A change in direction
A pharmacist for 26 years with a PhD in Health Informatics, Bridget Coleman took on a new challenge when she signed up for the KEA (Knowledge Exchange Associate) programme at UCL Advances. Bridget works with the anticoagulation and stroke prevention services at the Whittington Hospital in London, looking at treatments for conditions caused by blood clots.

Bridget’s expertise in patient responses to anticoagulation treatments made her the ideal person to join Helicon Health in June 2013 to work on software, education programmes and consulting services that improve chronic disease management.

Where technology meets medical expertise
Helicon Health is a spin-out from UCL that focuses on web software originally developed by CHIME (Centre for Health Informatics and Multiprofessional Education) at UCL. It is off to a flying start, with Prof David Patterson (Emeritus Professor of Cardiovascular Medicine, Division of Medicine, UCL) and Dr Mark Leaning (Chairman, Helicon Health Ltd, and Visiting Professor, CHIME) winning the ‘UCL Business One to Watch’ award for their work with Helicon Health at the UCL Awards for Enterprise 2014.

Helicon’s collaboration with Bridget let them plug into her knowledge about long-term management of cardiovascular conditions. Since her PhD had explored shared care between practitioners and patients, patient self-care and self-monitoring, she was well-positioned to help Helicon.

“In my PhD, I looked at the educational requirements of patients managing long-term diseases,” Bridget says, “and those of healthcare professionals. The question was: are there better ways to give them information?”

New ways to learn
Together, Bridget and Helicon developed new material from scratch. Balancing this with her role at the Whittington was a real challenge. “I had to hold the fort with two demanding jobs – which was a great chance to hone my prioritisation and time management skills.”

Thanks to Bridget and Helicon’s good understanding of their audience, and their decision to use blended learning, the educational materials were successfully developed. They include one-to-one tuition, access to local mentors to provide skills-based learning, case studies, Q&As, animations and a variety of web-based content.

“Bridget has helped Helicon Health and our online product for long-term condition management in two important ways,” says Dr Mark Leaning. “First, she helped greatly improve our clinical education material and move it to online delivery. Second, she has led the development of a completely new module aimed at patients who self-care. The latter is increasingly important with the huge number of patients who now have one or more long-term conditions, consuming over 70% of NHS costs. We were so pleased with Bridget’s work on the KEA scheme that we have offered her a part-time position.”

Bridget’s new role will be disseminating this material to the public. “In both my roles I’m working towards something that has value,” she says, looking forward to Helicon’s new material being used by a wide range of patients.
About UCL
UCL (University College London) was established in 1826 and is ranked as one of the world’s top-ten universities. The university is a modern, outward-looking institution, with more than 4,000 academic and research staff committed to engaging with the major issues of our times. It has a global reach, with 34% of its students coming from outside the UK, from almost 140 countries.

www.ucl.ac.uk

About UCL Advances
UCL Advances, UCL’s centre for entrepreneurship and business interaction, helps anyone who wants to learn about, start or grow a business. Its primary role is to promote a culture of entrepreneurship on campus and engagement with entrepreneurs and small businesses beyond UCL’s boundaries. It works to support start-ups and small businesses across London by helping them to access the technical and business expertise of UCL’s staff and students through a series of programmes to help support ambitious young companies.

UCL Advances is affiliated with UCL Enterprise, which provides UCL’s structures for engaging with business for commercial and societal benefit.

www.ucl.ac.uk/advances
www.ucl.ac.uk/enterprise

UCL Business
UCL Business PLC (UCLB) is a leading technology transfer company, which supports and commercialises research and innovations arising from UCL, one of the UK’s leading research-led universities. UCLB has a successful track record and strong reputation for identifying and protecting promising new technologies and innovations from UCL academics. It invests directly in development projects to maximise the potential of the research and manages the commercialisation process of technologies from the laboratory to be market ready. UCLB supports UCL’s Grand Challenges of increasing UCL’s positive impact on and contribution to Global Health, Sustainable Cities, Intercultural Interaction and Human Wellbeing.

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www.uclb.com
www.ucl.ac.uk/enterprise

About Business Support
UCL Advances provides direct business support for internal and external organisations through a variety of programmes and activities such as 1–1 advice, problem solving through student consultancy, student internships, mentoring and others.

• We help London-based businesses grow and develop by analysing business needs and connecting them to relevant interventions such as industry mentors;
• Through pairing teams of UCL and LBS students with businesses we deliver short-term consultancy projects addressing specific organisation needs;
• We broker relationships and fund exchanges between new and aspiring entrepreneurs with experienced entrepreneurs in another member state of the European Union;
• Individual angel investors connected to UCL provide seed investment to SMEs engaged with UCL Advances programmes; and
• We offer fully funded SME Internships where UCL students spend eight weeks in a London SME working alongside the director(s) to deliver real results and lasting impact in the host organisation whilst learning about enterprise.

www.ucl.ac.uk/advances/business/support
About Placements
UCL is committed to exchanging the knowledge of its talented graduates and university expertise to businesses via its knowledge transfer placement programmes. The Knowledge Exchange Associate (KEA) is one of these programmes.

The Knowledge Exchange Associate (KEA) programme enables PhD students, either near completion or recently graduated, to act as a conduit for the transfer of knowledge from UCL to a small or medium-sized company that will really benefit from exposure to their specialist knowledge.

Although an employee of UCL, the KEA will work within the company for much of the 9-months-long collaboration. The project will be challenging and central to the needs of the company and its development. Support and training at UCL, London Business School and elsewhere, will be given as required.

www.ucl.ac.uk/advances/support/kea

About Spin-out
UCL Business (UCLB) has a long and successful track record in creating some of the most successful spin-out businesses in key new industries. From discovery disclosure to commercialisation strategy, business plan development, contractual advice and formalisation, and through to incubation support, including the recruitment of management teams and identification of investors, UCLB’s services cover the entire process.

www.uclb.com