IEM SEMINAR SERIES

TUESDAY
FEBRUARY 16th, 2016

Developing Medical Technology Soltuions in, for, and with Emerging Markets

Institute for Engineering in Medicine

UNIVERSITY OF MINNESOTA
Driven to Discover℠

DR. ERIC RICHARDSON

Director,
Global Medical Innovation (GMI) track in the Master of Bioengineering (M.B.E) program
Department of Bioengineering
Rice University

FREE event, no registration required.

Pizza and drinks will be provided at 12:00pm.

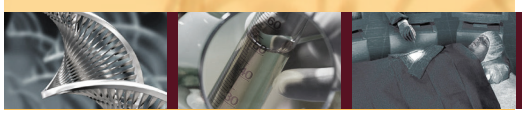
12:15PM - 1:15PM
Nils Hasselmo Hall
Room 2-101

For additional information on Dr. Richardson's presentation, please contact:
scot0353@umn.edu

The Institute for Engineering in Medicine (IEM) is pleased to announce the IEM Seminar by Dr. Eric S. Richardson, "Developing Medical Technology Solutions in, for, and with Emerging Markets."

The medical technology industry is experiencing rapid globalization, with most of its future growth projected to originate from emerging markets. In addition, the current US healthcare reform is driving healthcare system dynamics that are unprecedented. This has led to major industry trends that include innovating to lower healthcare costs, proving cost-effectiveness of new technologies, and designing products for resource-limited settings within the US and abroad. Models of successful global product development are evolving to address these trends, moving from "de-featuring" expensive medical devices to partnering with local engineers to design country-specific products. Academia is in a unique position to integrate clinical, business, and engineering expertise in order to catalyze this new movement in medical technology. Rice University has a rich history of designing medical technology for low-resource environments, and continues to pilot new models of emerging market product development. Our experience, including successes, failures, and lessons learned, will be shared.

Eric Richardson joined Rice University's Department of Bioengineering in 2013 to teach undergraduate and graduate medical technology design. In collaboration with his colleagues, he has developed and launched the Global Medical Innovation Program, a Masters Track specifically focused on preparing engineers for leadership in emerging-market product development. He is also an Associate Director of the TMC Biodesign Program, which integrates resources from Rice and the surrounding Texas Medical Center to identify clinical needs and design technology solutions. Prior to joining Rice in 2013, he was a senior and principal R&D engineer at Medtronic in Orange County, CA. There he worked on CoreValve, one of the world's first transcatheter aortic valves. He also led a project team of engineers, scientists and technicians in developing components for a next-generation heart valve, the CoreValve Evolut R, which just received FDA approval in 2015.r. Richardson holds a Ph.D. in Biomedical Engineering from the University of Minnesota, where he trained in the Visible Heart Laboratory in the Department of Surgery.



For more information on IEM Seminar Series, visit
www.iem.umn.edu/SeminarsLectures/Seminars_index.html