

Transcript of Video-Audio Clips of Kip McCoy, vice president of Innovation Studio for OSF HealthCare

“We see Mission Partners who identify gaps in care or things that need to be addressed within their own positions, and they come up with novel solutions or novel ideas for being able to treat patients or to make their job a little easier or more effective.” (:19)

“Working with inventors using a business model canvas and value proposition canvas to say ‘What are some of those pains and gains?’ So instead of necessarily focusing on the solution, it’s ‘What are people doing now to try to solve that problem and how are we approaching that in a different way?’” (:23)

“We’re looking at things like what level of expertise we might have to bring, the size of the market if we’re looking at commercialization, can this be protected via a patent or otherwise that might bring additional value, do we have the ability to have a partner who could help bring this to market for us?” (:26)

It’s important to have those connections and to be able to talk to other health care systems to get their feedback on a product or device as a potential early customer and we can do that and play that role for other systems as well.” (:24)