

Open Innovation in Consumer Healthcare

GlaxoSmithKline

Situation

GlaxoSmithKline (GSK) is a global consumer healthcare and pharmaceutical business which has the challenging and inspiring mission: to improve the quality of human life by enabling people to **do more, feel better and live longer**.

GSK Consumer Healthcare has been a member of the H-I Network with the objective of gaining greater depth and understanding of corporate collaborations and identifying new business opportunities. This objective has fitted with the GSK corporate objective and drive to be more open to meet the ongoing challenges of consumer and technology innovation.

Objectives

The key objectives of the GSK Open Innovation Tailored Programme were to:

- identify high level collaboration opportunities between leading organisations
- share and discuss the GSK Consumer Healthcare 'Wants' for innovation in their health products
- explore common themes of human behaviour, special materials, devices and financial incentives

Approach

H-I Network used its Open Innovation experience and extensive network of contacts to create a tailored programme.



Participants from AXA PPP, BUPA, ITCM, Premier Foods, QinetiQ, RBS, SEEDA and NESTA

The programme stages included:

- Detailed discussion on the objectives and capabilities at GSK Consumer Healthcare
- Reviewed and grouped the H-I Network members and contact 'Wants' and complimentary capabilities
- Interviews and invitations to executives from agreed organisations
- Structured workshop at the GSK Head Office in Brentford
- Facilitated workshop with key findings captured
- Development of feedback to the participants to take forward bilateral and joint opportunities

Results

The programme achieved the objectives and received very good feedback scores.

"By building these relationships our 'wants' in the areas of pain relief, dental care and smoking cessation are becoming more widely known, and breakthrough ideas are more likely to come through in the future."

Shafik Saba responsible for Consumer Healthcare Innovation at GSK quoted in the SEEDA Enterprise Hub Magazine in the summer of 2008 featuring the H-I Network and corporate collaborations.



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