

Help patients by taking innovative ideas to market

Inventing Basics

Sanford Health employees know how to solve problems. If you've ever thought "there has to be a better way," you likely have the spirit of innovation necessary to improve the way we deliver care to patients.

More than 130 individual inventors already have engaged with the innovations team, and they can help you too.

A major benefit of working for Sanford Health is access to resources and people who are knowledgeable and dedicated to working with you. The innovations team supports you in all aspects of the commercialization process: product and market due diligence, protecting intellectual property and licensing. We are dedicated to improving the lives of our patients and we are excited about doing so through innovation.



Bruce Gardner, MD, a radiologist and inventor in Bismarck, N.D., holds a prototype of his Safety Foley Urinary Catheter, which aims to reduce injuries from accidental pulls.

Commercialization Q&A

What is commercialization?

Commercialization, or technology transfer, is the process by which new inventions and other innovations created at Sanford Health are turned into products and commercialized. This is typically done in two ways: through licensing IP to existing companies or creating startup companies.

Why should I be interested in commercialization?

You may:

- Help make the world a better place
- Set yourself apart as a thought leader in your field
- Attract private resources to your research efforts
- Earn royalties via Sanford Health's IP policy



Pat Kelly, MD, (left) a vascular surgeon, discusses an endovascular procedure using his aortic stent graft technology with Jim Black, MD, (center) chief of the Division of Vascular Surgery and Endovascular Therapy at Johns Hopkins University.

Why is Sanford Health interested in commercialization?

Technologies developed at the organization may:

- Benefit patients
- Strengthen its reputation as a global leader in care innovation
- Support the growth and development of the communities that Sanford serves
- Drive revenue generation

What is an invention disclosure?

An invention disclosure is a confidential document for use by Sanford Health's commercialization department, or by external IP counsel, to determine whether to commercialize.

How does Sanford Health evaluate disclosures?

Sanford Health uses many factors to evaluate the marketability of inventions. A marketable invention is one that will satisfy demand in the marketplace. An invention may be patentable but still not marketable. Reasons it may not be marketable include manufacturing feasibility, reimbursement, clinical outcome or cost-to-develop issues, to name a few.

Who owns my invention?

Under Sanford Health's IP-100 policy, the organization owns the intellectual property created by its employees.



Paola Vermeer, PhD, a researcher and inventor in Sioux Falls, S.D., studies the impact of nerves on cancer growth.

What is a license?

Sanford Health will likely need a partner to bring the innovation to market. A license is a common way to grant the rights to the invention to industry or a startup company.

Will Sanford Health allow me to start a company with my technology?

Some technology is too early for industry to take notice. There is, in fact, a program in place designed to start a company with the purpose of commercializing Sanford Health-

owned inventions. If you are interested, please talk with your licensing associate to learn more.

What happens if my invention is licensed?

Your licensing associate will monitor how the license is performing and provide you with regular updates. If royalties are collected, they will be distributed as outlined in the IP-100 policy.

Where can I get more information?

- Contact us at innovations@sanfordhealth.org.
- Learn more at sanfordhealthinnovations.org.
- Read inventor profiles at news.sanfordhealth.org/category/innovations.
- Connect with us socially at [linkedin.com/company/sanfordhealthinnovations](https://www.linkedin.com/company/sanfordhealthinnovations).

Share your idea with the innovations team

- 1.** Send your contact information and a general description of your idea to innovations@sanfordhealth.org.
- 2.** You will be assigned a licensing associate and will receive the Sanford Health intellectual property (IP) policy within one business day.
- 3.** Within two weeks, your licensing associate will provide an analysis of the value proposition, market landscape, the regulatory pathway and a proposed commercialization strategy. A call will then be scheduled to discuss it.
- 4.** We will present your innovation to Sanford Health leadership at a bi-monthly Commercialization Cabinet meeting.
 - 4a.** If the cabinet approves the innovation, then we will begin executing on the commercialization strategy previously discussed.
 - 4b.** If Sanford Health's Commercialization Cabinet chooses not to proceed with your innovation, the rights to the intellectual property will be returned to you.
- 5.** If the innovation is successfully licensed, revenue will be split 50/50 between the inventors and Sanford Health after expenses.

Throughout this process, your engagement is the key for success. You provide a unique, clinical perspective of the innovation (its purpose, function and value) and your participation in the commercialization process is invaluable. Thank you.