

## Innovation Outputs

KU Group	Consumers	Clinicians	Policy Makers	Researchers	Brokers	Manufacturers
<p style="text-align: center;"><b>What to Share with Each KU Group</b></p>	<p>Instrumental Use: Must demonstrate value of product to end users via product packaging and marketing efforts.</p>	<p>Instrumental Use: Must demonstrate value of product to end users (clinician or their clients) via informational literature, conference presentations, and marketing efforts.</p>	<p>Strategic Use: If public funds were used for product development, demonstrate return on investment (ROI).</p>	<p>Conceptual Use: Provide information on path to market, barriers encountered and carriers used to overcome barriers to provide product development insights to other researchers.</p>	<p>Conceptual Use: Demonstrate ROI (financial, university publicity, student training, etc).</p>	<p>Strategic Use: Demonstrate ROI, and identify partnering opportunities with companies producing complementary products.</p>
<p style="text-align: center;"><b>How to Reach Each KU Group</b></p>	<p>Use news media (targeted print, broadcast and internet based forms); product placement in stores; demonstration packages, and trial use of product.</p>	<p>Use sales representatives, product training sessions, news media (print, broadcast and internet based forms); product placement in stores. Offer product demonstrations at conferences and tradeshows. Offer assessment tools that help determine if a product is appropriate for a client, or the ideal configuration, accessories, etc. for product. Provide demonstration packages, and trial use of product.</p>	<p>Use email, phone calls, and web links to news stories regarding the product. Report in formal annual performance report.</p>	<p>Present findings at research oriented conferences (RESNA, etc.). Use research papers, and PowerPoint presentations.</p>	<p>Use formal reports, email, phone calls, and face to face meetings.</p>	<p>Face to face meetings may be most effective. Seek out manufacturers at offices, conferences, and tradeshows.</p>
<p style="text-align: center;"><b>Anticipated Knowledge Translation Outcomes</b></p>	<p>Consumers can use products, leading to a better quality of life (QoL).</p>	<p>Clinicians may use products directly, or recommend products, leading to improved QoL.</p>	<p>Policy Makers can share ROI information with oversight organizations (ex. Office of Management and Budget).</p>	<p>Researchers will gain a greater appreciation and understanding of the Knowledge to Action (KTA) process, leading to an increased likelihood that new research will be conducted using the Need to Knowledge and KTA models.</p>	<p>Brokers can use ROI information to justify future investments in similar projects.</p>	<p>Manufacturers can increase ROI by teaming up with companies selling complementary products.</p>