

# Interface - The knowledge connection for business

## Case Study

### DanMedical Ltd

## Licence Agreement

## 2007

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### Finds electrocardiology expertise for medical equipment developer

Having signed a licensing agreement with the Faculty of Medicine at the University of Glasgow, DanMedical Ltd has been able to bring a product to market that uses cutting edge diagnostic software developed by senior academics. This successful collaboration was facilitated by Interface – The knowledge connection for business, in partnership with HI Links.

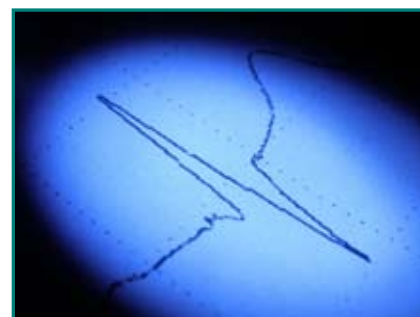
A computer based medical equipment developer based in Inverness, DanMedical was referred to Interface by HI Links. HI Links is funded by the Scottish Government, Highlands and Islands Enterprise and the UHI Millennium Institute and encourages small businesses based in the Highlands and Islands to collaborate with academics. Looking to enhance and develop a new product that offers significant benefits to healthcare professionals in busy patient environments, from GP surgeries to hospitals, Ian Drysdale, Managing Director of DanMedical, was keen to establish what expertise a university or research institute could offer in terms of a partnership.

Ian explains "We knew we had a product that would prove highly valuable to the healthcare market,

but there was a final element we had to work on to get it to the stage of development required. We knew what we were looking for, but we simply didn't have the resources in-house to finish the job. When I heard about HI Links and, subsequently, Interface, I was keen to find out if the interpretation technology we were seeking was hiding behind university doors."

Once the enquiry was lodged, Interface explored areas of research and development across universities and research institutes throughout Scotland, and it was established that the Electrocardiology Group, Division of Cardiovascular and Medical Sciences at the University of Glasgow, could offer the necessary technology and expertise. Working with the Technology Transfer Office within the Research and Enterprise Unit, DanMedical has now signed a three-year licensing agreement with the University of Glasgow, with whom they will work in order to integrate the electrocardiogram (ECG) interpretative software into their product package.

Professor Peter Macfarlane, based at Glasgow Royal Infirmary, commented "We're always pleased to see the fruits of our research



For more information on DanMedical please visit [www.danmedical.com](http://www.danmedical.com)

*"It's been fantastic. As a result of our link with the University of Glasgow we have tapped into research that has proved truly invaluable."*

Ian Drysdale, Managing Director, DanMedical Ltd.

*In Partnership with:*



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used in a practical environment and the equipment developed by DanMedical is able to capitalise on the diagnostic know-how developed in our hospital lab over many years. Commercialising our research really adds value to what we are doing at the University of Glasgow and we are delighted that a Scottish based company has been able to benefit.”

Brian McGeough, Business Development Manager at the University's Research and

Enterprise Unit comments “The introduction to DanMedical, brokered by Interface, has been a useful addition to our out licensing activities. We hope to further capitalise on the strong links we're building with the Interface team.”

Ian Drysdale concludes “I would highly recommend other companies look into how collaborating with a university can move their business forward. There is such a wealth of expertise and specialist knowledge available in Scotland that it can

be daunting to explore it, so it's great that there is an organisation like Interface that can make the process of discovery so much simpler. In isolation, there is no way we could ever have access to the wealth of experience that we have now tapped into at the University of Glasgow – working with them really has made all the difference to our business.”



## About Interface - The knowledge connection for business

There is a wealth of world-class technology, skills and research facilities available within Scotland's universities and research institutes.

With established links to thousands of world-class leading experts, Interface finds and introduces companies to the perfect academic partner.

Interface overcomes the challenge facing companies in understanding what is available or who to contact

in academia, for R&D or expertise capabilities by matching relevant expertise to specific business requirements.

**Collaborating with academic partners brings significant business benefits:**

- Develop innovative new products, services and processes
- Improve performance using technological advances
- Increase competitive advantage in key markets

- Enhance profitability in existing and new markets

Many companies don't know that innovative solutions to help their business grow can be developed with academic assistance.

Interface is here to help make the right connections for businesses.

For further information please contact:  
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