Auckland UniServices Ltd
Auckland UniServices Ltd (UniServices) is the largest research and development company in Australasia and a wholly owned company of The University of Auckland.

UniServices manages The University’s intellectual property and is responsible for all research-based consultancy partnerships and commercialisation.

By connecting its clients with The University’s brightest academic minds, UniServices provides commercial organisations the innovative technologies they seek, and governments the national programmes they need. The results can mean huge strides in a company’s international competitive edge, or in a country’s health, education and welfare capability.

UniServices’ open innovation and world-class thinking can change the world.

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Why choose The University of Auckland?

**Mix of clinical and research skills**
The University boasts a large network of experts, including practitioners and clinical trial experts, with access to complementary areas across The School of Public Health, School of Nursing, Business School and the Faculty of Engineering. This provides a range of disciplines from computer scientists, software engineers and vision scientists, to mechanical engineers and biologists.

**Scalable platform**
The platform for testing and evaluating assistive technologies is both scalable for small or global markets and flexible in that it can be deployed across other parts of the health sector.

**Collaboration**
The University’s ability to collaborate within New Zealand, between the health, education, and science and technology sectors, offers an open innovation canvas that leads to great advances.

**Multi-level approach**
With design and data collection systems, the University generates evidence at unique levels leading to internationally acceptable evidence that is independent and unbiased.

**Field trials and innovation test beds**
The University offers extensive access to real health innovation test beds at various levels of age, disease and disability.

**Crucial links to other organisations**
The University has longstanding strong relationships with the health business sector, health service providers, including district health boards and the Ministry of Health, and the tertiary sector.

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The New Zealand Assistive Technology Unit (NZAsTec) enables user testing of innovative equipment solutions for older people and those with long-term conditions.

The market

The global medical devices industry is estimated at NZ$330 billion annually (2008 figures) and is growing at an average of 10% per annum. In recent years, high income and technologically advanced countries have made huge investments in research and development in the life sciences, biotechnology and bio-industry sectors.

In New Zealand, the industry is estimated to produce NZ$500 million in exports and has been identified as the most important for development in the immediate future. NZAsTec will develop market opportunities here and globally by giving companies access to The University of Auckland’s health technologies capabilities where a real world laboratory is used to test new devices ranging from remote monitoring devices to high-tech walkers.

The current market for assisted living technologies is with older people or those with long-term conditions and NZAsTec is focusing on low risk devices and technologies that generally fit into the category of assisted living devices.

The processes

The NZAsTec team uses two complementary processes.

1. Patient acceptance and usability of product
2. Customer profiles
3. Health practitioner acceptance
4. Market segment data
5. Existing research in the market segment

The second assesses each product against a range of performance and success indicators (below) to ensure the project meets its objectives.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Key question to answer</th>
<th>Areas of investigation</th>
<th>Research by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial</td>
<td>How much does it cost to use this technology in comparison to the costs of the current standard of care?</td>
<td>Cost of health IT product, cost of implementation (IT, training, additional staff resources)</td>
<td>New Zealand University of Auckland Business School (UABS)</td>
</tr>
<tr>
<td>Customer</td>
<td>How does the user feel about the technology and what impact does it have on them?</td>
<td>Satisfaction with product (consumer, family, primary care team, specialist services), degree to which consumer is empowered, locus of control, self-efficacy (pre/post), relationship with health care teams (both primary and secondary care), quality of care</td>
<td>School of Nursing, School of Medicine</td>
</tr>
<tr>
<td>Business and Fosters</td>
<td>What are the barriers to adoption and integration?</td>
<td>Supports for regulatory restrictions in implementing the products, identify the success factors necessary for integration of the system into existing IT systems, identify the changes in terms of training, practices and technology required to successfully implement products</td>
<td>National Institute for Health Innovation (NIHI)</td>
</tr>
<tr>
<td>Innovation and Learning</td>
<td>How can the product be improved from an R&amp;D perspective?</td>
<td>Validation of health IT products into clinical pathways, speech enhancement for medical devices, falls mosaic study, quality of care in elderly, validity of medical health and sciences</td>
<td>Faculty of Engineering, Faculty of Medical Health and Sciences</td>
</tr>
</tbody>
</table>

Why did Korea choose New Zealand?

- A microcosm of larger Western societies
- The New Zealand business environment is considered one of the most ethical in the world
- High quality, integrated cost-effective care systems
- Advanced use of computerised health IT systems by international standards
- Cutting edge technology
- Location
- Mature and collaborative software industry
- Price-competitive
- High integrity

Putting the process into action

NZAsTec is using those processes to test a range of assistive equipment developed by Korean companies. New Zealand, as a microcosm of larger Western markets, is an ideal testing ground for expansion into larger markets.

Walker with high tech auto brake system

Managing incontinence among children and older people

Sophisticated medicine reminder unit

A real-time portable ECG monitor that allows health practitioners to access ECG readings remotely