

# New Companies & Technologies Report - NCTR

global survey of emerging and disruptive  
healthcare companies and technologies

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## Medical Devices

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Coming Soon: Cardiology, Neurology, Surgery, Health IT

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Research Area(s)

Keywords

**Cardiology, Drug Delivery.** *Vascular Positioning System, Intravascular Ultrasound, EKG.* The company has developed an advanced vascular positioning system that enables the site-specific placement of peripherally inserted central catheters in the heart on the first try, with a success rate of 90%. The company's technology utilizes both intravascular ultrasound and EKG input to provide physicians with real-time catheter position information, enabling direct catheter placement. Traditional catheter placement methods require repeated rounds of catheter adjustment and subsequent X-ray catheter localization until the catheter is in the right place, and the company's product is poised to eliminate the fragmented workflow, reduce procedure and patient recovery time, and decrease patient discomfort and infection possibilities. In the US alone, over 7 million catheter placement procedures are performed in the heart for drug delivery and therapeutic purposes. Founded: 2005.

**Cardiology, Urology.** *Electrical Stimulation Implants, Vagus Nerve Stimulation, Heart Failure, Urinary Incontinence.* Company develops and markets implantable electrical stimulation devices designed to treat dysfunctions of the autonomic nervous system, which is responsible for controlling involuntary organ functions such as the heartbeat and bladder emptying. The company's products deliver selective and unidirectional stimulation to target organs that mimics normal physiological stimulation, therefore reestablishing normal conditions and amending organ function. The company's lead product is an implant that stimulates the Vagus Nerve, and serves to restore normal stimulation of the heart and treat heart failure. The company is also developing its technology to provide normalized bladder stimulation for bladder emptying and treatment of urinary incontinence. Founded: 1999, Employees: 24.

**Gastroenterology, Surgery.** *Obesity, Non-Surgical Stomach Stapling.* Company has developed a non-surgical, endoscopic and fully transoral gastroplasty technology, or stomach stapling, for the treatment of obesity. The company's product is administered orally, and functions by localizing the stomach walls and stapling them together to form a smaller pouch that evokes restrictive food intake. Current stomach restrictive surgeries are invasive, including removal of stomach sections and stomach tying bands, and the company's technology is poised to increase patient outcome and reduce costs. The company is currently conducting clinical trials for its product in which patients have lost 40% of excess weight, with comparable weight loss to other invasive restrictive surgeries. Approximately a quarter of a million patients undergo restrictive surgery each year in the US, and the company anticipates FDA approval of its product within the next 18-24 months. Founded: 2001.

**Ophthalmology.** *Visual Aids, Cataracts, Presbyopia.* Company specializes in the development of novel, corrective visual aids for patients with cataracts and presbyopia, where patients lose the ability to focus their eyesight on objects. The company's lead product is a three-dimensional dual optic accommodating intraocular lens (IOL) for use in corrective surgical procedures. After placement in the eye using a pre-loaded injector, the IOL is designed to provide a continuous range of focus (from near to far) without glasses, contact lenses or multifocal implants. 1.3 billion individuals suffer from presbyopia worldwide, and over 14 million cataract procedures are performed annually. Having already received CE Mark approval, the company plans to submit the results of its U.S. IDE study to the FDA in 2009 in anticipation of premarket approval in 2010. Commercialization efforts are supported by its \$40 million round of funding completed in April 2009. Founded: 2001, Employees: 20.

**Ophthalmology.** *Macular Degeneration, Retinitis Pigmentosa, Micro-Current Electrical Stimulation.* Company has developed a sight-saving technological platform to counteract the symptomatology of blindness caused by degenerative eye diseases for which there are no cures or therapies, including macular degeneration and retinitis pigmentosa. The company's product serves as a micro-current electrical neuro-modulation and stimulation device that approximates the electrical activity in a healthy eye, thereby establishing physiological conditions that promote normal eye function and recovery of diseased tissue. Research to date has shown that this micro-current stimulation can improve vision in 85% of patients with macular degeneration and 66% of patients suffering from retinitis pigmentosa, significantly increasing brightness, decreasing fogginess, improving visual acuity and enhancing color detection. The global ophthalmology market reached an estimated \$13 billion in 2008, and the company's devices have received CE Mark approval and are expected to receive FDA approval by Q1 2010. Founded: 2002, Employees: 10.

**Orthopedics.** *Anterior Lumbar Inter-body Fusion (ALIF), Arthroplasty.* Company develops and markets spinal implants with applications in motion preservation and minimally invasive fusion of the cervical, lumbar and thoraco-lumbar spines. It has also developed a tissue-sparing, motion preservation platform intended to alleviate facet joint pain, the largest contributor to chronic back pain. The worldwide spinal instrumentation market is valued at over \$5 billion, with the potential market opportunity for stand-alone ALIF devices exceeding \$100 million. The company raised \$17 million in revenue in 2008 and is currently seeking venture capital and strategic partners. Founded: 2003, Employees: 25.

**Orthopedics, Imaging. *Implants, Cartilage and Joint Damage Repair.*** Company provides patient-contoured implants for the repair of cartilage defects and joint damage. These implants are custom designed to match a patient's anatomy using the company's proprietary, intra-operative 3-D mapping technology. The company is initially applying its technology to convex joint surfaces, including the condyles of the knee, head of the shoulder and the ball of the hip, with the goal of closing the existing gap between early conservative therapies and total joint replacement surgery. Its target population consists of the underserved young, and healthy patients seeking to maintain their active lifestyles. The company raised \$4 million in its last round of Series F equity financing, increasing its total equity capital to \$31 million. Founded: 2002.

**Neurology, Drug Delivery, Surgery. *Brain Function Modulation.*** Company provides advanced brain interface devices for neurological, neuro-surgical and research applications. The proprietary technology enables placement of sophisticated microelectronic and fluidic components on the surface of miniaturized brain probes, which can be used to map, stimulate or modulate brain function in specific regions where the brain's natural abilities are compromised. It can also facilitate precise drug delivery to these areas, as well as record and transmit physiological information. The company's technology presents opportunities in the global neurotech industry, whose revenues rose 9 percent in 2008 to \$144.5 billion. Research and development operations are currently funded with public and private awards. Founded: 2004, Employees: 12.

**Neurology. *Ultrasound Neuromodulation, Parkinson's Disease.*** Startup company develops and markets ultrasound energy technology that provides therapeutic neuromodulation in the treatment of Parkinson's disease. Among other endeavors, it is currently researching ultrasound transducers that could be implanted atop the skull or placed into a cap. Over two billion people worldwide suffer from neurological diseases; flexible and low-cost ultrasound technology is expected to address a significant portion of this population, with a market expected to exceed \$6 billion by 2012. The company is currently expanding its IP portfolio and seeking \$5.5 million in funding over the next 48 months (\$3.5 million in the first 24 months). Founded: 2008.

**Neurology. *Radio Frequency-ID Electrical Stimulation, Chronic Pain.*** Startup company is developing a wireless, Radio Frequency-ID powered electrical stimulation device to provide relief from chronic pain. Electrical pulses delivered by the device can override the neural pain signals being transmitted to the spinal cord. This subcutaneous injectable implant is smaller than a grain of rice, in contrast to the large neural stimulators currently on the market. Having developed its prototype device, the company is finishing its research and development on the device and gathering data for FDA clearance. It has received nearly \$5 million in grants and private investments to date. Founded: 2007.

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### BioSante Pharmaceuticals

Stephen Simes, President and CEO of BioSante Pharmaceuticals, speaks about his company with William Dawson of LifeTech Capital at the 2010



### Biomoda, Inc.

John Cousins, President and CEO of Biomoda, Inc., discusses his company with William Dawson of LifeTech Capital at the 2010 OneMedForum in San Francisco.



### EpiCept

Jack Talley, President and CEO of the EpiCept Corporation, discusses his company with William Dawson of LifeTech Capital at the 2010 OneMedForum in San Francisco.



### Amarantus Therapeutics

Martin Cleary, Chairman and CEO of Amaranthus Therapeutics, discusses his company with OneMedTV Correspondent Alicia Ontiveros at the 2010 OneMedForum in San Francisco.

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