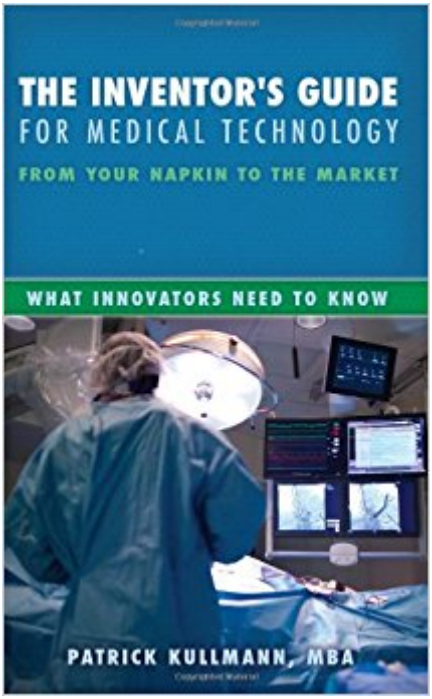
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# The Inventor's Guide For Medical Technology - From Your Napkin To The Market




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## Synopsis

The Inventor’s Guide for Medical Technology: From Your Napkin to the Market--What Innovators Need to Know offers a series of clearly defined steps, guiding inventors in the process of taking their idea ’’from concept to market.’’ In chapters such as ’’The Invention,’’ ’’Research and Development,’’ ’’Manufacturing,’’ ’’Finance and Accounting,’’ ’’Launching in the U.S.’’ and ’’The Exit,’’ Patrick Kullmann discusses trademarks and patents, clinical trial designs, funding, choosing the right team, and so much more. Each chapter ends with a tidbit of personal advice, based on Kullmann’s insight and indisputably expert knowledge. With Kullmann’s guidance, inventors and entrepreneurs alike can sidestep the pitfalls and increase their probability of success. See the free tool library information available inside the book. With his over twenty-eight years in the medical technology field and a long history as an entrepreneur, speaker, educator, and angel investor, Patrick Kullmann is the voice of experience.

## Book Information

Paperback: 90 pages

Publisher: Two Harbors Press; 1 edition (January 3, 2012)

Language: English

ISBN-10: 1937293858

ISBN-13: 978-1937293857

Product Dimensions: 4.9 x 0.4 x 7.8 inches

Shipping Weight: 1.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 24 customer reviews

Best Sellers Rank: #926,640 in Books (See Top 100 in Books) #34 inÃ Â Books > Textbooks > Medicine & Health Sciences > Reference > Instruments & Supplies #49 inÃ Â Books > Medical Books > Medicine > Reference > Instruments & Supplies #341 inÃ Â Books > Engineering & Transportation > Engineering > Reference > Patents & Inventions

## Customer Reviews

Patrick Kullmann, with over 28 years of medical technology experience, founded CG3 Consulting LLC, a full-service commercialization advisory firm. CG3 represents creating growth in the health care, scientific, and technology industries. Patrick established the firm in Minneapolis and has since expanded to both the East and West Coasts for global coverage with offices in Boston and San Diego. Prior to establishing CG3 Consulting, Patrick was a senior director at Medtronic in their $2.3 billion cardiovascular division. During his career he has served in ten medical specialties as a senior

marketing, business development, and sales executive. Patrick is a well-respected entrepreneur, speaker, educator, author, board member, and angel investor serving the medical technology fields. He has authored several articles for leading medical technology and other life science organizations in the United States and abroad. He has served in senior marketing, business development, and sales leadership positions at Medtronic, Boston Scientific, Baxter International, Johnson & Johnson, and four startup medical technology companies, two of which were acquired for a total of $120 million.

A decent book that covers the topics you need to make you "think" about your invention. I think it is a good wake-up call for those thinking the idea on their napkin will make billions (maybe it will, but only with hard work on your part). I wish it had more in-depth information on performing market need assessments as this was the biggest challenge I had faced when taking my device to market. Overall a good book and good starting point for new medical device inventors.

I used this book as a text for the Introduction to Medical Devices class I teach. It has concise accurate up to date information about each area in this field.

A book that focuses on a niche market segment, invaluable advice for start-up of the Med Tech. Easy read and good advice, only regret I did nor know about it before now.

Finally, an easy to read, layman’s version of reality as it describes the best pathway to success for a neophyte inventor who believes their medical device idea will provide them with their contribution to medicine and the freedom to do exactly what they want to do in the future. Great premise but there are a few steps that come before that goal is reached...and lots of pitfalls! For those who believe that the most direct route between two points, the idea and the goal,is a straight line, this is the must read book to review first so the line stays straight. I’ve been there once and am now on my second venture and I will tell you, Mr. Kullmann’s experience is easier on the heart and body than is the experience of mishap. Lessen your anxiety and heighten your awareness...buy the book.

Great book, easy for the layman to read and understand. The Inventor’s Guide for Medical Technology is a very useful tool, both as an initial guide to inventors of medical technology and as a reference guide. If you are involved in the development of a medical device, pharma, biotech, health care software or other health care offerings, this is the book to help you get started. It would also be

very helpful to Biomedical engineers and business school students and graduates as well as to physicians and other health care providers that are inventing. Practical advice and guidance for a very low price. A highly recommended read!

Finally, a simple, straight-to-the-point guide to help entrepreneurs get their ideas from inception to the marketplace. Patrick Kullmann provides practical, proven advice to guide entrepreneurs through the process one step at a time. Although this book focuses on the medical device industry, its insights are valuable for all inventors looking to market their idea or for anyone interested in understanding the process. This book is a quick and interesting read that is well worth the time. I especially enjoyed the tips at the end of each chapter summarizing Patrick Kullmann’s personal insights as a seasoned expert.

The Inventor’s Guide for Medical Technology is a concise overview of what you need to know to commercialize medical technology. It is a cogent summary of topics that are books by themselves, providing a roadmap to enable the reader to dig deeper as needed. For those new to medical technology it gives the background necessary to seek the appropriate help and ask the right questions. Also, it has great snippets of practical advice in each chapter, clearly based on hard won experience, such as "it takes as much time to develop the wrong product as the right one."

I was introduced to Patrick Kullmnan several years ago as an inventor with no previous experience in developing and/or marketing an invention. Mr. Kullman was always generous in sharing his insights into how to proceed to get my inventions developed, and he has now reduced his recommendations into a concise, very readable, clear, authoritative account that will immensely benefit any inventor who is trying to bring his invention to fruition. A highly recommended primer. Dr. Roger Mason, Vascular surgeon

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