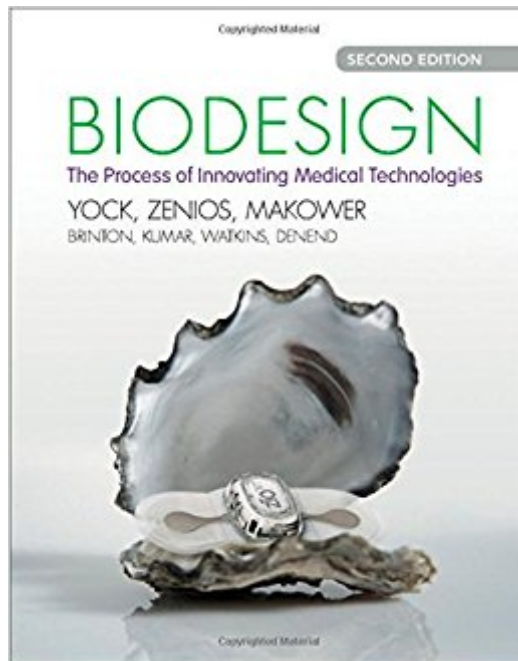




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Biodesign: The Process Of Innovating Medical Technologies



Synopsis

This step-by-step guide to medical technology innovation, now in full color, has been rewritten to reflect recent trends of industry globalization and value-conscious healthcare. Written by a team of medical, engineering, and business experts, the authors provide a comprehensive resource that leads students, researchers, and entrepreneurs through a proven process for the identification, invention, and implementation of new solutions. Case studies on innovative products from around the world, successes and failures, practical advice, and end-of-chapter 'Getting Started' sections encourage readers to learn from real projects and apply important lessons to their own work. A wealth of additional material supports the book, including a collection of nearly 100 videos created for the second edition, active links to external websites, supplementary appendices, and timely updates on the companion website at ebiodesign.org. Readers can access this material quickly, easily, and at the most relevant point in the text from within the ebook.

Book Information

Hardcover: 952 pages

Publisher: Cambridge University Press; 2 edition (February 2, 2015)

Language: English

ISBN-10: 110708735X

ISBN-13: 978-1107087354

Product Dimensions: 8.6 x 1.6 x 10.9 inches

Shipping Weight: 5.7 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 20 customer reviews

Best Sellers Rank: #20,092 in Books (See Top 100 in Books) #3 in Books > Engineering & Transportation > Engineering > Bioengineering > Biomedical Engineering #89 in Books > Textbooks > Engineering

Customer Reviews

"Biodesign is on the forward edge of one of the most exciting new frontiers of health care. This impressive and engaging work provides a thorough look at the innovation process. But this is certainly not just for the scientific innovators: it is a must-read for anyone in any aspect of health care today." Alex Gorsky, Chairman and CEO, Johnson & Johnson "I can't think of a more important place to turn creativity loose than in designing the future of healthcare. But it's a complicated scene - and it's easy to get lost in the maze of stakeholders, regulation, and financing. Biodesign lays out a clear and logical map to find and pursue opportunities for real innovation. One of the core messages

in this new edition is that by placing the need for affordability up front in design process, innovators can more explicitly create technologies that bring value to the healthcare system. This is design thinking at its best!" David Kelley, Founder, Hasso Plattner Institute of Design, Stanford University, and Founder, IDEO"A [must-read] textbook for anyone in academia or industry, in any country, who wants to innovate and deliver value to patients and health systems around [the] world." Koji Nakao, Chairman, Terumo, and Japanese Federation of Medical Device Associations"If you want to know how to come up with a both innovative and transformative technology in medicine, there isn't a better resource than this book by Paul Yock and his colleagues at Biodesign. Over thirteen years ago, the program at Stanford brought together transdisciplinary innovators - engineers, physicians and business experts - to not only design their formidable program, but to teach all the rest of us how to do it." Eric J. Topol, Director, Scripps Translational Science Institute"... this book on biodesign will be invaluable for any inventor or entrepreneur. It contains very useful information on such critical areas as design principles, regulatory issues, clinical trial strategies, intellectual property, reimbursement strategies, and funding - and it backs them up with interesting real-life experiences and case studies." Robert Langer, David H. Koch Institute Professor, Massachusetts Institute of Technology"This practical but comprehensive resource is keeping up with the rapid developments affecting medical device innovation. The authors draw on their own extensive experiences and insights, as well as diverse case studies, to present the full range of strategic and operational considerations to bring valuable new therapies to patients in the US and around the world." Mark McClellan, Director, Health Care Innovation and Value Initiative, Brookings Institution"Since its first release, Biodesign has established itself as a unique foundation of expertise for medical device entrepreneurship. No other manual has been so popular and so influential, reflecting admirably the entrepreneurial values sustaining the Biodesign endeavor. [The] second edition, by the outstanding founding editorial team, preserves the highly praised detail, clarity and refreshing essence of [the] previous edition ... an indispensable manual and reliable companion for all students and professionals, from business, medical or engineering arenas ..." Professor Jacques Marescaux, President, IRCAD Institute, and Founder and CEO, Strasbourg Institute of Image-Guided Surgery

This step-by-step guide to medical technology innovation, now in color, has been rewritten to address the new era of value-based healthcare and globalization. Written by a team of experts, it follows their proven process for identification, invention, and implementation, and provides practical examples and advice through case studies and videos.

The 2nd Edition of the Biodesign book did not disappoint! The philosophy and methodology shared in the 1st edition helped MedTech serial entrepreneurs, venture capital leaders, start-up employees, and corporate intrapreneurs to reinvent or evolve their approaches to uncovering game changing innovation. This edition really helped to build on those approaches with additional case studies and examples -- including globalization strategies and value creation models needed in our changing healthcare landscape. In addition, I really enjoyed the companion videos with advice and examples from leading experts to help bring the book's content to life. This book is a must have for proven leaders as well as aspiring MedTech innovators!

This was donated to our local high school library in memory of one of our school board member's family. It was recommended by our media specialist/librarian and 2 of our Bio-Medical teachers for a new course study our students have available.

Biodesign: The Process of Innovating Medical Technologies is an absolute MUST READ for medical device entrepreneurs. By bringing together the necessary elements from medicine, engineering and business, it teaches the process of medical device innovation. I am using the new edition to teach students, residents and faculty the Biodesign process to address the most compelling unmet needs in Neuro. There are a number of factors that one must consider at the very beginning, when thinking about an unmet clinical need. Factors ranging from Regulatory, Reimbursement, IP, Competitive Landscape and Clinical Trials, are some of the many considerations that Biodesign teaches through a series of real world vignettes and customized videos in the new edition. Many thanks to the authors for their hard work and dedication. Together, they have made a lasting impact, not only by teaching entrepreneurs in small startups to big companies, but positively impacting countless more patients' lives by influencing the next generation of medical devices. -Nandan Lad, MD PhD, Director of Duke Neuro-Innovations

Excellent condition.

This book is a must-have for medical device students designing new products! It gives a great overview of the regulatory and design methodology! It will be a great reference over the years!

top notch which really drives home the point, the end point must be kept at mind with an

interdisciplinary approach at all points of development, from the beginning.

It is average. Too focus on one type of product.

A course in product introduction all by itselfSolid useful informationtons of information and great processes to work throughNot a quick read - but a really good one

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