Innovation Competency and the Path to Successful Commercialization

In order to maintain a vibrant pipeline of products that provide value to the health care community, as well as the commercializing business, the historic paradigm for product development must change. External environmental factors, including the reimbursement landscape, the identity of the customer, and the expectations of patients and third party payors are forcing our industry to rethink how investments in new product development are made. Progressive firms have responded to this challenge by introducing a new model for innovation, which requires deep ethnographic research, and considers “Ten Types” of innovation that, when leveraged properly, provide significant differentiation to products and services. Employing this approach creates a portfolio of offerings that span across an ambition matrix of Core, Adjacent and Game-changing products. By integrating this discipline with an industrial and patient-centric view of some of the key future trends in the Medical Device sector, this presentation is intended to provide practical information and insights regarding the pathways, processes and priorities required to bring innovations to market. Through a review of these features and trends, attendees will gain an understanding of the elements necessary to construct a pipeline of products that emerge through organic development, partnership with universities or acquisition of other companies.

Scott P. Bruder, MD, PhD, is an insightful and energetic healthcare leader with a 25-plus year history of bridging basic science, clinical medicine, and industrial development expertise to deliver innovative, commercially successful products that improve patients’ lives around the world. As a veteran Physician-Scientist Executive, he now leads Bruder Consulting International, providing a variety of services to medical device, regenerative medicine and biotechnology companies, as well as venture capital and private equity firms. Dr. Bruder has a long and proven track record of performance across multiple roles in his career, and is an accomplished researcher and innovator with more than 20 issued and pending U.S. and international patents. He has published nearly 150 original articles, book chapters and abstracts in peer-reviewed journals, and received numerous awards including those from the American Institute of Medical and Biological Engineering, the American Academy of Orthopaedic Surgeons and the Orthopaedic Research Society. Previously, Scott served as the Chief Medical and Scientific Officer of Stryker Corporation, where he guided clinical, scientific, innovation and IP strategic efforts across the company. Previously he was the Chief Science and Technology Officer at Becton, Dickinson and Company. Scott also served in a variety of senior executive and scientific roles, at Johnson & Johnson, Anika Therapeutics, and Osiris Therapeutics. Dr. Bruder is a magna cum laude graduate from Brown University, and CWRU School of Medicine, where he also earned a PhD in stem cell biology before his clinical training at Albert Einstein Medical Center and the University of Pennsylvania.