



Inspiration – Innovation – Commercialization – and Perspiration: Avoiding the Cold Sweats When Your Research Might be Valuable

SPPAC 2017 Preconference Workshop (3 CEs)

The work of pediatric psychologists commonly leads to innovations such as new intervention protocols, assessment measures, or electronic apps. We typically do this work in traditional research models: we have an idea, struggle to find grants, develop our innovations on minimal budgets, and then try to disseminate them with little control over how they are eventually used. Commercialization models such as partnering with companies, and licensing our innovations are becoming more common and may have promise in addressing the limitations of traditional research models (e.g., provide more access to funding, better mechanisms to protect the innovator and the public). Few pediatric psychologists have training in commercialization, however, and struggle with questions such as: Who owns our innovation? Who can disseminate it? How do we ensure that it is being promoted and used in the way it was intended? Do we charge for it? If so, how do we divide proceeds? How do we manage potential conflicts of interest and maintain integrity in research? The answers to these questions can be complicated when we work in partnerships with other professionals, patients, trainees, and institutions. The answers can be even more complicated when we work with companies or attempt to start our own companies. Copyrights, licenses, patents, and contracts are common in commercialization, but even these titles can be daunting for an individual psychologist.

In this workshop, we discuss the similarities and differences in how traditional research and commercialization models get from idea to innovation. We will present a framework for how to assess opportunities and manage them in a pure research, not-for-profit, and for-profit environment. We will identify and discuss practical, legal, and ethical implications of each case, and provide perspectives from psychologists and a trainee who have been involved in commercialization and a legal expert. We will also provide a practical guide to contracts including definitions of common terms, and will talk about potential pitfalls in the commercialization process. We will then facilitate participants' application of this learning by guiding them through an exercise to identify intellectual property considerations in their own work. Participants will have the opportunity to discuss their work in small groups, and may seek consultation from the workshop presenters. Teaching strategies to be used include presentation and case studies, as well as small and large group discussion.

Based on the content of this talk, participants will be able to:

1. Describe the similarities and differences between a commercialization and traditional research model for innovation.
2. Define commonly used terms in innovation and commercialization (e.g., intellectual property, license, contract, nondisclosure agreement, copyright).
3. Discuss the ethical, practical and legal implications of working in a commercialization model.
4. Identify intellectual property considerations in their own work.

Target Learner Level: Introductory

Registration cap: None

Presenters: Jill Chorney, PhD, Chip Sutherland, LLB, Lindsey L. Cohen, PhD, & Melissa Howlett, BSc, PhD

Chip Sutherland is a health and innovation lawyer from Halifax Nova Scotia with over 20 years experience. Mr. Sutherland acted as general counsel for the largest health authority in Nova Scotia and later specialized in commercialization of intellectual property and development of innovation projects. He is currently Director of Innovation at the IWK Health Centre where he oversees the development and commercialization of all innovation based projects. *Dr. Jill Chorney* is a psychologist whose research is in the areas of pain, patient engagement and children's coping with medical procedures. She is working with industry partners to develop interventions and this

work has been funded through grants, her institution and partnerships with private companies. *Melissa Howlett* is a doctoral student in clinical psychology who has worked with Dr. Chorney on an industry-partnered project and will give a trainee perspective. *Dr. Lindsey Cohen* is a psychologist and professor who studies child health psychology and specializes in the assessment and treatment of acute and chronic pain. Dr. Cohen has federally funded research that involves partnerships with private industry and technology institutions to develop products to help children with medical events. He has also consulted with pharmaceutical and medical device companies on product development and evaluation.

COI Statement: Lindsey Cohen has served as a consultant for Tusker Medical and received payment within the past year. Jill Chorney has a royalty agreement with Ad-Dispatch for intellectual property related to an MRI preparation game; to date, she has received no payment from this agreement. The other speakers have no conflicts of interest to declare.

Session Date/Time: Thursday, March 30th, 2017; 1:30-4:30 pm



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