

Invention Outputs

KU Group	Consumers	Clinicians	Policy Makers	Researchers	Brokers	Manufacturers
What to Share with Each KU Group	Strategic Use: Use business case and focus group/ field test results to develop talking points to demonstrate how prototype could lead to product development and improved quality of life (QoL).	Strategic Use: Use business case and focus group/field test results to demonstrate how prototype could lead to product development and improved QoL.	Strategic Use: Use business case and focus group results to develop talking points that demonstrate how a product based upon the prototype design could lead to improved QoL and cost savings.	Conceptual Use: Disseminate non-proprietary information regarding prototype to stimulate additional R.	Instrumental Use: Develop full commercialization package including information from initial need assessment, valubility assessments, value proposition, focus group/field test results, description of features and specifications, and technical details of prototype.*	Instrumental Use: Develop full commercialization package including information from initial need assessment, valubility assessments, value proposition, focus group/field test results, description of features and specifications, and technical details of prototype.*
How to Reach Each KU Group	Network with consumer advocacy organizations (CIL, Cerebral Palsy Association, AARP, etc.) and ask them to publish an article in their newsletter or have them email their constituents. Present at organizational meetings. Ask the organizations to have a link on their website to your website. Use, fliers, emails, phone calls, and face to face meetings.	Present prototype/ findings at clinician oriented conferences (AOTA, APTA, CSUN, ISS, etc.). Use research papers, power point presentations mailings, and emails.	Presentations communicated to program directors, reply to invitations for comments, or talk with elected officials. Use email, calls, face to face meetings, and power point presentations.	Present findings at research oriented conferences (RESNA, etc.). Use research papers, and power point presentations.	Face to face meetings with University TTO may be most effective. Commercialization package (soft or hard copies), and power point presentation.*	Conduct face to face meetings with individual manufacturers at their home office, or at conferences/tradeshows (Medtrade, ATIA, etc.). Commercialization package (soft or hard copies), PowerPoint presentation, and tailored emails.*
Anticipated Knowledge Translation Outcomes	Consumers can use talking points to contact politicians to advocate for reimbursement of potential devices, or contact manufacturers and distributors to stimulate product demand.*	Clinicians can use talking points to contact politicians to advocate for reimbursement of potential devices, or contact manufacturers and distributors to stimulate product demand.*	Policy makers can use talking points as basis for introducing and supporting legislation to provide reimbursement for potential devices.*	Researchers can use findings as basis for additional research on related topics.*	Brokers can use commercialization package to demonstrate the value of a product to manufacturers, and encourage them to move to production.*	Manufacturers can use a commercialization package to understand the value of a product, thereby encouraging them to move to production.*

*Carefully consider this option, as disclosure may have a negative impact if unprotected IP is disclosed.