



WOMI '17

Workshop on Medical Innovation
University of Iceland
13th - 15th December 2017

INFORMATION FOR ATTENDEES



UNIVERSITY OF ICELAND
FACULTY OF INDUSTRIAL ENGINEERING,
MECHANICAL ENGINEERING AND COMPUTER SCIENCE



WOMI 2017

Workshop on Medical Innovation

University of Iceland

Reykjavik

13th - 15th of December 2017

Organized by:

Faculty of
Industrial Engineering-
Mechanical Engineering
& Computer Science
at the University of Iceland,

-

Institute of Innovation
and Entrepreneurship
at Gothenburg University

-

TIK/Oslo Institute for Research
on the Impact of Science (OSIRIS)
at the University of Oslo



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW



UiO
University of Oslo



UNIVERSITY OF ICELAND



UNIVERSITY OF ICELAND
FACULTY OF INDUSTRIAL ENGINEERING,
MECHANICAL ENGINEERING AND COMPUTER SCIENCE

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01. Introduction to the University of Iceland

The University of Iceland is the largest teaching, research and science institute in Iceland and is ranked among the top 250 universities in the world by Times Higher Education.

The School of Engineering and Natural Sciences employs ca. 360 people in academic positions. The School offers an international working environment, with the number of international employees and students increasing each year. Currently about quarter of all employees and graduate students are international.

There are around 2900 students at the School, divided into six faculties, including approximately 350 MS students and 150 doctoral students.

Research institutes at the School are the Science Institute that divides into the Institute of Earth Sciences and Institute of Physical Sciences, Institute of Life and Environmental Sciences, Engineering Research Institute and the Institute for Sustainability Studies which is an interdisciplinary institute and belongs to the five schools of the University of Iceland.

In the Faculty of Industrial Engineering-, Mechanical Engineering and Computer Sciences are currently 22 academic staff. The faculty has strong international connections and many research projects are carried out in a broad collaboration of scientists and engineers in Iceland and around the world.



02. Programme overview

Date	Time	Activity	Location
13 Dec.	14:00 onwards	Hotel check in - Time to see the sights or simply relax after your journey	Radisson Blu - Hotel Saga.
13 Dec.	19:30	Welcome dinner at Sæta Svínið	Downtown Reykjavik
14 Dec.	09:00 - 17:30	Workshop day 1	Askja - University of Iceland
14 Dec.	19:30	Dinner at Kolabrautin	Harpa
15 Dec.	09:00 - 13:20	Workshop day 2	Askja - University of Iceland
15 Dec.	13:30	Farwell lunch	University Square

Radisson Blu Hotel Saga



Harpa



University Square



Sæta Svínið



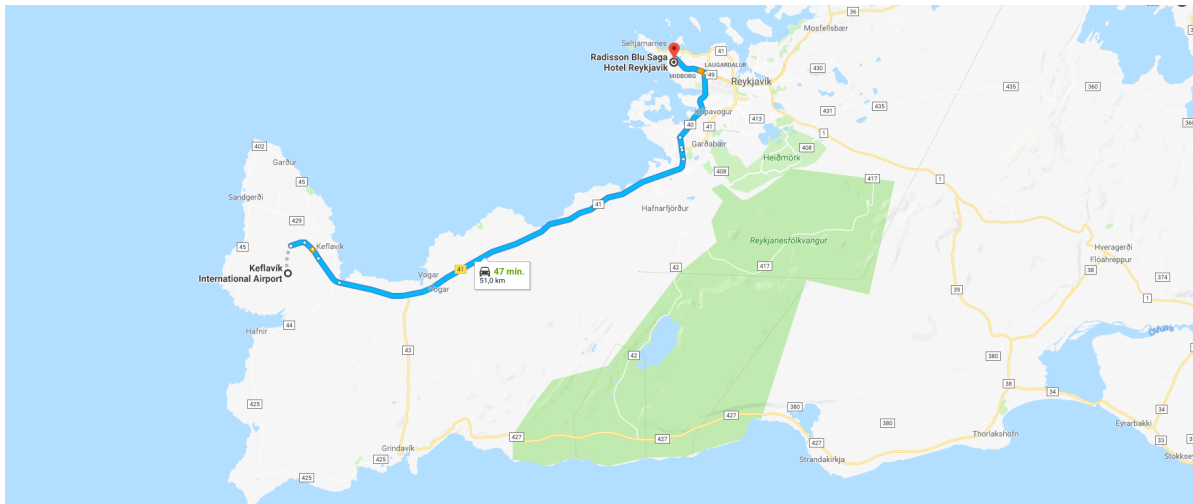
Askja



03. Iceland the island

Since Iceland is an island in the Atlantic Ocean, at the edge of the Arctic Circle, arriving from overseas by air is the quickest way to get to your destination.

The [International Airport](#) is located at the Reykjanes Peninsula and the driving distance from the airport to your hotel is about 51 km (45 - 60 min depending on the way of transport).



How to get to Reykjavik

By Flybus+ (approx. 60 min.)

The Flybus+ service offers frequent transport from the international airport to your hotel. Departures from airport are in connection with all arriving passengers flights and departs 35-40 minutes after each flight arrival. One way ticket from the airport to the hotel costs 3.300 ISK.

[Click here if you want to book a ticket](#)

By Taxi (approx 45 min.)

You can order a Taxi from the airport to the hotel. The price is from 16.000 ISK.

[Click here if you prefer to book a Taxi.](#)

By Rental car

If you prefer to book a rental please [click here](#) .

Please familiarize yourself with road conditions in Iceland before you book a rental.

For information about road condition [click here](#) or call (+354) 1777.

If don't like the weather, just wait five minutes!

[Click here for the weather forecast in the south-west region in Iceland.](#)



04. Accommodation

We have booked accommodation for those that have requested it at:

Radisson Blu Saga Hotel

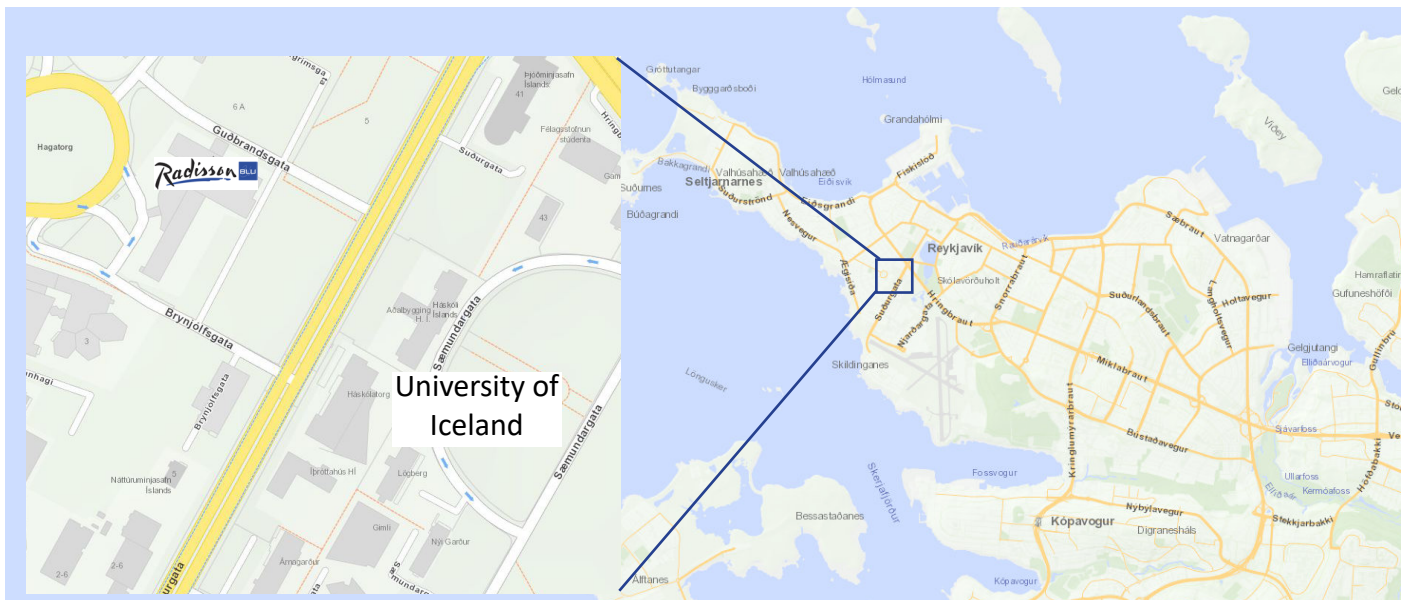
Hagatorg, 107 Reykjavik

+354 525 99 00



Radisson Blu Saga Hotel is located in the heart of Reykjavík's popular west-town district at the edge of the campus of the University of Iceland.

Please mention that your booking has been made by the University of Iceland upon arrival at the hotel.



05. Contact information

**If you have any questions following
your arrival in Reykjavik, please contact:
Rögnvaldur J. Sæmundsson on +354 822 94 91**



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06. Tourist information

Up to date tourist information can be found at: www.visitreykjavik.is

Reykjavík Official Tourist Information Centre for Reykjavík and the capital area is located in Reykjavik City Hall by the north end of the Reykjavik pond (See map below)

07. Welcome dinner

A welcome dinner has been planned for the evening of December 13th and we very much hope you will be able to attend. The reservation is for 19:00 and will be held at:

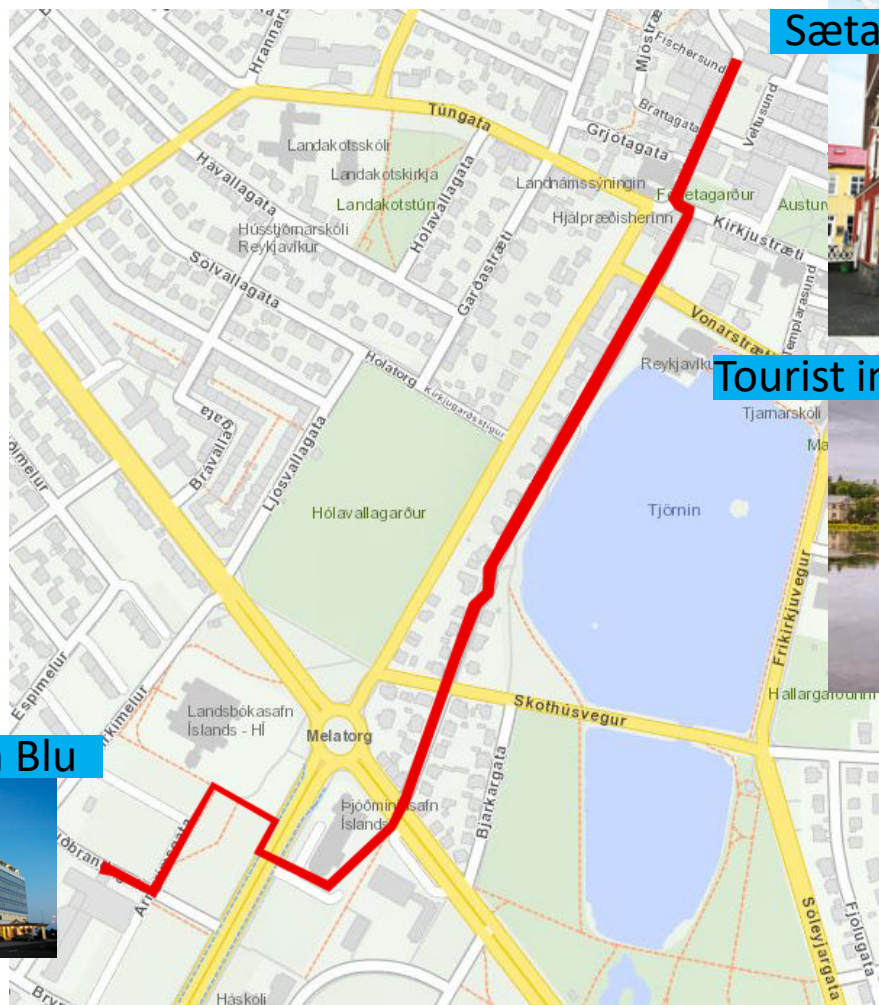
Sæta Svínið - Gastropub

Hafnarstræti 1-3, 101 Reykjavik

Tel: +354 555 29 00



Sæta Svínið is in about 17 minutes walking distance from the hotel, or you may wish to ask the hotel to arrange a taxi for you.



Sæta Svínið



Tourist information



Radisson Blu



UNIVERSITY OF ICELAND

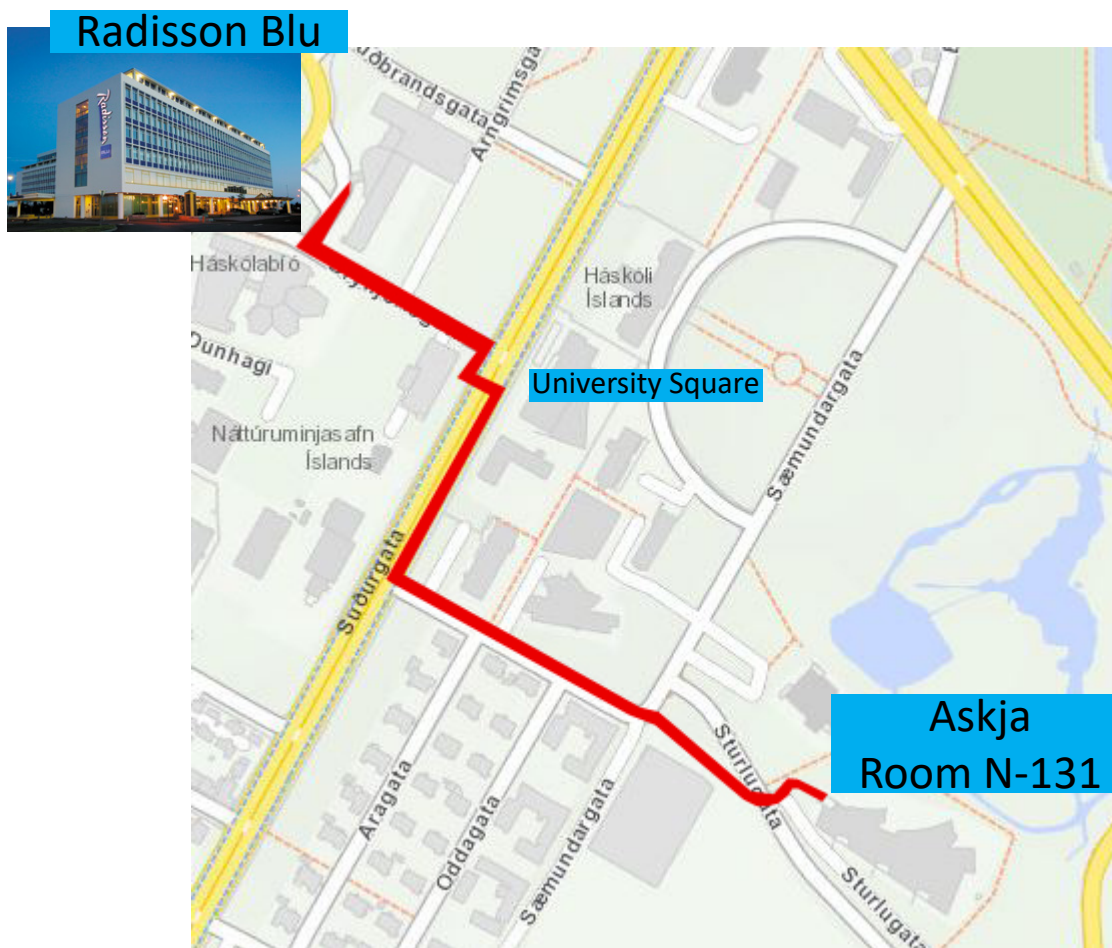
**FACULTY OF INDUSTRIAL ENGINEERING,
MECHANICAL ENGINEERING AND COMPUTER SCIENCE**

08. How to get to WOMI '17 workshop

Since Radisson Blu Saga Hotel is basically in the backyard of the University the venue is easily accessible by foot.

From the hotel to the workshop is only a nine minutes walk.

The workshop will be held in Askja (House of Natural Sciences) at Sturlugata 7. (See map). The workshops are in **Room N-131** on the ground floor in Askja. Lunch during the workshops will be at the University Square (Little Square).



09. Accessing the Internet

Eduroam

The University of Iceland uses eduroam and if your institution also uses eduroam you should be able to connect to the UoI network freely without further authentication. For more information about the eduroam at the University of Iceland please visit the UoI IT services by clicking [HERE](#)



Conference Wifi

For participants that do not have eduroam, a conference wifi will be set up in Askja during the workshops.

Name of WiFi: CONFERENCE
Password: 70937355

The Conference Wifi will only be accessible in Askja during the workshops.





10. Workshop Schedule Day 1 - December 14th - Thursday

09:00 Tea and Coffee on arrival - in front of room N-131

09:20 Welcome remarks: Rögnvaldur Sæmundsson

Session 1: Public policy I

Chair: Maureen McKelvey

09:30-10:10 Evaluation of Policy mixes in practice: What prescriptions for tackling the problem of antimicrobial resistance?

Authors: Josie Coburn, Frédérique Bone, and Michael Hopkins.

Discussant: Magnus Gulbrandsen

10:10-10:50 Investigating processes and contexts for research utilisation in health care and public policy organisations.

Authors: Taran Thune, Maria Karaulova, and Magnus Gulbrandsen.

Discussant: Michael Hopkins

10:50 Tea and Coffee - in front of room N-131

Session 2: Public policy II

Chair: Alfredo Yegros-Yegros

11:20-12:00 Effects of demand heterogeneity and problem decomposability on the organization of health service innovation.

Authors: Sampsa Ruutu, Paul Windrum, Kirsi Hyytinen, Marja Toivonen, Hannamaija Tuovila.

Discussant: Bastian Rake.

12:00-12:40 What type of diagnostics to patients want in the battle against antimicrobial resistance?

Authors: Grace Hampson, David Mott¹ Martin Llewelyn, Jorge Mestre Ferrandiz, and Michael M. Hopkins.

Discussant: Oscar Llopis.

12:40 Lunch - at the University Square (Little Square)





10. Workshop Schedule Day 1 - December 14th - Thursday (Continued)

Session 3: Evolution of knowledge

Chair: Frédérique Bone

13:40-14:20 The importance of incremental innovation. The case of Sub Cutaneous Herceptin® - Trastuzumab.

Authors: Dimitri Gagliardi, Ronnie Ramlogan, Pierluigi Navarra and Cinzia Dello Russo.

Discussant: Finn Valentin.

14:20-15:00 Learning to identify safety risks of medical technologies.

Author: Jarno Hoekman.

Discussant: Jens Laage-Hellman

15:00-15:40 In governance we trust. Governance processes as selection mechanisms in medical research and innovation.

Authors: Maureen McKelvey, Rögnvaldur Sæmundsson, and Olof Zaring.

Discussant: Ellen Moors

15:40 Tea and Coffee - in front of room N-131

16:00-16:30 Universities' knowledge exchange capabilities and the location of R&D investments

Authors: Andrea Mina and Tomas Coates Ulrichsen

Session 4: Education and future of WOMI

Chair: Rögnvaldur Sæmundsson

16:30-17:10 Innovation and entrepreneurship in healthcare - Education.

Facilitator: Finn Valentin

17:10-17:40 WOMI - next steps.

Facilitators: Maureen McKelvey and Taran Thune

19:30 Dinner at Harpa - Kolabrautin





11. Workshop Schedule Day 2 - December 15th - Friday

09:00 Tea and Coffee on arrival - in front of room N-131

Session 5: Pharmaceuticals

Chair: Rögnvaldur Sæmundsson

09:10-09:25 Mark Flynn : Creating a global health impact cluster @UON (via Skype)

09:30-10:10 R&D dynamics in the pharmaceutical industry: an analysis of two decades of scientific outputs.

Authors: Alfredo Yegros-Yegros , Robert J.W. Tijssen, Jos J. Winnink, and Ismael Rafols.

Discussant: Andrea Mina

10:10-10:50 From mass to modular innovation. Towards distributed drug development models.

Authors: Ellen Moors, Jarno Hoekman, Shona Kalkman, Marlous Arentshorst, Wouter Boon, Ghislaine van Thiel.

Discussant: Ronnie Ramlogan

10:50 Tea and Coffee - in front of room N-131

Session 6: Networks

Chair: Taran Thune

11:20-12:00 Exploring Investigator Networks in Clinical Trials.

Authors: Bastian Rake, Pable D'Este, and Maureen McKelvey.

Discussant: Jarno Hoekman

12:00-12:40 Connections matter: the influence of network sparsness, network diversity and tertius iungens orientation on innovation.

Authors: Oscar Llopis, Pablo D'Este, Adrián A. Díaz-Faes.

Discussant: Dimitri Gagliardi

12:40-13:20 Modes of Interaction between University Spin-Offs and Academia following Commercialization.

Authors: Jens Laage-Hellman, Frida Lind, Christina Öberg, and Tommy Shih.

Discussant: Paul Windrum

13:20 Closing remarks: Rögnvaldur Sæmundsson

13:30 Lunch - at the University Square (Main Square)

