

Sagentia Leads Discussion On Translating Innovative Ideas Into Successful Products At Frost & Sullivan's 18th Annual Medical Devices MindXchange

The Associated Press

BOSTON--(BUSINESS WIRE)--Mar 7, 2013--Sagentia Inc., a global technology and product development company, is leading an interactive workshop for senior medical device experts on "untangling the intangible: translating innovative ideas into successful products" at the 18th Annual Frost & Sullivan Medical Devices Executive MindXChange on March 11, in San Diego. The session is part of a larger program that Sagentia is running to raise awareness and drive discussion around the new paradigm shift taking place in the healthcare industry and the implications this has on product and service innovation.

Sagentia's workshop, run by Dr. Gillian Davies, PhD, Surgical & Health Technology, will evaluate how the economic climate and the Affordable Care Act are leading Medtech and Pharma organizations to evaluate completely new sets of opportunities, often in unfamiliar areas, and require a very different approach to innovation. In her interactive session, Dr. Davies will provide some tools and techniques to help systematically deliver on the innovation mandate and seek group discussion on how to identify and avoid the most common pitfalls associated with translating innovative ideas into successful products.

"As healthcare provision increasingly focuses on outcomes and cost reduction, the drive for disruptive innovation is growing," said Dr. Davies. "Adapting to these market shifts will be critical to the continued success of businesses operating in the medical space, but getting it right may require a different approach to R&D if companies are to provide the new paradigm of solution-based products in the emerging connected healthcare system." This three-day event will also see Dr. Andrew Jackson, PhD, Vice President of Patient Care at Sagentia, leading a roundtable discussion on "Connected Health: what's in it for my business?" This open roundtable will focus on topics such as remote sensing, home use devices, smartphone applications and complex data analysis and will try to define how real and tangible these opportunities are for the industry.

Sagentia's focus on these topics is based on 27 years of work on medical device projects that span from market needs identification and technology scouting through to technology innovation, product development and transfer to manufacture. For further information on Sagentia's workshops, please visit www.sagentia.com/frostsullivan2013.

About Sagentia

Sagentia is a global innovation, technology and product development company. We

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provide outsourced R&D consultancy services to start ups through to global market leaders in the medical, industrial and consumer sectors. With global headquarters in Cambridge, UK, and US headquarters in Boston, Massachusetts, Sagentia works with clients from opportunity discovery through to concept generation and full product development and transfer to manufacture. We deliver science and technology innovation and work with clients to develop next generation products and services that provide commercial value and market advantage. Further information can be found at: <http://www.sagentia.com>. Email us info@sagentia.com

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