



***What Could Be Done,  
Incentives and Otherwise...  
NICHD Perspective***

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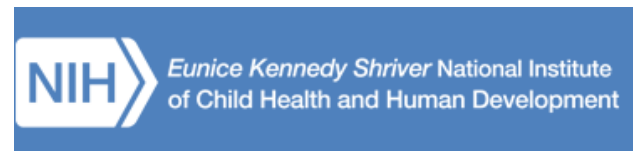
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# Eunice Kennedy Shriver National Institute of Child Health and Human Development Medical Device Development Programs

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# Funding Opportunities

- Small Business Innovation Research
- Small Business Technology Transfer
- Collaboration with existing networks
  - NICHD Pediatric Trials Network
  - Topic specific networks
- Multiple grant programs

# A device as part of an ecosystem

- Where does the device fit into the ecosystem for a particular condition?
  - What other interventions and responsibilities might surround the device and how would it interact with them?
  - What other professionals and care takers participate in evaluating and supporting the patient and how might they interact with the device?
  - What is the expected exposure time and maintenance of the device relative to other components of the therapeutic and diagnostic ecosystem?



# Needs determination

- Start with device or start with potential use?
- Technical solution to do the same job faster, smaller, better
  - The portable iron lung paradigm
- Approach from perspective of public health need and therapeutic gap for potential greater impact
  - Consult NICHD Priority List
  - [http://bpca.nichd.nih.gov/prioritization/priority\\_list.cfm](http://bpca.nichd.nih.gov/prioritization/priority_list.cfm)
  - Next revision due in 2014- please participate!

# Market size

- Think globally in a geographic sense
  - Can partnerships in different parts of the planet be formed?
- Think developmentally
  - Can a series of related devices cover the human developmental spectrum?
- Think ecosystem
  - Can the device become part of an ecosystem and can it adapt to different roles within an ecosystem?

# Device Map Project

- Build from federal device conferences over the past few years
- Description and visual map of the complex pathways to marketing authorization, distribution and surveillance
- Link relevant resources to each step
- Consolidate needs opportunities
- Dynamic information resource
- Targeted for 2014 launch