

AAPM Grantsmanship Symposium

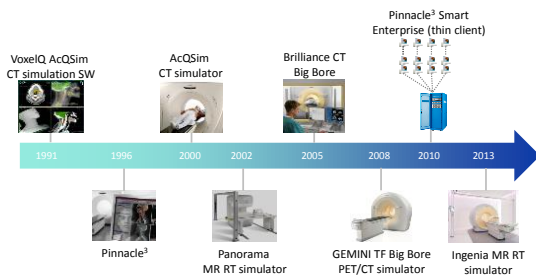
Collaborations: What and How

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07/21/14



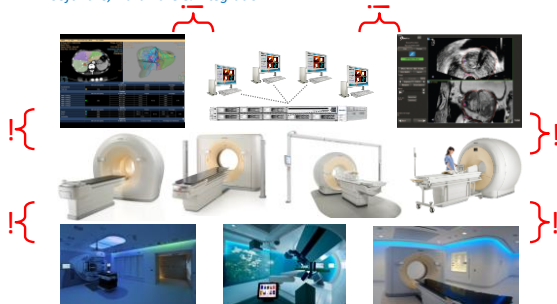
Looking Back: 20+ Year Philips History of RT Innovation

Hardware, Software & Integration



Today: Unique Philips Oncology Portfolio

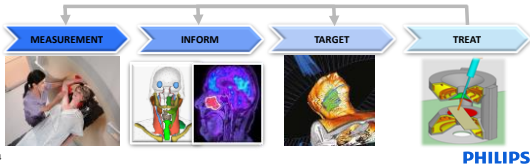
Software, Hardware & Integration



Tomorrow: Informed Therapy Guidance

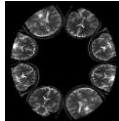
Integration, Software & Hardware

- Reducing Complexity!
- From
 - Images to information
 - Expert islands to simple collaboration workflows
- By
 - Integration
 - Automation
 - Access anywhere



Research Collaborations

Different options for relationships



- General remarks on collaborations
 - Mostly built on existing, long term relationships
 - Often happen in broader context (e.g. multiple topics, groups, several management levels)
 - Organized in specific, well defined projects, as part of master research agreements
- Collaboration models
 - Very few individual sites for specific product co-creation topics
 - Very few consortia for leap-frogging, integrative, product specific topics
 - Some user groups for large topics to facilitate translation to next adoption level
 - Several local communities for peer-to-peer research, education and best practices
 - Sometimes support for investigator initiated studies (multi-site)
- Philips support
 - Preferably no direct funding (with few exceptions!)
 - Emerging: Funding of industry-sponsored clinical trials
 - Early access to prototype HW/SW has fair value
 - Often providing value by taking on logistic chores: project management (esp. public funding projects), Q&R support for IIS, establishment of user communities

PHILIPS

Let's be creative on how to create the future!