IMPROVING BONE HEALTH WITH RESEARCH COLLABORATIONS BEYOND ACADEMIA

A CASE STUDY

DEVELOPING BUSINESS-AWARE ACADEMICS

Dr Fay Manning, Lecturer in Medical Imaging at the University of Exeter, demonstrates how collaborating with industry can turn innovative medical research into clinical interventions that change lives.

Fay's research focuses on fractures, falls and frailty. Throughout her career, she has partnered with industry and the NHS to develop and implement groundbreaking interventions that enhance mobility and improve the lives of people affected by musculoskeletal conditions.

Her academic career started with a deep curiosity in the human body. Working as a research assistant while completing her BSc in Sports and Exercise Science catalysed a fascination in the research process that would lead her to complete degrees in Sports and Exercise Science Physiology (MSc) and Biomedical Physics (PhD).

Her postdoc was with an National Institute for Health and Care Research (NIHR) study, engaging with patients and commissioners to assess the impact of an exercise programme on falls. This shaped her belief that successful interventions require both clinician confidence and patient trust.

"Working with NHS commissioners really helped me understand decision making in healthcare. Great ideas will only reach the patient if they are commissioned by healthcare systems."

The patient has always been at the heart of Fay's work, and working with industry enables her to make a difference in people's lives.

Alongside her current lecturing role, Fay is collaborating with industry to translate her research ideas into real-world solutions. Working beyond academia requires a different communication style and she has learnt to confidently advocate for her work to unlock new funding opportunities. One project involves working with IBEX, a medical analytics company to implement an X-ray system software that can identify osteoporosis early, with the potential to slow down progression through early interventions.

Another groundbreaking project she is involved in is developing a health monitoring systems that track the forces going through the body during exercise and everyday activities, supporting people with osteoporosis to exercise safely and effectively.

AT A GLANCE

TOP TIPS

- Engage with your university's impact and innovation teams
- Sign up to newsletters and policy updates
- Talk to the sponsors and exhibitors and conferences

DR FAY MANNING

LECTURER IN MEDICAL IMAGING

"I get a huge boost when people say things like 'I'm so happy you're doing this research, it shows that somebody cares'. It gives me goosebumps."