

# FIVE STEPS TO ENHANCE RESEARCHER ENGAGEMENT

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Every research organization understands that increased researcher engagement is a key element to move an idea successfully into the marketplace. Increased researcher engagement can lower technology transfer costs and improve the promotion of the best ideas.

Universities, for example, are always looking for more creative ways to connect the research of a faculty member with their Technology Transfer Office (TTO). Faculty members are research-oriented but don't have the time to learn complex search tools or build complex queries to different search sites. Therefore, improved faculty research engagement must be delivered by an easy-to-use, self-directed and more automated search tool.

Any new, creative way to engage a researcher must also work well with the established TTO workflow. Many TTO's have implemented a workflow management system from a provider like Inteum that helps manage an idea from the formal disclosure form to tracking revenue produced by a joint venture.

This paper suggests five specific steps that technology transfer management can use to enhance researcher engagement that will:

- A. Simplify and energize the research effort by the researcher/faculty member
- B. Complement the existing TTO workflow

The paper also presents PRF Query, the flagship service of Search Real Fast, as a recommended delivery vehicle for these five steps.

## Here are the recommended steps:

1. Offer the researcher an easy-to-use technology search tool.
2. Offer the researcher an approach to evaluate and refine their initial idea description... hopefully leading to a more targeted initial idea description.
3. Offer the researcher an easy way to validate their research as part of the formal disclosure.
4. Offer the researcher a more timely decision on their submitted idea.
5. Offer the researcher an easy way to continue to research and submit further discovery to the TTO and other entities as required.

## Here's a brief description of each step.

# Step 1 - Offer the researcher an easy-to-use technology search tool.

Researchers like to do research and they each have their favorite databases to search. When they come up with a new idea, they do their best to do some initial research to help craft the formal description and identify the most relevant keywords of that idea for the officially-required Disclosure Form.

When the Disclosure Form lands in the TTO, then a trained TTO employee typically does more extensive research with one or more prior art search service tools... many of which only cover patent-related information. This Step 1 suggests a much better alternative.

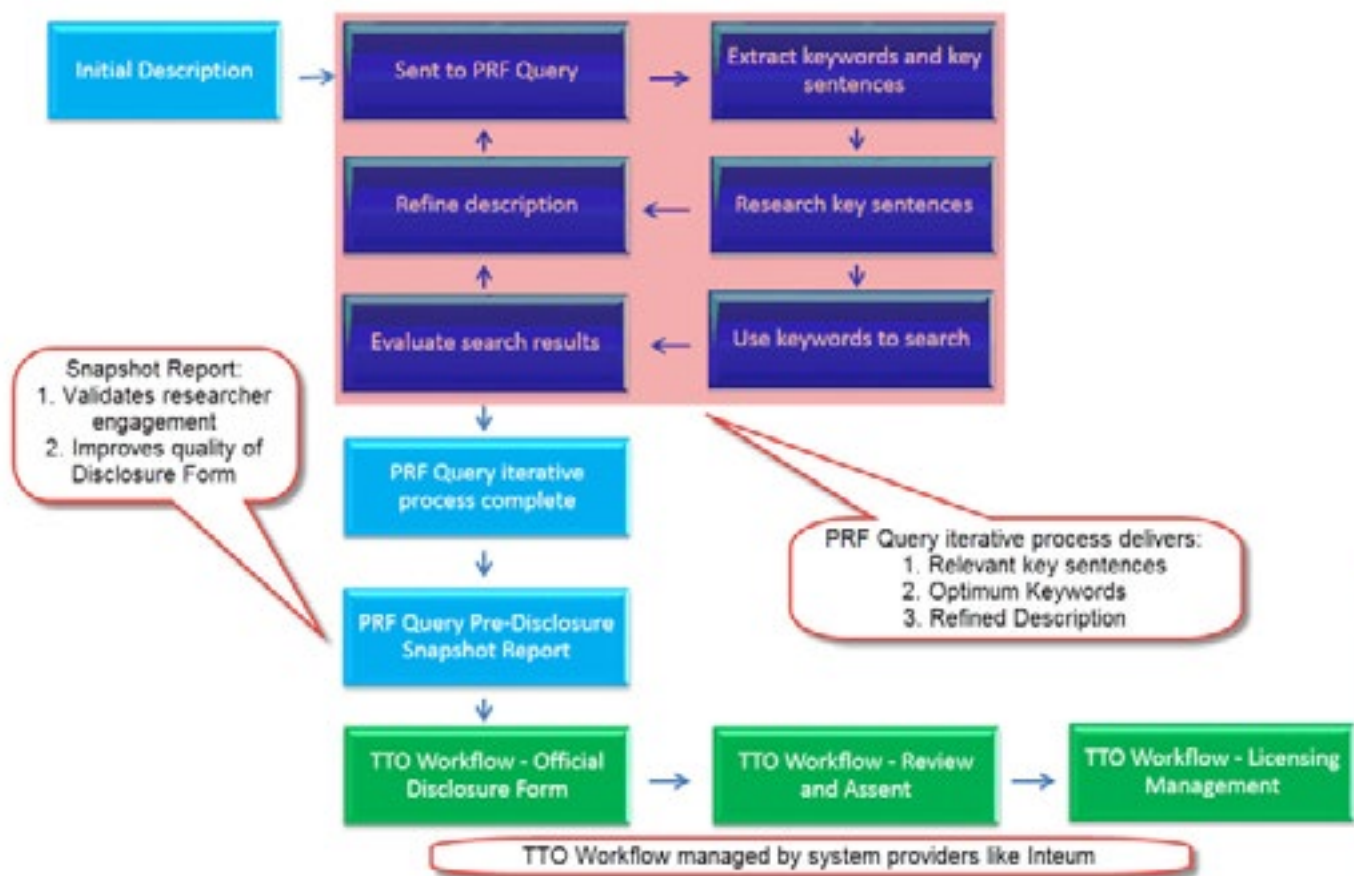
Offer the researcher a search tool that requires no formal training. Offer a tool that allows him to manage the searching of multiple databases and automates most of the time-consuming search activities. The researcher can now use their industry expertise (including the language of that industry) and build a much more thorough case for the new idea before submitting the official Disclosure Form.

PRF Query delivers this type of easy-to-use, quick start technology search tool.

## Step 2 - Offer the researcher an approach to evaluate and refine their initial idea description ... hopefully leading to a more targeted initial idea description.

Research is almost always an iterative process. Idea design and the language that supports the design are always being refined as new information is gathered. So, in addition to providing the researcher an easy-to-use search tool, Step 2 suggests that any new search tool also needs to support the very critical element of iterative searching.

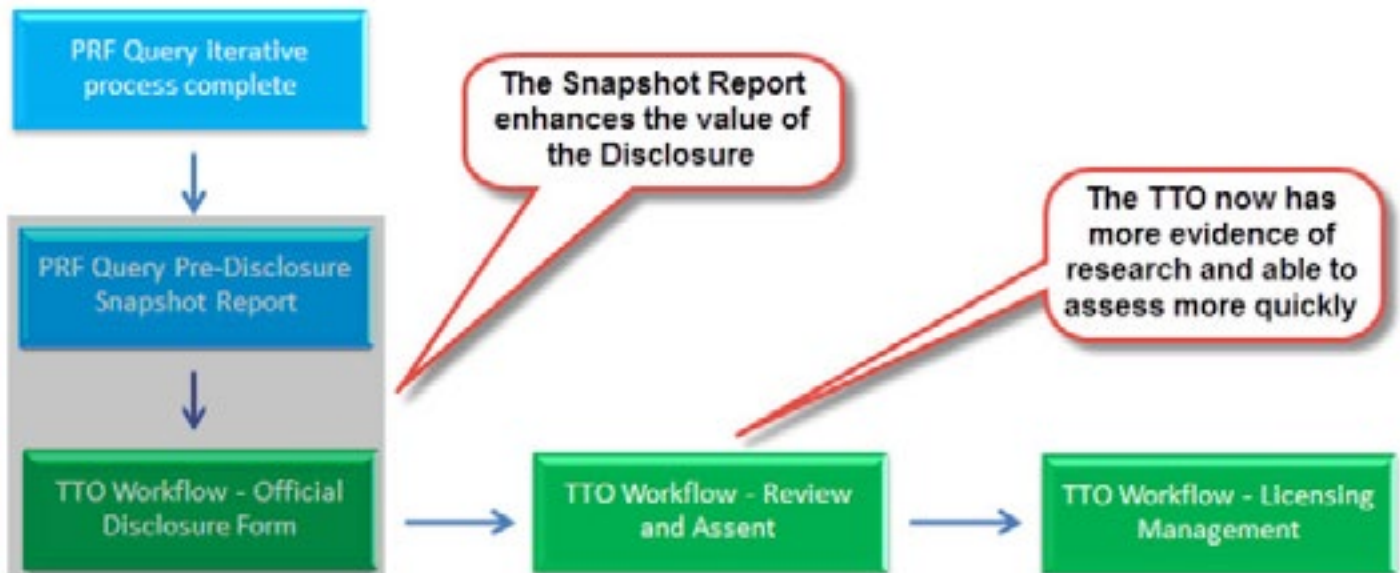
Here's a diagram of how the built-in, iterative approach of a service like PRF Query can assist the researcher.



## Step 3 - Offer the researcher an easy way to validate their research as part of the formal disclosure.

The submission of the official Disclosure Form to the TTO is viewed by many researchers as a paperwork headache. And the headache isn't entirely removed when the TTO implements an online web form option. The researcher is always hoping the idea will get the proper attention within the TTO. They always want their submitted description and keywords to accurately represent their idea.

Step 3 offers the researcher a way to validate that their submitted idea has been thoroughly researched, giving the TTO more confidence to move forward. The solution provided by PRF Query is a Pre-Disclosure Snapshot Report. After the researcher has been through the iterative process of refining the description and selecting the optimum keywords (shown in Step 2), the researcher can simply hit the Snapshot Report button in PRF Query. This report captures the current refined description, the list of ranked keywords and the most relevant key sentences containing those keywords in a PDF Document for the researcher saved on their computer.



## Step 4 - Offer the researcher a more timely decision on their submitted idea.

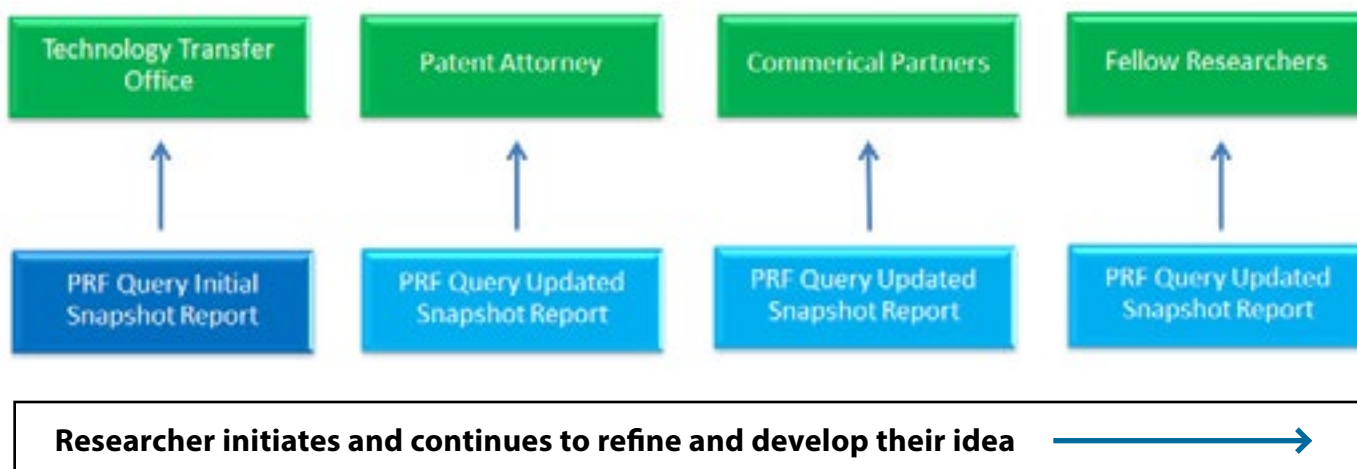
Most TTO's are managing tight budgets and resources. Often a submitted idea is not able to be evaluated as promptly as the researcher (or the TTO) desires. However, a **more thoroughly researched idea description and validated set of keywords accompanying the Disclosure** (delivered by PRF Query) should help accelerate the "go/no go" decision making process.

Even a quicker "no go" can accelerate the process of the researcher going back to the drawing board to do more idea research and present an improved idea in a more compelling manner.

Certainly, an accelerated "go" decision accelerates the opportunity to commercialize that idea.

## Step 5 - Offer the researcher an easy way to continue to research and submit new discovery to the TTO and other entities as required.

As the commercialization process continues, the researcher usually continues to improve and update their idea. Each researcher needs to communicate notable refinements and improvements of their idea into the commercialization process as they are identified and verified. PRF Query delivers an approach for this continued researcher engagement through an Updated Snapshot Report. These reports summarize and deliver their updated research to the various entities in the "idea to commerce" workflow. The time table for commercializing each idea varies and researchers need to stay engaged in this process as much as possible.



It is understood that PRF Query is not the only option for increasing researcher engagement nor are these five steps the only steps an organization can take to fulfill this engagement goal. However, if these 5 steps make sense to your organization, then we hope that you will take a very close look at the PRF Query solution.

By using PRF Query, the technology transfer manager can **embrace** a new approach, **engage** the researcher more actively and **empower** the very best ideas to commercial success.

For more information on PRF Query visit:

[www.searchrealfast.com](http://www.searchrealfast.com)

