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Empathy at the Edge

Lessons from embedding empathy as a core skill in entrepreneurship

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Funded By:



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Human
Capital
Initiative



Galway in 1980's

digital

“It was like a university of work,” Una Murray

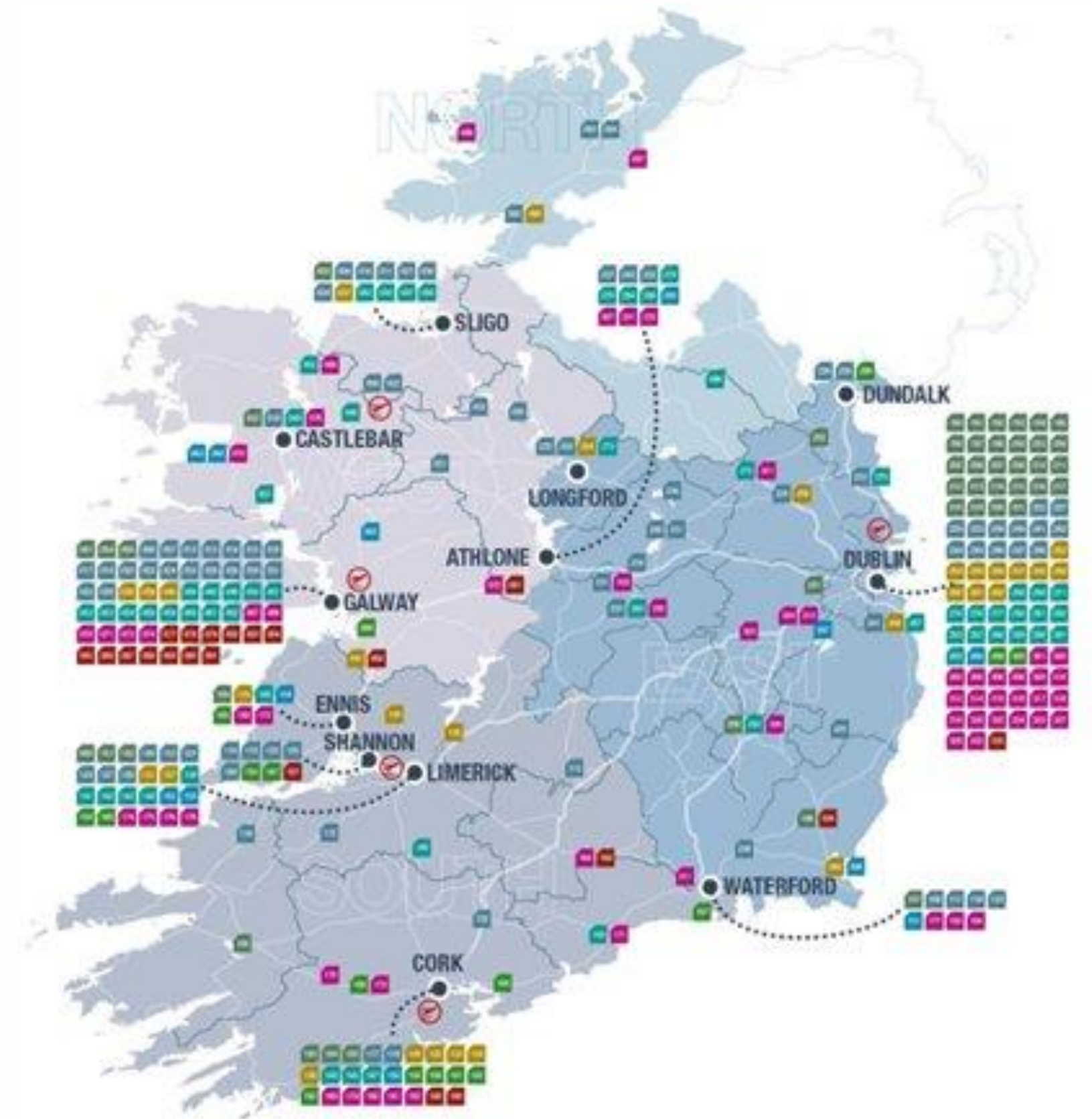


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Galway Today

- 38,000 employed nationally, 2nd largest employer in the EU (per capita) - Galway has over 50% of total
- 5th in the world for medical patents (per capita)

<https://www.ibec.ie/connect-and-learn/industries/life-sciences-and-healthcare/irish-medtech-association/ima-and-bpci-budget-submission-2023>



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The Galway Advantage




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BIOINNOVATE IRELAND
NEEDS DRIVEN OPPORTUNITY


cúram
SFI Centre for Research in Medical Devices


 **IDA**
IRELAND


 **Enterprise**
Ireland


148
Fellows trained in
the process of
Medtech innovation
over **12** years

 **40+**
Technologies
€18.5m
commercialisation
funding

 **23**
HPSU's

 **33**
BioInnovate startups
raised over
€312m
to date


3,000+
Unmet/Under-met
Clinical Needs
identified


371
Patents


8,100+
Patients treated


150+
Hospitals accessed
internationally in
more than
20
clinical areas


1 in 4
BioInnovate Alumni
are Female Founders

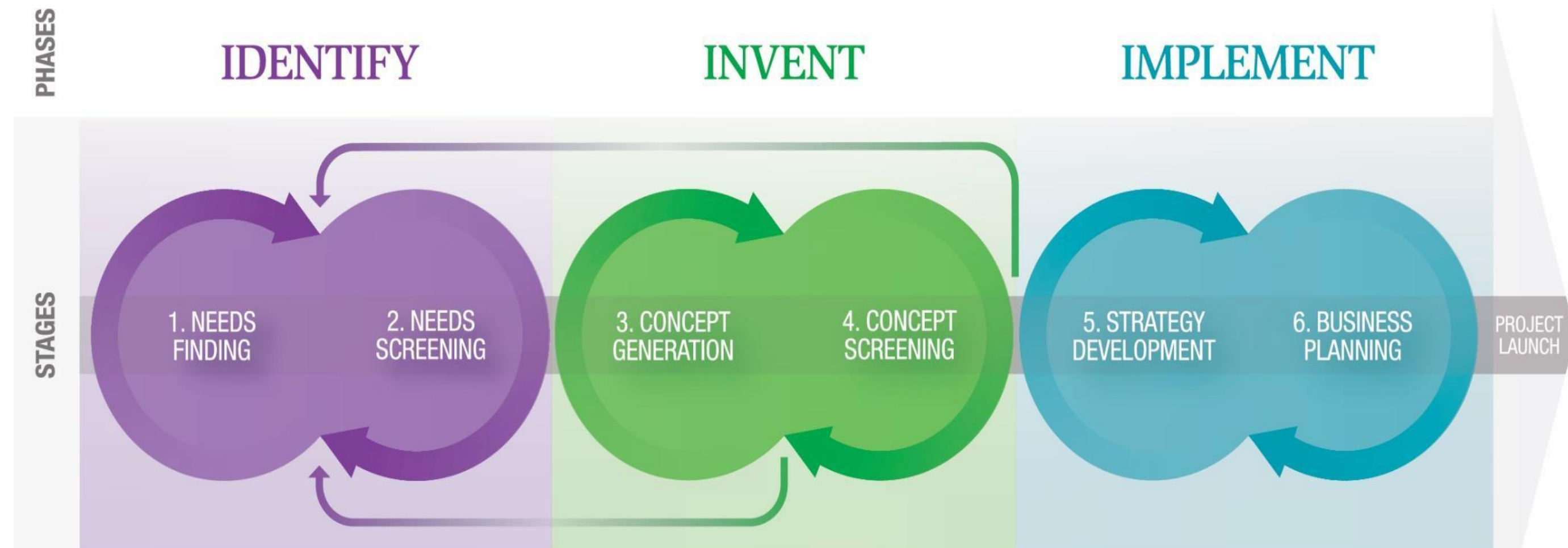

1 in 8
Irish MedTech
start-ups are
BioInnovate spinouts

IRELAND
BIOINNOVATE

NEEDS DRIVEN OPPORTUNITY



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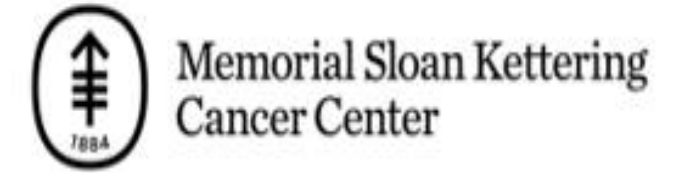
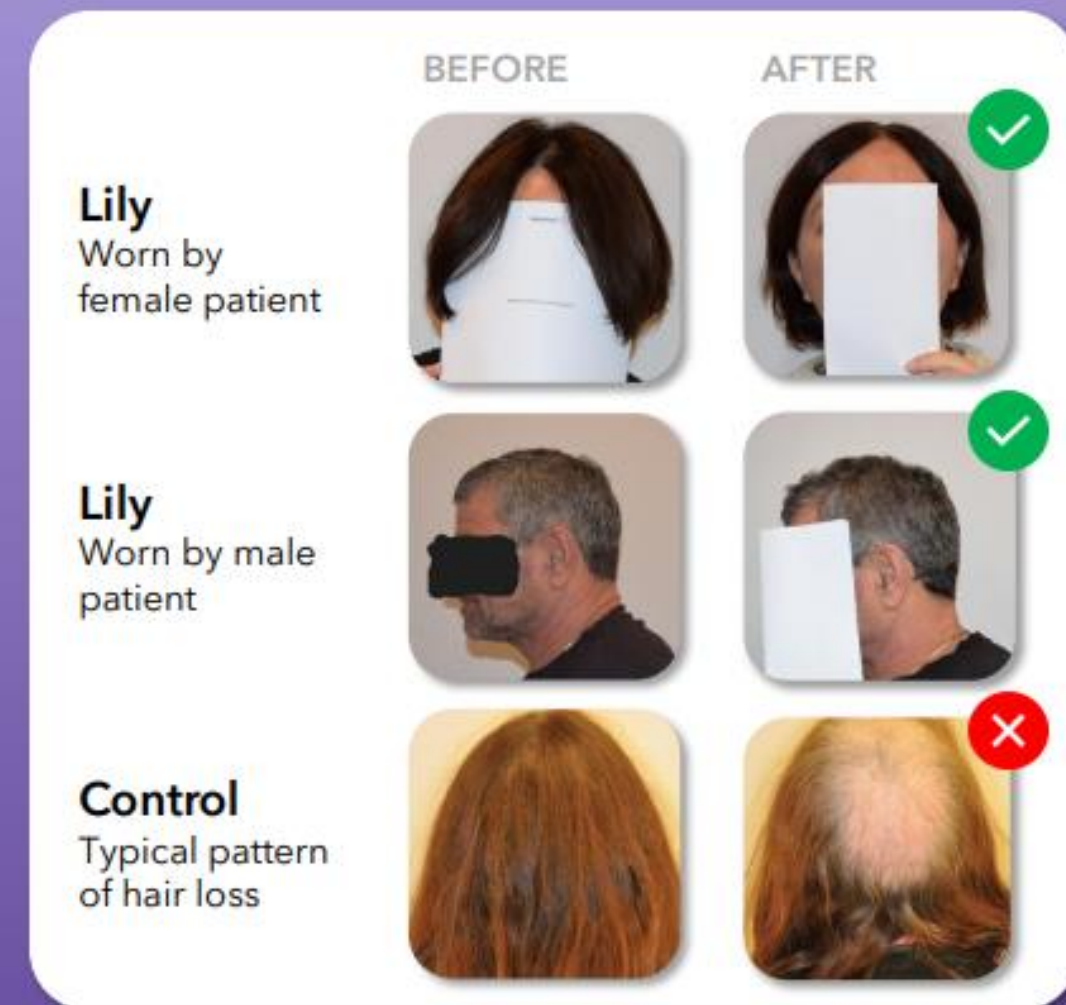
Changing the face of cancer treatment.



Lily: Preventing hair loss, the biggest fear for patients.

Lily prevents hair loss caused by anti-cancer drugs with a patient-controlled therapy.

Lily will be FDA cleared in Q2 2025 with reimbursement codes already in place - **enabling better quality cancer care immediately.**



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25 employees

12 University of Galway Graduates

€27.5M in funding raised

**Including €7M in grant funding for
University of Galway researchers**

22 patient lives impacted

And a lot more to come.

NASDAQ CONGRATULATES

LUMINATE MEDICAL, WINNER

OF THE EIT HEALTH ALEX

CASTA AUDIENCE AWARD.

 **luminate**TM
MEDICAL

 **Nasdaq**

The Empathy Advantage

"How might we design empathy experiences, inspired by immersion, observation and questioning, that equips all students with empathy and innovation skills, fostering their growth and adaptability across diverse educational and professional contexts?"





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Meet Susie

In Partnership With:

**Boston
Scientific**
Advancing science for life™



Funded By:

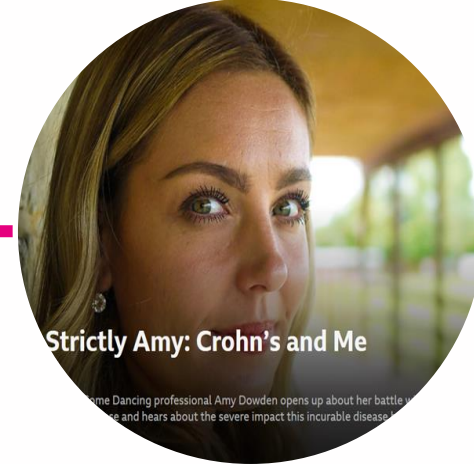


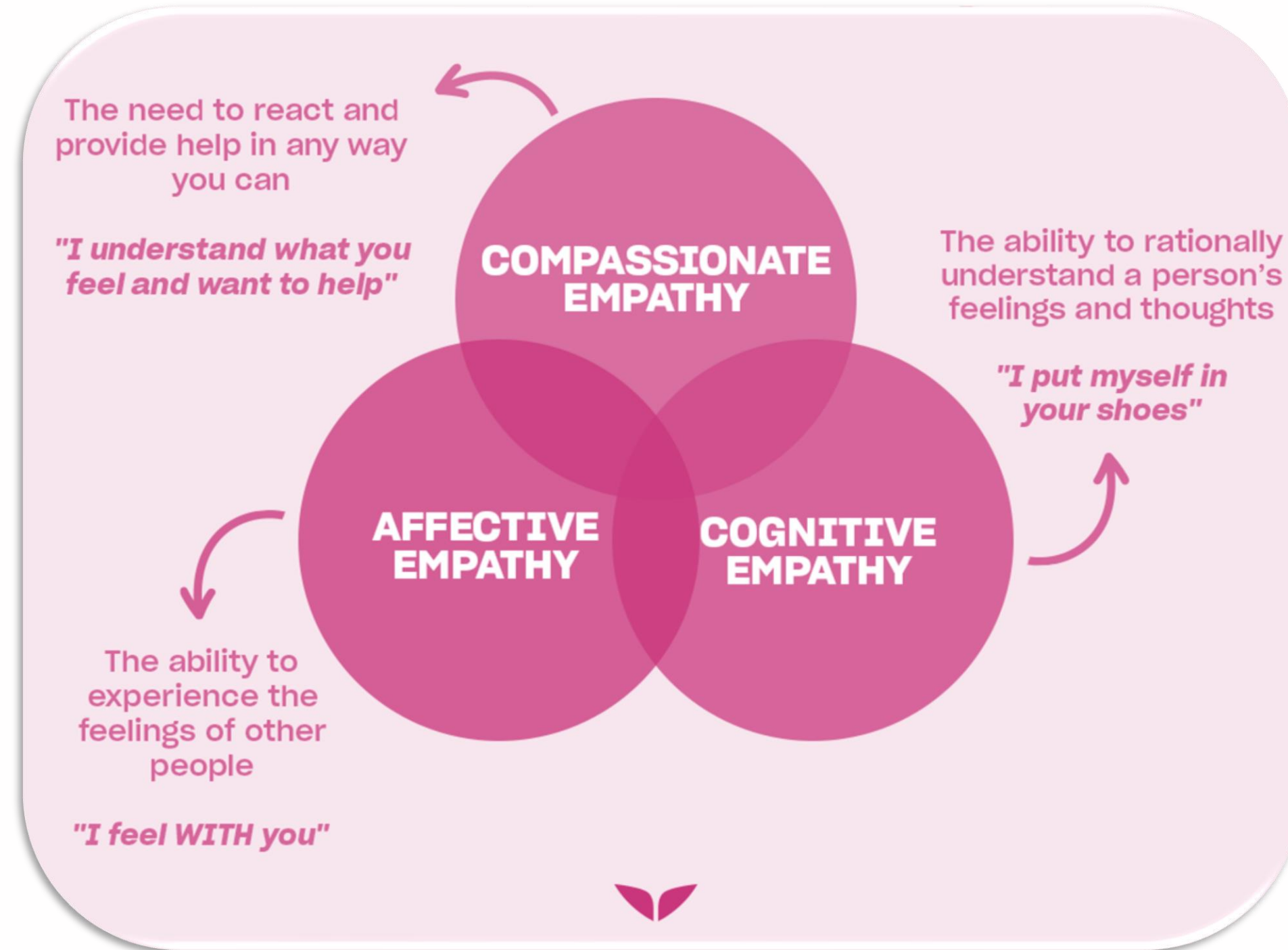
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Evaluation



Where you show up strongest:
SCIENTIFIC REASONING SKILLS

Your biggest growth opportunity:
OPPORTUNITY SEEKING SKILLS

When you lean into the mindset where you are strongest, you will increase. Use the practical guidance below:

THINGS TO TRY

- Start with a few assumptions**
Initial experiments don't need to be complicated. Focus on gaining clarity on the one or two key make-or-break assumptions and build your initial experiments around testing these, not this model. "Oh before we start, which we can observe. We will move forward with confidence when we achieve."
- Take time but set deadlines**
Give yourself the gift of enough time, but really pay attention to the construction and operation of your experiment. Keep momentum going, you'll be able to create a sense of urgency, as well as set deadlines that require action.
- Detach ego from ideas**
Pay attention to your ego. It can lead to become passionate about our work, rather than about meeting user need. Your goal should be to understand criticism and what it means in terms of whether to advance, iterate, or jettison a concept.

Your behaviors that require attention:

People with strong Opportunity Seeking Skills are the kind we want to work with. They require the willingness to challenge core assumptions, to explore non-traditional solutions, and also requires a tolerance for ambiguity and compromise, and the discipline to have patience.

- I explore non-traditional and unexpected solutions
- I search broadly for areas of opportunity

Mindsets that matter: How you think about the world

When an individual's mindset shifts, default behaviors change. As you work on developing your Opportunity Seeking Skills, you'll want to be aware of the following mindsets:

From:

- Impatient with continuing the search for understanding
- Anxious to arrive at a final solution
- Attached to early solutions
- Worried to solving the obvious or initial definition of the problem
- Uncomfortable with or oblivious to what is outside the confines of what you know

Your Innovation Skills Profile

Opportunity Seeking Skills Challenging conventional wisdom, exploring non-traditional solutions, searching for insight and reacting to the need for change. Score: 6.89	Relationship Skills Listening to understand, treating differences as an opportunity to learn, and respecting diversity and perspective with others. Score: 7.62	Reflection Skills Being introspective, self-aware, and able to push beyond the surface to articulate deeper meaning. Score: 7.20
Presenting Skills Bringing concepts to life, making a future state feel real to others, and being willing to accept feedback from others. Score: 7.38	Scientific Reasoning Skills Treating ideas as hypotheses, conducting rigorous experiments, and being willing to be wrong in the pursuit of learning. Score: 7.68	

Your strongest skill: Scientific Reasoning Skills

Your biggest growth opportunity: Opportunity Seeking Skills

About you

- Your greatest strength is in your ability to remain detached from your own ideas and surface the assumptions behind them, in order to objectively test them. You are comfortable with making mistakes if it means that you can learn something new.
- Your biggest opportunity for growth is in learning to tolerate and even welcome continued search and iteration in an effort to uncover opportunity. As you become more comfortable with this, you'll begin the step further out of your comfort zone where the deepest learning happens.



Evaluation Outcomes

“By prioritizing understanding and withholding bias, we naturally cultivate empathy and compassion towards those affected by the problem. This empathetic approach enables us to connect on a deeper level with stakeholders, grasp their needs and concerns, and tailor solutions that address their unique circumstances”

“The majority of our modules have been taught through a passive teaching approach, including lectures and online recordings. This module challenged those traditional forms of learning and allowed us to expand our learning capabilities by pushing us outside of our comfort zones. For example, none of us had ever learned through an improv class before, so when we were presented with an improv workshop, we pushed ourselves to participate”

“The experience has been incredibly enlightening, altering our approach towards problem-solving by emphasizing a shift from solely seeking solutions to first comprehensively understanding the problems at hand. Presenting our final product was a culmination of our efforts, showcasing not only our solution but also our ability to communicate its value effectively. The experience reinforced the importance of interdisciplinary collaboration and provided invaluable learning opportunities, shaping our skills and perspectives for the future”





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Enterprise

- ✓ Improved Product Relevance and Effectiveness with patient considered solutions
- ✓ Talent Attraction and Retention
- ✓ Innovation and Problem-Solving
- ✓ Strengthened Community Ties
- ✓ Trust, credibility and ethical considerations
- ✓ Competitive advantage



Students

- ✓ Authentic Experiences
- ✓ Skill Development
- ✓ Networking Opportunities
- ✓ Enhanced Social Awareness
- ✓ Enhanced Ethical Awareness



Society

- ✓ Community Empowerment
- ✓ Inclusive
- ✓ Innovation in Social Solutions
- ✓ Promotion of Social Responsibility
- ✓ Potential for better health outcomes
- ✓ Patient Empowerment

'Empathy Detectives'-Empathy experiences to foster a deeper understanding of the lived experience of Diabetes

- Bite-size, interactive experiences that strengthen empathy and understanding the lived experience of people with Diabetes.
- Active involvement of **patients and carers** in designing empathy experiences.
- Experiences available at public exhibit, 'SUPERHUMAN', at the Galway City Museum.





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To the future

- Impact Report
- New modules
- New Curriculum
- Mobile Empathy Studio



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