Industry: Where product ideas go to flourish, flounder, or flop

A perspective on industry-clinician product development partnership

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Disclosure

- Employed by Haemonetics Corporation
Corporate Profile

- Founded in 1971
- HQ in Braintree, Massachusetts
- Public company – NYSE: HAE
- $892M annual revenue
- 3,700 employees
- Serving customers in 80 countries
Our Vision:
From the arm of the donor to the arm of the patient, Haemonetics is THE global leader in blood management solutions for our customers.

Our Mission:
Advance the safety, quality, and availability of the world’s blood supply while enhancing the donor experience, improving patient care, lowering costs, and optimizing healthcare delivery.
Our goal

To help ensure the best level of patient care

Preventing a blood transfusion to the patient who doesn’t need one… and providing the right product, at the right time, in the right dose, to the right patient who does.
Where Do Product Ideas Come From?

- Internal R&D
- Product Dev Companies
- Customers
- Internal Marketing
- Patients
The Dichotomy of Idea Viewpoints

Inventor’s View

Company’s View
“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

Thomas Edison

The further the inventor can take through the regulatory process on their own, the higher the chance of success!
Solutions for Optimized Blood Management

**IMPACT Online**
- Blood use and outcomes data

**SafeTrace TX**
- Transfusion management

**BloodTrack**
- Remote blood storage and bedside transfusion management

**TEG 5000**
- Hemostasis management

**Cell Saver Elite, OrthoPAT advance**
- Autotransfusion
TEG® Assesses the Entire Clotting Process

- Assess bleeding and thrombotic risk
- Choose the right blood products for transfusion or pharmaceutical agent for bleeding patients
- Avoid over-transfusion
- Distinguish anatomical and coagulopathic bleeding
- Personalize assessment of platelet function
The Role of TEG in Blood Management

**Right Product – Right Patient – Right Time**

**Before procedure**
Allows corrective actions that can minimize unexpected transfusion/treatments at a later time

**During procedure**
Allows specific needs to be identified so only necessary transfusions/treatments are given

**After procedure**
Allows analysis of patient’s status so that small issues don’t go unnoticed and become big issues
Hemostasis Management: Can We Improve?

A. Improved portability?
B. Easier operation?
C. Faster results?
D. All of the above?
Next Generation TEG® Hemostasis Analyzer

- Small
- Simple, easy to use
- Fast results
- Vibration resistant
- POC and Lab
- Measures viscoelastic properties of coagulation like previous generations of TEG

Not Cleared by FDA. Not for Sale in the USA.
Thank You!

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