



KONICA MINOLTA

## Press Release

# Konica Minolta kicks off 2017 winter edition of MedInnovate Graduate Programme

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**Konica Minolta supports the MedInnovate Graduate Programme offered at Technical University of Munich (TUM). Open for graduate students from multiple disciplines, MedInnovate offers an immersive experience into the clinical environment. The students will dedicate one semester to explore clinical contexts to identify the potential needs for new solutions within the healthcare sector.**

At the kick-off event of the MedInnovate 2017 winter programme, taking place at the campus Garching on October 17, 2017, Konica Minolta will be present as the exclusive industry sponsor. For Konica Minolta, innovation in healthcare requires deep understanding of the needs and demands in the medical setting. With the sponsorship of the MedInnovate programme, Konica Minolta shows its commitment to open ideation formats and supports the training of students in interdisciplinary and design-driven approaches to innovation.

### **What is MedInnovate?**

The MedInnovate Graduate Programme is an interactive and intense workshop offered at the Technical University of Munich (TUM) in collaboration with UnternehmerTUM, the centre for innovation and business creation at TUM. The activities of MedInnovate are inspired by the underlying principles of programmes such as Stanford BioDesign or DesignThinking. The students complete a dedicated process that identifies business opportunities aligned with the needs of stakeholders in medical practice. This outcome-driven process has proven to be successful through a variety of start-ups and innovations generated by both this and similar other programmes.

“During MedInnovate, interdisciplinary student teams not only learn how to efficiently identify unmet clinical needs within the routine workflows within a hospital but also work towards realistic solutions to solve them,” says Dr. Christoph Hennesperger, Co-Founder of MedInnovate. “Students get to know various tools helping them to be successful innovators in medical technology and to apply their knowledge directly in a clinical setting”.

“For Konica Minolta, and in particular for the Digital Healthcare innovation group in Munich, this programme is a great example of how bringing in multiple perspectives can lead to new insights,” says Dr. Stefan Braunewell, Manager Digital Healthcare R&D at Konica Minolta Laboratory Europe in Munich. “We believe that the mixture of interdisciplinary minds, structured innovation methods and immersion into the clinical



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setting are the ideal breeding ground for such valuable ideas. We also see this programme as a testing-bed for novel innovation approaches from our own business”.

### **MedInnovate: where and when?**

The official kick-off for MedInnovate is held on the 17<sup>th</sup> of October 2017. After an initial period, during which the students will become familiar with the concept of design thinking and the healthcare-adapted Biodesign process, they will experience a month of “clinical immersion” after which they will evaluate the needs and the potential solutions.

In January 2018, a phase of prototyping and validation will culminate in a presentation of technological concepts and corresponding business cases at the end of that month.

### **About Konica Minolta Laboratory Europe (KMLE)**

Since its establishment in **1873**, **Konica Minolta** has had a long history of innovation. In 2015, Konica Minolta Laboratory Europe (KMLE) established its headquarters in London, and subsequently opened R&D laboratories in Brno, Czech Republic and in Munich, Germany, with a third one planned for Rome, Italy. KMLE is the hub where innovative solutions in the field of information and communications technology come to life to transform the next generation of platforms and services from Konica Minolta. Leveraging on close collaboration with the Konica Minolta Business Innovation Centre Europe and external research organisations, KMLE takes advantage of the most advanced technologies to support new business opportunities driven by customers’ needs.

The KMLE laboratory in Munich is focused entirely on Digital Healthcare. From Computer Vision to Data Analytics, from preventive apps to workflow automation, Konica Minolta Laboratory Europe explores the landscape of digital healthcare. KMLE closely works together with clinical partners to identify demands and assess solutions – to better utilise information for the benefit to patients, doctors and healthcare providers.

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<https://www.youtube.com/channel/UCkaKi7cfa1806hqchW31BhQ>

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