



# MAGIC WAND<sup>®</sup>

## INITIATIVE

### The European Virtual Magic Wand<sup>®</sup> Program

Clinicians are in the front-lines of helping patients, yet rarely in today's health care environment are clinicians trained or encouraged to be on the front-lines of medical innovation. A major obstacle to clinician led innovation is lack of formal education about the process of innovation and a framework on how clinicians can identify unmet clinical needs. **The European Virtual Magic Wand<sup>®</sup> Program** offers a unique opportunity for clinicians interested in product and service innovation in dermatology. Each element of the program is designed to educate, inspire, and connect the next generation of clinician innovators in Europe, to identify and solve unmet needs in dermatology. The program is an offshoot of the **Magic Wand<sup>®</sup> Initiative** started at Massachusetts General Hospital (MGH)-Harvard Medical School Teaching Hospital and Department of Dermatology, to empower clinical faculty to engage in problem-driven research and innovation, which has been very successful ([Magic Wand JAMA Dermatology paper](#)).

The goal of the **European Virtual Magic Wand<sup>®</sup> Program** is to adopt and implement MGH's Virtual Magic Wand<sup>®</sup> innovation curriculum that empowers and educates clinician on the process of identifying unmet needs, deeply understanding the problem and framing the problem in such way that makes it possible to find practical solutions. We will aim to connect clinicians interested in working on solving the problems they have identified with industry and nonprofit organizations to continue solving the problems.

### The Program

The European Virtual Magic Wand<sup>®</sup> (EVMW) program is a 12-month instructive and interactive course, which culminates with the submission of a white paper from each participant group that thoroughly describes a specific clinical problem or critical barrier to progress in the field of dermatology. Clinicians will participate in 11-monthly teleconferences led by the EVMW program directors to identify, vet and define problems worth solving. Clinicians are expected to attend 80% of the teleconferences if selected to the program.

During the course the clinicians are also exposed to the basics of Intellectual Property, regulatory and commercial considerations of product development, and how to create an effective pitch deck. Each teleconference will be 1-2 hours in length, depending on the session, and will be held once a month on Thursdays at 6:00 pm CET (Central European Time). Submission of a white paper is required at the conclusion of the program and is expected to define why the problem identified is worth solving, current solutions (if any) and why the current solutions are insufficient to support meaningful progress toward solving the problem, and who would directly benefit from progress in the area.

The focus of the EVMW program is on identifying problems rather than developing solutions. With that said, participants should understand that the EVMW program is a public, non-confidential forum and should take that into consideration before sharing non-public and potentially patentable ideas. If you have questions or concerns about sharing ideas in the EVMW forum, please discuss with your organization's technology transfer office or counsel before sharing. Participation and disclosure is completely voluntary.

Individuals with a passion for innovation and problem-driven research, and those interested in identifying new strategies and solutions with potential to significantly impact dermatologic health are encouraged to apply.

## **Submission Guidelines**

- Dermatology residents, fellows, and clinicians at all levels are eligible to apply
- Application window will open January 5, 2021. Deadline for submission is February 15, 2021
- All applicants will be notified by March 15, 2021.
- Font size should be no less than size 11 and answers should conform to the word limits for each question
- Program will start in April of 2021 and will be completed in March of 2022
- All submission components listed must be received before the deadline for the application to be eligible for review

## **Submission Components & Process**

Applications should be submitted via email and send to [info@MagicWandInitiative.org](mailto:info@MagicWandInitiative.org). Each submission must include the following:

- A completed application form in PDF format
- A curriculum vitae of the applicant in PDF format
- A letter of support from a Program Director, Principal Investigator or Department Chair which includes an acknowledgment of the requirement of the clinician to attend the monthly teleconferences, in PDF form

A written agreement, defining the basic conditions for clinicians' responsibilities, will be entered between EVMW program participants once selected.

## **Review Criteria**

All submitted proposals will be evaluated by a Review Committee comprised of individuals carefully chosen for their knowledge and experience in research, product development and clinical practice. All valid applications will be reviewed and ranked using the following standard criteria:

- Suitability of the applicant's credentials, training, knowledge, skills and experience as it relates to dermatology
- Evidence of the applicant's interest in innovation, entrepreneurship, or problem solving

Additionally, applicants may be invited to present a brief overview of their qualifications and interest in the EVMW program to the Review Committee.

## **Questions:**

Please contact us if you have any questions or concerns: [info@magicwandinitiative.org](mailto:info@magicwandinitiative.org)



European Virtual Magic Wand Class Application

APPLICANT NAME:	
APPLICANT TITLE:	
AFFILIATED ORGANIZATION:	
PHONE:	EMAIL:
SIGNATURE OF APPLICANT:	DATE:

A. Personal Statement (500 words or less)

Provide a summary of your educational and professional experience, career goals, as well as what has driven you to apply to the EVMW Program.

B. Participation Statement (250 words or less)

Discuss what you hope to gain from participating in the VMW Program and how you envision your experience impacting your career path.

C. Passion Statement (100 words or less)

Provide a brief statement of a therapeutic area, clinical problem, practice area, or patient population that you are passionate about bringing innovative dermatologic solutions to.

## **NOTICE TO EVMW APPLICANTS REGARDING PERSONAL DATA PROCESSING ACTIVITIES**

You are being provided with this Notice to European Union EVMW Applicants Regarding Personal Data Processing Activities ("Notice") because program leaders from Massachusetts General Hospital, a member of Mass General Brigham (collectively, "Institution"), have invited you to apply to the European Virtual Magic Wand® Program ("Program"). In connection with your application to, and potential participation in, the Program, your Personal Data (as defined below) may be Processed (as defined below) by (i) Institution; (ii) Institution's affiliates; (iii) Institution's research partners, contractors and vendors; and/or (iv) by other people or groups if required by law ("Third Parties"). This Notice is provided to you for compliance with the European Union data privacy regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 that went into effect 25 May 2018 ("GDPR"). This Notice provides details on how your Personal Data will be Processed and the rights you have with respect to your Personal Data.

### **Important Terms Used in this Notice**

"Personal Data" means any and all information, including publicly available information, that relates to you as an identified or identifiable person and that is collected by Institution or is provided to Institution by you in relation to the Research. Your Personal Data may include, among other information, your name and initials, physical address, email address, phone number, professional experience (e.g., your curriculum vitae or resume), institutional affiliation and area of professional/clinical practice.

"Process" means any operation or set of operations that is performed on your Personal Data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

### **Purposes of Processing and Related Information**

Institution and Third Parties may Process your Personal Data for purposes of the conduct and oversight of the Program, including preparation and implementation, administration, and data storage. This may include, for example and as applicable: (a) identification of potential participants; (b) assessment of your eligibility to participate in the Program; (c) providing information, instructions or support to you, or engaging in other communications with you; (e) analysis of the Program; and, (f) creation and maintenance of records. You recognize that these Processing activities are necessary for Institution's legitimate interests.

Given that Institution is established in the U.S. and Third Parties may be established in the U.S. or other countries outside of the EU, your Personal Data will be transferred out of the EU to the U.S. and these other countries (if applicable) for Processing, where less strict privacy protections may apply to your Personal Data than those in the EU. Institution and these Third Parties will take appropriate measures to protect your Personal Data that is transferred outside the EU. By completing an application, you consent to the transfer of your Personal Data outside of the EU for the purposes of the Program. Institution will retain a copy of your Personal Data until completion of the purposes listed in this Notice or for as long as reasonably necessary to comply with applicable laws and Institution's internal retention policies. You acknowledge that the Processing activities described in this Notice are necessary for Institution's legitimate interests in relation to the Program and compliance with laws.

### **Your Rights**

You have the right to request access to, correction of, or erasure of your Personal Data. You may also request restrictions on or object to certain Processing of your Personal Data, or request that your Personal Data be transferred to another person or entity. If you would like to make any such requests or would like more information about your rights related to your Personal Data, you can contact the Mass General Brigham Chief Information Security and Privacy Officer at [cispo@partners.org](mailto:cispo@partners.org). You can also contact Institution by mail at the following address: Mass General Brigham, Attn: Chief Information Security and Privacy Officer, 399 Revolution Drive, Somerville, MA 02145, United States. You understand and agree that Institution's ability to comply with any requests you make regarding the Processing of your Personal Data may be limited by the requirements of the Program and applicable laws and regulatory requirements to which Institution is subject. You also have a right to lodge a complaint with your country's supervisory authority.