/family experience or outcomes, and/or ❖ the nursing profession
Can be a product, service, process
Focus can be for social public good and can be/but doesn't have to be commercially-viable but does have to have impact

Nursing Innovation is/are…:

➢ Products, services, programs, and/or processes; Interventions are/can be innovations
➢ An "act or service that can be made available to people that can improve or save lives"
➢ Does NOT have to be a medical device, app or some medical technology
➢ Could be as simple as a nursing "workaround" at the bedside
➢ May or may not be commercially-viable, and does not need to make a profit to have value
➢ Impactful in some big or small way; for the "public good"
➢ Ideally sustainable and scalable

To Inspire the Nurse Innovator in Each of You

Take a few minutes this month, to be inspired by the following videos and podcasts:

- The legacy of Nurse Innovators in healthcare through time, click Here
- Nurse Innovators on the frontline during COVID-19, click Here

- Tune-in and subscribe to the [See You Now](#) podcast series on Apple podcasts today

We Dare Challenge to Highlight UMSN Student Innovation

The U-M School of Nursing is launching a month-long fundraising initiative during October, called the [We Dare Challenge](#). UMSN Development describes this as a "modern twist to a giving circle" whereby a GoFundMe account will be open which enables donors to make a gift to support the Challenge throughout the entire month.

On 10/31, the giving period stops and those people who have made a gift are then invited to an exclusive live-stream event where four groups of our nursing students will make presentations and pitches to these donors as to why their project should be chosen for support. The student team with the most votes is then awarded funding to support their project. Donors will also be given an opportunity to follow the student project through 2020/21 to see how their giving has impact.

A team of our UMSN Student Innovation Ambassadors are one of the four student groups pitching to these donors on an idea they came up with last year to further cultivate nursing innovation among our student body. Stay tuned for how they do and the student-led/student-participant project they are pitching in an upcoming Innovation newsletter.

Grow Your Skills as a Nurse Innovator: New J&J Nursing Innovation Hub

J&J is strongly committed to fostering nurse innovation. As a result, they have created a new innovation resource—the J&J Nursing Innovation 101 Hub. This is a resource which aims to inspire nurses to begin (or continue!) their innovation journey by exploring what nurse innovation is, providing

key resources and celebrating the incredible past contributions of nurse innovators.

Some of the key skills the Innovation Hub highlights as worthy of Nurse Innovators growing include:
- Divergent Thinking
- Risk taking
- Teamwork & Collaboration
- Business Strategy, among others

Click [Here](#) to learn more about this Innovation Hub and its resources.

U-M Innovation/Entrepreneurial Resources

The UM Law Entrepreneurship Clinic has kicked off its office hours this semester. Each week, they will have 15 minute meeting slots with upper level law students and clinical faculty where startups and entrepreneurs can get their legal questions answered.

They can help with questions like the practical differences between LLCs and corporations, the entity formation process, what makes a brand "trademarkable," common legal issues in founder relationships, and what to consider in hiring an employee or independent contractor.

They have office hours over Zoom on Tuesday from 10-11, Wednesday from 9:30-10:30, and Thursday from 1-2. To sign up for office hours, please email Barb Vibbert (bivibb@umich.edu).

Please note that during office hours, the Entrepreneurship Clinic can only provide general legal information and not specific legal advice. For legal representation, please consider applying to be a client at https://entrepreneurship.law.umich.edu/#apply-for-legal-services.

We Take Questions

We want your innovation-related questions. They help guide the content of this e-newsletter so that we write about what's most important to you.

So if you have an innovation-related question, which can be on general innovation, nursing innovation, funding for innovation or other topics related to innovation, that you'd like us to write about in a future issue, send it to us and look for a private response or a response in an upcoming e-newsletter:

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amfitz@med.umich.edu

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For more information about HiiP or nursing innovation, or to share an innovation announcement or news, contact the UMSN HiiP Team:
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