

# IDEA



# KILLERS...

REASONS WHY CREATIVITY AND INNOVATION DON'T FLY IN YOUR ORGANISATION

**Yes, but...** That's not ethical... **THE RISK IS TOO BIG FOR OUR PATIENTS...**

**THE COMPETITORS ARE ALREADY DOING THINGS LIKE THAT...** It's not good for our share-holders...

**I'm quite sure that 'Legal' will block this...** **That's not formulated in the clinical protocol...**

Who can guarantee that it will really work... We will not get this through the Ethics Committee... **WE NEED MORE RESEARCH...**

**It's not possible with the current legislation...** We can't reach the patient anyway...

**We haven't allocated budget for this...** Which department should handle this?

The CEO of [name big pharmaceutical company] has said that it won't work...

**It will take too much time to get this approved...** **Compliance won't allow this...**

**That's way too innovative...** That would be off-label promotion...

**THE GUIDELINES ARE YEARS BEHIND...** But it's working quite fine at this moment..

That's not my domain of expertise... **IT WILL PROBABLY COST A LOT OF MONEY...**

If the congress is not accredited you won't get any interest...

**WE CAN'T CHANGE THE LAW...** Nobody wants to pay for those advantages...

The government will never allow such practices... **This is not scientific enough!**

It is too complicated to investigate all the local laws...



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