In my presentation, we will be looking at the benefits of taking a holistic approach to developing and protecting new ideas, be it in the field of medicine or elsewhere.

From creation of a new concept or invention, be it in the field of assistive technologies or more mainstream medicine, and bringing such ideas through to commercialization.

Developing and marketing products that are commercially viable and yet beneficial to people can be difficult. Proper assessment of the end user’s needs should be made at an early stage in product lifecycle so as to maximize benefit to the user as well as market acceptability for the product.

At all stages in product development, a proper assessment should be made of the intellectual property inherent in designing and developing new beneficial products, and informed decisions need to be made at each stage as to how to best protect your investment in time, effort and resources in the product, in order to create the best value proposition for your people and business.