

Press Release

Beaumont Hospital Technology Usability Center expands range of clinically based product development resources

MD&M West, Anaheim, CA, January 14, 2008 - Beaumont Hospital Technology Usability Center (BTUC), part of the Beaumont Hospitals System in Royal Oak, Michigan, will be exhibiting at MD&M West, January 29 – 31, 2008 at the Anaheim Convention Center (Booth # 345). MD&M West is the world's largest event for medical manufacturing, attracting more than 16,000 medical product design professionals.

BTUC provides device companies with fast, easy, business friendly access to clinicians and to clinical settings in more than 40 medical specialties, including two acute care hospitals, a Level I Trauma Center, nursing care facilities, home care services, community clinics and a fully accredited, state-of-the-art virtual operating room / learning center.

Medical device designers also have access to BTUC's in-house clinical engineering group that has received national recognition from such groups as the FDA, ECRI, and the Wall Street Journal for BTUC's work with device companies in the areas of human factors engineering, medical device usability and device risk assessment and risk reduction.

"From clinical input on early concept evaluation, prototype design and usability engineering to fast tracking IRB / IDE clearances, clinical evaluations and trials or to better understand clinical reaction to competitive products, we are expanding our services in 2008 to be more comprehensive than ever," says Steve Ebben, Vice President Sales & Marketing for BTUC, commenting on the expanding range of product development services being offered in 2008.

Vector Resources, LC, a Salt Lake City, Utah based business development firm specializing in the commercialization of medical devices, is assisting BTUC in promoting its services to the medical device community. "The design and development of safe, effective, user preferred medical devices requires top quality clinical input, yet gaining access to healthcare facilities and to practicing clinical professionals is a difficult challenge for device designers", says Rick Davies, the firm's Managing Partner. He went on to say, "The Beaumont Hospitals main campus is conveniently located just 30 minutes from Detroit Metro Airport and is one of the busiest and highest rated systems in the country. Their Technology Usability Center has a unique set of clinically based resources and the experience to help manufacturers bring new and better products to the marketplace".

For information about working with BTUC please contact:
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Please also visit: www.beaumontusability.com and www.vectorresources.com