



**Boston
Children's
Hospital**

Until every child is well™

Technology & Innovation
Development Office

Examples of software licensing in health care

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Buy vs Build

- Significant value of software derives from use – promote adoption!
- What is valuable in the asset?
 - Patent protection?
 - Uniqueness?
 - Complexity?
 - Ease of use?
 - Demonstrated value?



Business Terms

- EULA or commercial license
- Financial considerations
 - How to charge?
 - What is royalty based on?
 - What is the business model of the licensee?
 - Trackable? Reportable? Auditable?



Case studies

1. Cardiac reference dataset
2. Public health website engine
3. Communications and social skills development apps and contents
4. Education content website access



Example 1: Z-score dataset – pediatric cardiac echo measurement data

- What is “normal” heart size in children?
- Value: Unique dataset, hard to replicate, “gold standard”.
- Non-exclusive licensing program of EULA and commercial licenses.
 - Flexible royalty structure: per copy, annual flat fee, % sales.
- Since 2000, 15 versions, >75 licenses.
- We learned a lot on how to handle data licensing.

J Appl Physiol 99: 445–457, 2005.

First published November 19, 2004; doi:10.1152/jappphysiol.01144.2004.

Theoretical and empirical derivation of cardiovascular allometric relationships in children

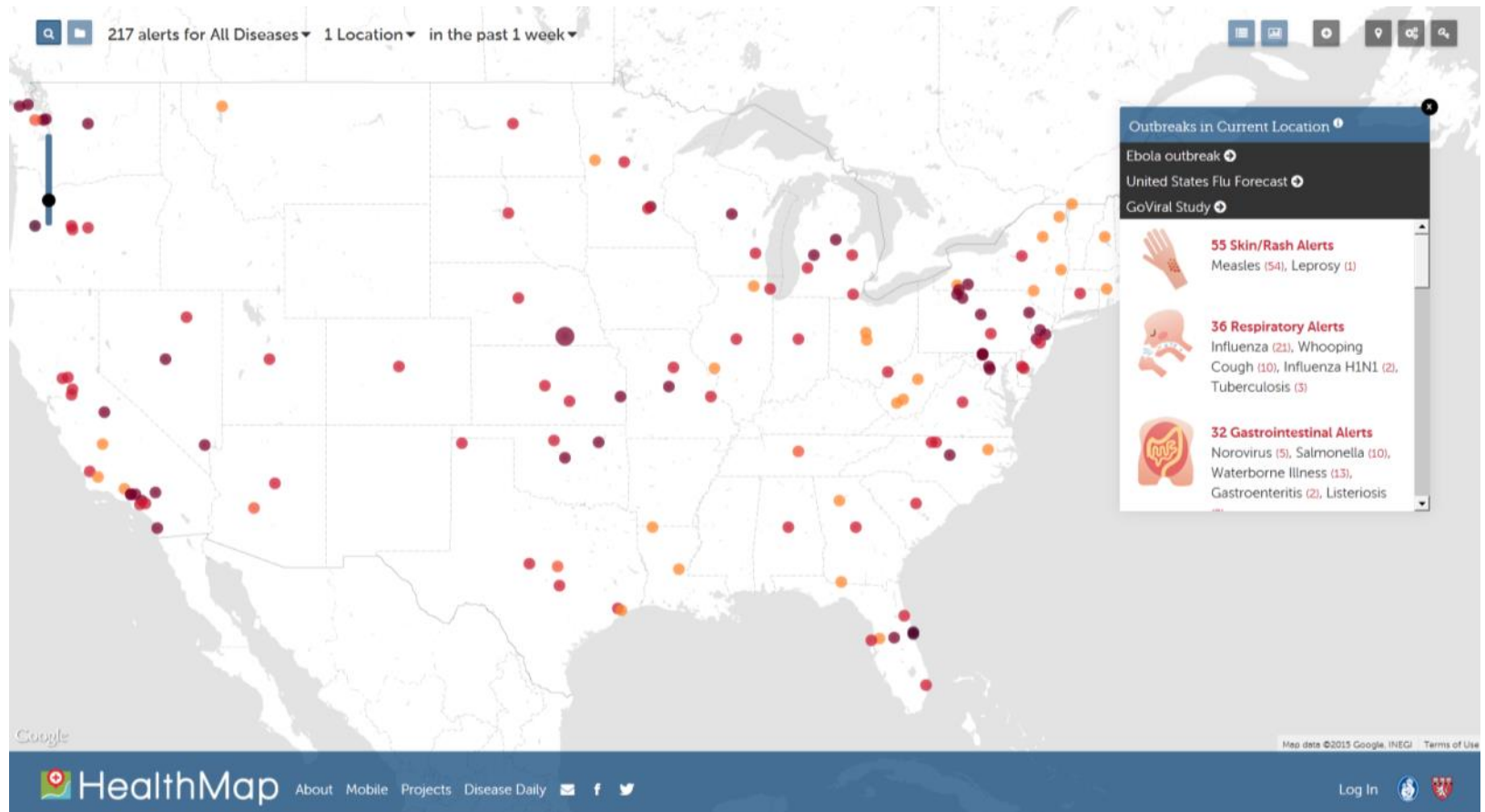
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Example 2: HealthMap analyzes internet information sources for patterns of emerging diseases



HealthMap is free. What then is the commercial play?

- Value: proprietary algorithms and know-how in data processing and data extraction to identify patterns and trends
- What is the product?
- What is the market?
- Who are the customers?
- What is the pricing?
- What is the business model?
- What is the path to market?
- How is HealthMap different from other information aggregators?
- *We were able to test these ideas with early industry adopters.*



Besides health care, what other uses can this technology be applied to? Who cares about patterns and trends?

- Risk and Safety
 - Consumer products
 - Law enforcement
 - Corporate travel
 - Insurance
- Marketing
- Supply chain management
- Customer behavior, asset flow, customer relationship management, and more



IP license agreement with Epidemico

- Epidemico is a business intelligence company

Code Modules

Data Acquisition

Statistical Content Extractor

Dictionary Lookup

Bayesian Filtering

Document Clustering

Content Curation

Entity Tagger UI

Geocoding UI widget

Edit-in-place UI widget

HTML Forms

HTML5 online/offline data collection

Basic data extraction

Web services for data extraction

Twitter acquisition



Example 3: Communications learning tools for children with autism and other learning challenges

Complex product roadmap integrating company and BCH codes

	Product	Licensed Technologies	Exclusive License Structure
Company	AutisMate	None	None
	AutisMate VIP	SymbolTalk Approaches, ALP Graphics	Royalty % on net sales of incremental value of AutisMate VIP over AutisMate
BCH	SymbolTalk	SymbolTalk	Royalty % on net sales
	PuddingStone	PuddingStone (includes ALP graphics)	Royalty % on net sales of web app; Royalty % on net sales of mobile app
	Language Arts Platform	TLC, Imitation Videos, ALP Graphics	Royalty % on net sales based on the value of licensed technologies
	VIP and Technology Training	None	Part of consultation agreement
TBD	ALP Graphics Sub-license	ALP Graphics	TBD
	Derivative Works	TBD	TBD
	Future Licenses	TBD	TBD
	Future Developments	None	Part of consultation agreement



Communications learning tools

- Value: PI is KOL, existing code, content, and clinical expertise
- Product roadmap complex – product and IP usage tracking issues
- License with royalty based on % total company revenue



Example 4: Thermia.io – website providing education information on fevers

- Free website
- User inputs certain information and Website provides feedback

THERMIA Simplifying Fevers App Dosing Calculator

When should I worry about a fever?
What can I do to feel better?
Does my child need to see a doctor?

Thermia provides educational information regarding these questions.

Answer questions to receive information on causes behind symptoms, signs of serious illness, and home remedies.

To get started, enter the age of the person who isn't feeling well:

Enter Age Months ▾

Next



Thermia.io – website providing education information on fevers

- Interest from wearable/thermometer companies to provide education content on company devices/apps.
- Non-exclusive license program for API access with royalties on usage as tracked by the system.



Early adopters are important to demonstrate the proposed value of asset

- Identify internal “customers”
- Better if there are external customers, and better yet if there is revenue
- Experiment with revenue models and willingness to pay



Think beyond licensing software applications or systems

- Valuable assets may include database structure, data, algorithm engines, API access, copyright content, etc.
- Structure deals with flexibility and creativity to ease adoption – value of software is in its use!

