



**INDUSTRY – UNIVERSITY NEGOTIATION AGREEMENT WORKSHOP
MULTI-PARTY PROJECTS IN THE HEALTHCARE INDUSTRY:**

Issues Associated with Consortia and Other Projects Involving More Than Two Parties

September 24-25, 2014

MIT ILP Office
One Main Street
Cambridge, MA

The University – Industry Demonstration Partnership (UIDP – www.uidp.org) is pleased to announce the next **Industry-University Negotiation Agreement Workshop** that will be held in conjunction with the Fall 2014 UIDP Meeting at MIT. This workshop series showcases leading approaches and strategies for negotiating sponsored research agreements in *specific sectors or circumstances*. This series provides an excellent training opportunity for newer and experienced university and industry negotiators alike. Participants gain valuable insight and skills that are relevant to their experiences and responsibilities. Participants also discuss new and bold approaches for high value university – industry partnerships and strategies based on the [UIDP Contract Accords](http://sites.nationalacademies.org/PGA/cs/groups/pgasite/documents/webpage/pga_073004.pdf) (http://sites.nationalacademies.org/PGA/cs/groups/pgasite/documents/webpage/pga_073004.pdf).

The Contract Accords for University-Industry Sponsored Research Agreements were developed by a strategically assembled and dedicated team of research administration professionals from academia and industry. The Contract Accords address commonly recognized areas that can delay or derail projects and typically require additional time for resolution. The objective of these Contract Accords is for each party to gain a greater understanding of how these topics can be adequately addressed and allow for mutual benefit to each party during the negotiation of sponsored research agreements. These Contract Accords reflect the consensus and best practices of university and industry UIDP representatives and continue to evolve.

The Workshop will address projects involving multiple parties that include universities, industry sponsors, non-profit organizations, and/or the federal government. Through panel discussions the Workshop will address a variety of configurations such as research centers, consortia, and multi-sponsored projects focused on the development of technical solutions for the healthcare industry. The Workshop will provide strategies and best practices to facilitate timelier conclusion of the negotiations required to establish a complex, multiparty project. Each Workshop is limited to approximately twenty – five (25) participants in order to maximize the amount of dialogue that takes place during the workshop.

WORKSHOP GOALS:

- Provide participants with a greater understanding of how to address common sticking points from both the industry and university perspective.
- Empower participants with mutually beneficial best practices and lessons learned during the negotiation and implementation of collaborative research agreements, with reference to the industry – university co–developed Contract Accords.
- Create a mutually beneficial and respectful forum for the open sharing of ideas, strategies, and best practices.
- Expand a participant’s network of professional colleagues.

AUDIENCE: University and industry negotiation practitioners who want to improve their ability to prepare and manage collaborative research agreements; Active researchers who seek a better understanding of how agreements are structured and negotiated; Departmental administrators who are involved with sponsored research agreement deliberations; Government officials who manage university – industry awards.

REGISTRATION AND FEES: Registration is open online at www.conf.purdue.edu/uidpmit. Advance registration – separate from the UIDP General Meeting – is required to attend the Workshop

Registration: \$350 (UIDP Members \$200) before July 15, 2014; \$500 (UIDP Members \$350) starting July 16, 2014.

DRAFT WORKSHOP AGENDA: September 24 and 25, 2014

September 24, 2014 Plenary Session
(Open to all UIDP General Meeting and Workshop attendees)

1:30 – 3:00 pm The Psychology of Negotiation

September 24, 2014 Workshop Introduction (Workshop Registrants Only)

3:30 – 4:00 pm Workshop Introduction/Overview

4:30 – 6:00 pm Networking Reception

September 25, 2014 Negotiation Agreement Workshop

8:00 – 8:15 am Welcome and Overview of the Day

8:15 – 9:45 am Scenario #1 Session

9:45 – 10:15 am Break

10:15 – 11:45 am Scenario #2 Session

11:45 am – 12:15 pm Lunch

12:15 – 1:45 pm Scenario #3 Session

1:45 – 3:00 pm Wrap-up and Adjourn

You Are Cordially Invited To [Register For The Fall 2014 UIDP General Meeting](#)

That Will Precede The Workshop

THE PSYCHOLOGY OF NEGOTIATION:

PRACTICAL TOOLS AND STRATEGIES FOR PRINCIPLED NEGOTIATION

Wednesday, September 24, 2014, 1:30pm – 3:00 pm EST

MIT ILP Office
One Main Street
Cambridge, MA

Negotiation involves the reconciliation or interactions between two or more points of view or positions. Often interactions between potential industry and university partners require the parties to get to know each other or “date” before they feel comfortable engaging in more detailed discussions or transactions.

Principled negotiation is a strategy that seeks to move negotiating parties away from polarizing and normally entrenched positions and into the realm of mutually beneficial interests. The process asks how both parties can achieve what they need out of the collaboration while maintaining strong relationships between potential partners. Effective negotiation means that all parties feel that their needs are being met and none feel manipulated or taken advantage of.

The goal of this session will be to introduce and discuss the underlying psychology of negotiation that leads to principled negotiation that can, not only be applied to industry-university negotiations, but also to many types of human relations/interactions, including negotiations within the workplace.

This session will set the stage for the Negotiation Agreement Workshop to be held the next day and is open to all attendees of the UIDP General Meeting, as well as those attending the separate Negotiation Agreement Workshop; there is no separate registration for this evening event.

Reception for those who signed up for the Negotiation Agreement Workshop will follow.

Presenter: Lawrence Susskind, Massachusetts Institute of Technology



Dr. Lawrence Susskind is cofounder of the Program on Negotiation at Harvard Law School, Ford Foundation Professor of Urban and Environmental Planning at the Massachusetts Institute of Technology, and the founder and chief knowledge officer of the Consensus Building Institute. He has served on the faculty at MIT for more than forty years. Dr. Susskind has mediated complex disputes involving land and water rights; advised more than fifty corporations, particularly with regard to regulatory negotiations; provided advanced negotiation training to more than 30,000 professionals from around the world; and served as an adviser to the supreme courts of Israel, Ireland, and the Philippines.



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Thursday, September 25, 2014, 8:00 am – 3:00 pm EST
MIT ILP Office
One Main Street
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The U.S. healthcare industry stands at a critical juncture. While facing a significant increase in the number of customers who will need to be served, the industry is being tasked by the nation to increase quality of results, to ensure consistent quality between rural and urban providers, to be accountable for outcomes, to provide accurate measures of success, and to accomplish all of these with lower costs.

Healthcare and health information technology companies are serious economic engines for the nation contributing multiple billions of dollars to the U.S. economy and serving as a major industry employer. The development of solutions within this industry sector oftentimes requires a focus on establishing results-oriented solutions involving collaborations between universities, industry sponsors, non-profit organizations, and/or the federal government. Solution development remains an important potential driver of future economic growth and is critical to the healthcare industry. The fostering of intensive collaborations and partnerships among diverse stakeholders at the national, state, and regional levels have become a national priority for this industry sector.

This Workshop will take a scenario presentation and response panel approach to address Industry – University perspectives with a focus on those issues that are most prevalent in the negotiation of multi-party consortium or project agreements and the delivery of technology solutions for the healthcare industry. These projects may seek to improve existing processes, materials, and products, to improve the performance thereof, or to enable new capabilities, and new product/process development, including development and testing in a clinical environment. Strategies for the timely negotiation of contractual issues that arise in these types of collaborations, such as intellectual property, use of specialized services, rights to tangible research results, competing business interests and some of the other topics addressed in the various Contract Accords considerations will be introduced and discussed in an open environment that encourages full participation from Workshop attendees.

The Workshop presenters and panelists have extensive experience negotiating Industry – University agreements and will be able to provide scenarios, share best practices, and walk through strategies to address issues and give participants insight and skills that can be deployed within their own organizations, whether they are in the healthcare industry or a different sector. Now more than ever, the fostering of intensive collaboration and partnerships among diverse stakeholders, including industry, academia, and the government, at the national, state, and regional levels is critical for this industry sector to remain competitive.

Moderator: Carl Bruce, Fish & Richardson P.C.

Presenters: Mary Duarte Millsaps, Purdue University & Elizabeth T. Stark, Pfizer

Carl Bruce protects his clients and their innovations by creating IP programs and patent portfolios and by strategically developing and managing their patent litigation matters. Mr. Bruce's experience includes work with oil & gas, software and internet, electrical, petrochemical, and opto-electrical technologies. He conducted research on polymer composites as a graduate student at the University of Washington (Seattle), zero-gels at the University of New Mexico, and various Gas-To-Liquids (GTL) technologies. Mr. Bruce led the teams and was instrumental in eliciting the facts and crafting the arguments that resulted in several patent litigation wins for clients. He also works with large and small clients to help develop patent protection strategies. As an advisor and partner, Mr. Bruce's clients are located throughout the U.S., Europe, and Asia. Mr. Bruce strives to forge long-term relationships with clients so that together they can build innovative solutions that address business goals and legal realities. When not helping clients, Mr. Bruce enjoys spending time with his wife of 15 years and five children.



Mary Duarte Millsaps is the Operations Manager for the Office of the Executive Vice President for Research and Partnerships at Purdue University. In this position, she manages the central cost sharing funds and assists faculty in navigate the cost sharing process. She also monitors Purdue's policies and procedures related to cost share and ensure compliance with federal and other sponsors' requirements. In addition, Millsaps undertakes special projects as determined by the senior leadership of the EVPRP. Prior to this position, Mary was the Assistant Director for Contracting in the Sponsored Programs Services. In that position, she managed all of the sponsored research contract negotiation activity with industry and the federal government. Millsaps received a BS in Economics from The Wharton School of the University of Pennsylvania. She joined Purdue University in 2005 as a Senior Account Manager in Sponsored Program Services.

Elizabeth (Beth) Stark is the Director for Pfizer Worldwide R&D Business Development. At Pfizer, Beth works with the R&D organization to put in place and manage external research alliances and technology licenses. She has led the negotiation of a number of key deals with academic institutions, government entities and other companies, with a recent example being the major research collaboration between Pfizer and MIT's Synthetic Biology Center. She also provided the BD leadership for the Pfizer team to develop the contractual framework between Pfizer and the NIH to support the NCATS "Discovering Therapeutic Uses for Existing Molecules" initiative. Beth has over twenty years of experience in technology transfer, research alliance management, technology licensing and business development for R&D based companies. Prior to joining Pfizer in 2008, Beth held positions at the Plant and Food Research Institute of New Zealand, Monsanto, and Mallinckrodt Medical Inc. Beth's educational background includes a B.S. in Chemistry from Kansas State University, an M.A. in Biology from Washington University in St. Louis, and a Ph.D. in Inorganic Chemistry from the University of Kansas.

