

Don't leave money on the table.



Your attention is often taken by the daily treadmill of competition, not to mention the constant changes imposed by reimbursers and the overhead of compliance. Meanwhile, your physicians and nurses are focusing all their skills and talents on care of patients.

Who is thinking about the value of the medical staff's breakthrough concepts?

Your facility is full of smart people, and you are paying them. Consider this: those people have lots of ideas about ways to make routine procedures better. From better safety to easier monitoring to faster recovery, your doctors and nurses have ideas for medical devices that they already know are needed. If you don't have a way to turn those ideas into commercial products and realize their potential to create new revenues, then you are leaving money on the table.

Md2G (Medical Device Develop Group) is a group of experts focused on practical device innovation and commercialization. Many of our projects are physician (and nurse) inventions that address common problems and offer real returns. Running a hospital isn't something Md2G knows how to do. But we do know how to turn ideas into products, and after years of working with major non-profit institutions and independent inventors, we know that the same commercial path can be provided to your facility, without all the inefficiencies of the classical technology transfer offices.



That is why we are creating the **Health Innovation Pipeline (HIP)**.

HIP delivers technology transfer and commercialization without the overhead costs of creating a new department. HIP is run by seasoned executives from multinational device firms, people who have started companies and exited, people who have taken lots of ideas from the cocktail napkin phase right into the global market. HIP can work for your institute. The benefits include:



- Long-term income from royalties on your staff's inventions
- Prestige and visibility for your institution
- Improved retention of top talent & recruiting
- New revenue streams (clinical studies, innovation grants, etc)
- Morale increase as talent realizes that their ideas are truly valued

Every nurse or physician that we have ever met has good ideas to improve the products they use routinely. With HIP, you can reap the many rewards of your staff's ideas. Start today to create growing long-term value.

Let's build a Pipeline to a future of valuable innovations. You have the talent. We have the tools.