



# Mastering the identification of unmet needs

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Webinar #2



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- 01** Why InnoBuyer?
- 02** Our experience
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## Why InnoBuyer?

Support to refine  
the need - to  
motivate suppliers

Help in the  
identification of  
the best supplier

Financial support  
for co-creation

Low bureaucracy  
process

Maximize chances  
of adoption if co-  
creation is  
successful



ticbiomed

**+10 years experience in helping organizations to identify challenges and co-create solutions.**

- Ticbiomed +10 years experience in helping healthcare providers to identify their innovation challenges, in accordance with their global strategy. The goal is that the offer would get adapted to their needs. We support the leadership of innovative healthcare professionals and encourage open innovation from the demand-side.
- Responsible for Action #1 implementation in InnoBuyer

# 8 CLUES FOR NEED IDENTIFICATION



## #1 Need vs solution

### ‘I need to hang a painting’ vs ‘I need a drill’

1. A need is something **stable** in time. Solutions evolve.
2. It can have **several possible solutions**. Do not focus on how to solve the problem.
3. Its description **cannot include the technology** that could solve it.



1. A need is something stable that will last medium/long term. Technologies are ephemeral.
2. A need can have several possible solutions. Do not focus on how to solve the problem. Put your energies into how to describe the problem so it is motivating to take action.
3. The need description cannot include the technology that can solve it. Eg. We want to develop an app for ...

## #2 Start with pain points

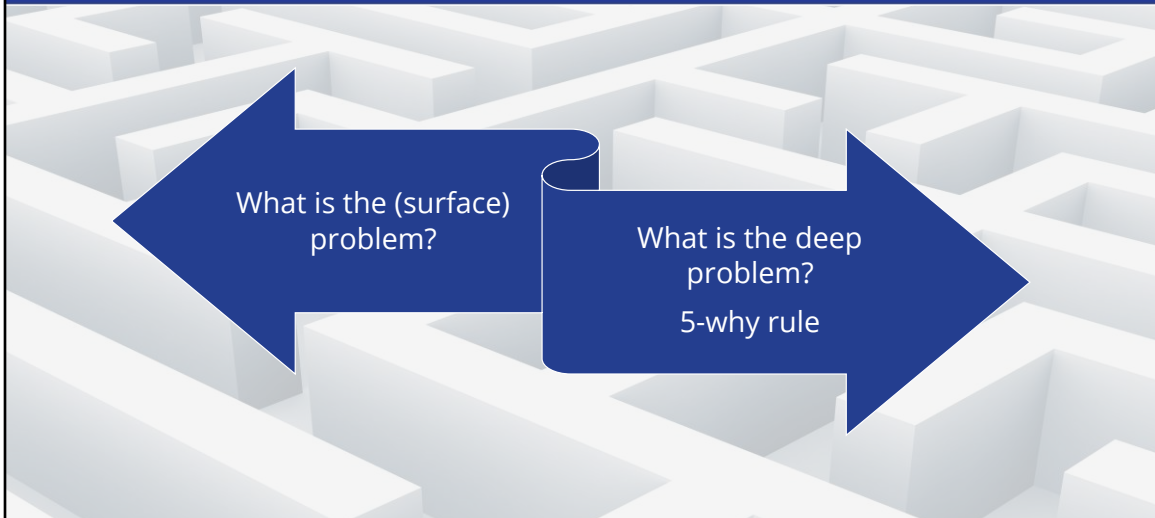


What causes pain, frustration or the feeling of wasting your time?

When was the last time you thought: there has to be a better way to do this (!)



### #3 What is the root cause



More information on the 5 why rule in Google, GPT or [5 Whys - Getting to the Root of a Problem Quickly \(mindtools.com\)](#)



## #4 Look for impactful needs



There are millions of needs. Make sure yours is worth the effort.



The more impact/ value/ savings, the more chances.



Get feedback from colleagues.

## #5 Make sure it fits into InnoBuyer framework conditions

Do not ask for solving climate change.  
Too expensive, too long.

You may not be an expert on costs of solutions, but you can check examples [eg from [inDemand](#)]

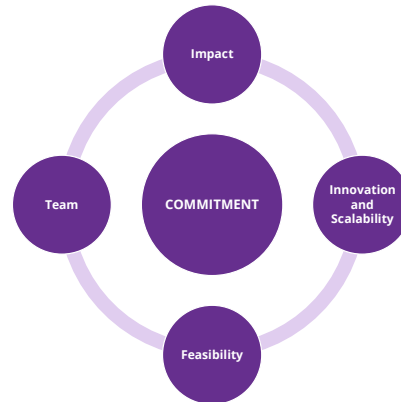
Onion approach: state the 'must-haves' & the 'nice to have's'

1. Do not ask for solving climate change. Too expensive, and too long. We have 58,5k€ for the supplier and 10 months for co-creation. Building the solution has to fit into this.
2. You may not be an expert on costs, but you can check inDemand stories [link] for references.
3. Also you can go for an onion approach, state the must-have and the nice to have

## #6 Get commitment

### The higher in hierarchy, the better

- No commitment now, no adoption later.
- It takes more time, but you will go further.
- If you do not get the support you expect, perhaps it is not a priority.



- Whoever has decision power on the piloting and/or the adoption of the solution has to be at least informed if not directly engaged in the proposal.
- It takes more time but you will get further. Eg. IT department, Management, Procurement or Legal.
- Aim for commitment. You can always get watered-down interest or support. But you already have the 'no'.
- We know how hard it is to get any paper sign. That is why we ask for it. It is a filter.
- If you do not get the support you expect, maybe

'*your baby is ugly*' and nobody wants to say it to  
your face

## #7 It is not about the money, it is about the learning

**Money is nice, but know-how is even better.**

- Trigger a systemic approach to **demand-driven co-creation**.
- Learn how to **maximize chances of impactful innovation**.
- Ultimate goal: nurture an **innovation-friendly culture**.

*Culture eats strategy for breakfast*



- Money is nice, but know-how is even better.
- Your innoBuyer pilot will NOT change your organization.
- You will get added-value services like what to do to maximize chances of impactful innovation. That is, to survive the 'valley of death' of pilots.
- So thanks to your participation in innoBuyer, your organization may trigger a systemic approach to demand-driven co-creation that can be replicated over time.
- At the end of the day is creating an innovation-friendly culture in your organization.

- Culture eats strategy for breakfast.

## #8 Just do it



- You have nothing to lose.
- If not awarded, there will be more opportunities.
- Putting the problem on the table has a value in itself.

## To sum up

- 01** Need vs solution.
- 02** Start with pain points.
- 03** What is the root cause.
- 04** Look for impactful needs.
- 05** Make sure it fits into InnoBuyer framework conditions.
- 06** Get commitment.
- 07** It is not about the money, it is about the learning.
- 08** Just do it!



**PROPOSAL  
TEMPLATE**



# InnoBuyer Proposal Template



|                                      |   |                                   |   |
|--------------------------------------|---|-----------------------------------|---|
| <b>TITLE</b>                         | Catchy, straight to the point   | <b>ACRONYM</b>                    | Shortcut easy to remember   |
| <b>SUMMARY</b>                       | Outline main problem and why finding a solution is essential. Make it easy for evaluators!  | <b>NEED DESCRIPTION</b>           | Give context: describe your organisation and what it does. Explain the problem and what is the situation currently  |
| <b>IMPACT</b>                        | Explain the magnitude of the problem, the urgency and benefits of getting it solved. Detail targets and KPIs to measure during the process.   | <b>COMMITMENT</b>                 | Prove that you will do your best to devote time and passion to the co-creation. Prove that your organisation thinks this a challenge worthy to be adopted |
| <b>TEAM</b>                          | Show you have the skills to deliver a solution.   | <b>FEASIBILITY</b>                | Show that you have realistically defined the problem and that the scope is not too broad.   |
| <b>INNOVATION &amp; SCALABILITY</b>  | Do your research, is this something already in the market? Do not waste your bullets. Prove that the solution could be scaled up internally and externally - a bigger business opportunity for suppliers! |                                   |   |
| <b>ANNEX A LETTERS OF COMMITMENT</b> | Bring top management to sign what you explain in the commitment section.  | <b>ANNEX B LETTERS OF SUPPORT</b> | Show that there is interest on this challenge for this solution somewhere else!   |

\*\*\*Annex B is optional

# A PRACTICAL EXAMPLE

A regional healthcare provider in Spain aiming to improve digital patient-doctor communication for epilepsy management



**EPICO - Digital patient-doctor communication channel for epilepsy management**



OBJECTIVE

IMPACT

TEAM



Improve the perceived quality of life of epileptic patients by facilitating a **more convenient communication** with their healthcare professionals while **empowering** them to better manage their disease.

## EPICO - *Digital patient-doctor communication channel for epilepsy management*



OBJECTIVE

IMPACT

TEAM



### WITHIN THE ORGANIZATION

- 9 neurology services
- Around 50 neurologists excluding residents
- Potential users estimated in 8,700 patients

### EXPECTED BENEFITS BROUGHT BY THE SOLUTION AND TARGETS

- **Increase in the quality of life** using the QUOLIE-10 indicator. Increase of an average of 2.5 points per month of usage, during the total intervention period.
- **Reduction in number of epileptic crisis in patients.** Equivalent part of 20% in a whole year, based on intervention duration.
- **Reduction in the number of physical visits of patients.** A) To the doctor office: at least in a 15% for the medium of the group of patients involved and B) To the emergency room: at least in a 20%

## EPICO - *Digital patient-doctor communication channel for epilepsy management*



OBJECTIVE

IMPACT

TEAM



### MULTIDISCIPLINARY TEAM:

- 2 neurologists and 4 nurses
- 1 developer from the IT department
- 1 innovation manager to coordinate the process
- 60 patients for solution testing

\*\*\*Annex B is optional



Submit here [www.f6s.com/innobuyer-call-for-challengers/apply](http://www.f6s.com/innobuyer-call-for-challengers/apply)








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