

Design Solutions Entrepreneurial Opportunities in the Health Care Industry

Engr 192/292 B

Winter 2008

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Entrepreneurial Opportunities in the Health Care Industry

- Course Objectives
- Course Requirements
- Course Schedule
- Overview of the Health Care industry
- Student Interests
- Team Formation

Course Objectives

- Intended for students with an interest in new products and services in the Health Care environment
- Develop an insight regarding the needs and requirements of various Medical Devices in the Health Care industry

Course Objectives

- Interaction with Health Care professionals and Industry Executives
- Identification of Market Opportunities

Course Requirements

- Interact with Guest Lecturers
- Team Presentation (15 to 20 minutes)
 - Teams will identify, assess and present a health care opportunity including market size, technical obstacles, clinical needs, customer needs, and competitive landscape.
- Individual assignment (10 to 15 pg paper)
 - Report that critically reviews one of company presentations in terms of addressing its market opportunities. Must identify and discuss at least 2 competitors, must include references, and should provide a recommendation for a new product or new market opportunity.

Course Requirements

- Grading
 - Interaction during class and roundtable discussions (30%)
 - Team Presentation (40%)
 - Summary Report (30%)

Course Schedule

January 8 Introduction

Overview of course objectives

January 15

Overview of the medical device industry
Guest Lecturer - Ahmed Enany

January 22

Ophthalmology
Guest Lecturer: (Dr. Mark Lowe)

January 29

New Approaches to the Health Care System
Guest Lecturers: Cottage Healthcare (Steve Fellows) and
Intouch Health (Yulan Wang)
at 90 Castilian Drive, Suite 200

February 6

Ophthalmology
Guest Lecturer: (Dr. Doug Katsev)

Course Schedule

- February 12 Plastic Surgery
Guest Lecturer: Plastic Surgeon (Dr. Russell Stokes)
- February 19 Plastic Surgery
Guest Lecturer – Mentor (Louis Masi)
- February 26 TBD
- March 4 Cardiovascular
Guest Lecturer: (Dr. Alan Brown)
- March 11 Team Presentations and Summary Reports Due

Overview of the Health Care industry

- Focus will be upon Medical Devices and Health Care delivery systems
- We will not directly address Pharmaceuticals or the Biotech industry

Student Interests

- Identify yourself and your interests

Team Formation

- Form Teams