

# FAST TRACKING AN OPTICAL-BASED MEDICAL DEVICE TO MARKET THROUGH INTEGRATED PARTNERSHIP

FOR BUSINESS LEADERS, DELIVERING A PRODUCT THAT ADDRESSES AN UNMET CLINICAL NEED ON TIME AND WITHIN BUDGET IS THE GOAL TO ACHIEVE. MISSING ON THOSE TARGETS CAN BE A MAJOR PROBLEM – EVEN AN EXISTENTIAL THREAT TO THEIR COMPANY.

FOR BUSINESS LEADER


## TAKE DONNA, GENERAL MANAGER, FOR EXAMPLE...



Delivering an optical-based medical device to market is challenging – a single missed target can make or break the company.

We're going to revolutionize clinical care. We just need to get it to market!

## WHAT'S HER PLAN?




We need help from an optics-savvy design and manufacturing firm.

But do they even exist? They seem so specialized and fractured.

Donna needs to stay on schedule and on budget to secure funding and keep her investors happy, but she doesn't have the in-house experts she needs. And since many firms are hyper-specialized, she's worried about having to engage too many firms just to get the job done.

MAXIMIZE ROI, MAXIMIZE PROFITABILITY

## WHAT RISKS DOES SHE COPE WITH?



And what will happen when I transfer to a Contract Manufacturer? Will something get dropped?

I can't afford to lose steam when my device transitions into manufacturing, and I don't have the bandwidth to closely manage the handoff myself.

The more interfaces, the more likely something is to get dropped. And decisions made today will be costly to undo later, but most manufacturing partners aren't engaged early enough in the design stages to advise otherwise.

MISCOMMUNICATION AND DEPENDENCE ON MULTIPLE SUB-CONTRACTORS

## WHAT'S HER OPTIMAL SOLUTION?



For Donna, this means confidence in project timelines and budgets, de-risked interactions with the FDA, and protection of IP.

I need a single partner to manage the minutia from proof of concept to manufacturing, so that I can focus on running my business.

A COLLABORATIVE PARTNERSHIP THAT CAN SUPPORT THE ENTIRE JOURNEY

## A SEAMLESS JOURNEY, TOGETHER



I better call Minnetronix and INO!

Minnetronix and INO offer an end-to-end partnership that streamlines a company's optical medical device development, helping maximize the ability to make product decisions for new systems or for integrating new optical subsystems into existing systems. For optical based medical device manufacturers, this means reducing risk, accelerating development and maximizing profitability to deliver a product that exceeds their client's expectations.

REDUCE RISK, ACCELERATE DEVELOPMENT, MAXIMIZE PROFITABILITY, EXCEED EXPECTATIONS