

## Discovery Outputs

KU Group	Consumers	Clinicians	Policy Makers	Researchers	Brokers	Manufacturers
<p style="text-align: center;"><b>What to Share with Each KU Group</b></p>	<p>Strategic Use: Use initial needs assessment paired with research findings to develop talking points that demonstrate how knowledge (K) could lead to product development and improved Quality of Life (QoL)</p>	<p>Strategic Use: Use initial needs assessment paired with research findings to develop talking points that demonstrate how K could lead to product development and improved QoL.</p>	<p>Strategic Use: Use initial needs assessment paired with research findings to develop talking points that demonstrate how K could lead to cost savings and improved QoL.</p>	<p>Conceptual Use: Disseminate non-proprietary K to stimulate additional research (R).</p>	<p>Instrumental Use: Use needs assessment, valuability assessments and value proposition to demonstrate value of K. Develop preliminary commercialization package to promote benefits (financial and otherwise) to brokers and their clients.</p>	<p>Instrumental Use: Use needs assessment, valuability assessments and value proposition to demonstrate value of K. Develop preliminary commercialization package to promote benefits (financial and otherwise) to manufacturers.</p>
<p style="text-align: center;"><b>How to Reach Each KU Group</b></p>	<p>Network with consumer advocacy organizations (CIL, Cerebral Palsy Association, AARP, etc.) and ask them to publish an article in their newsletter or have them email their constituents. Present at organizational meetings. Ask the organizations to have a link on their website to your website. Use fliers, emails, phone calls and face to face meetings.</p>	<p>Present findings at clinician oriented conferences (AOTA, APTA, CSUN, ISS, etc.). Use research papers, power point presentations, mailings, emails, presentations at conferences.</p>	<p>Presentations communicated to program directors, reply to invitations for comments or talk with elected officials. Use email, calls, face to face meetings, power point presentations.</p>	<p>Present findings at research oriented conferences (RESNA, etc.); publish in clinical and in AT research journals. Use research papers and power point presentations.</p>	<p>Face to face meetings with University TTO may be most effective. Utilize their invention disclosure processes. Develop a preliminary commercialization package (soft or hard copies) and use power point presentations.</p>	<p>Conduct face to face meetings with individual manufacturers at their home office, or at conferences/tradeshows (Medtrade, ATIA, etc.). Develop preliminary commercialization package (soft or hard copies) and use power point presentations and tailored emails.</p>
<p style="text-align: center;"><b>Anticipated Knowledge Translation Outcomes</b></p>	<p>Consumers can use talking points to contact politicians to advocate for reimbursement of potential devices, or contact manufacturers and distributors to stimulate product demand.*</p>	<p>Clinicians can use talking points to contact politicians to advocate for reimbursement of potential devices, or contact manufacturers and distributors to stimulate product demand.*</p>	<p>Policy makers can use talking points as a basis for introducing and supporting legislation to provide reimbursement for potential devices.*</p>	<p>Researchers can use findings as a basis for additional research on related topics.*</p>	<p>Brokers can use preliminary commercialization package to stimulate discussions between manufacturers and researchers pertaining to application of research findings.*</p>	<p>Manufacturers can use preliminary commercialization package to engage in discussions with brokers and researchers pertaining to application of research findings.*</p>

\*Carefully consider this option, as disclosure may have a negative impact if unprotected IP is disclosed.