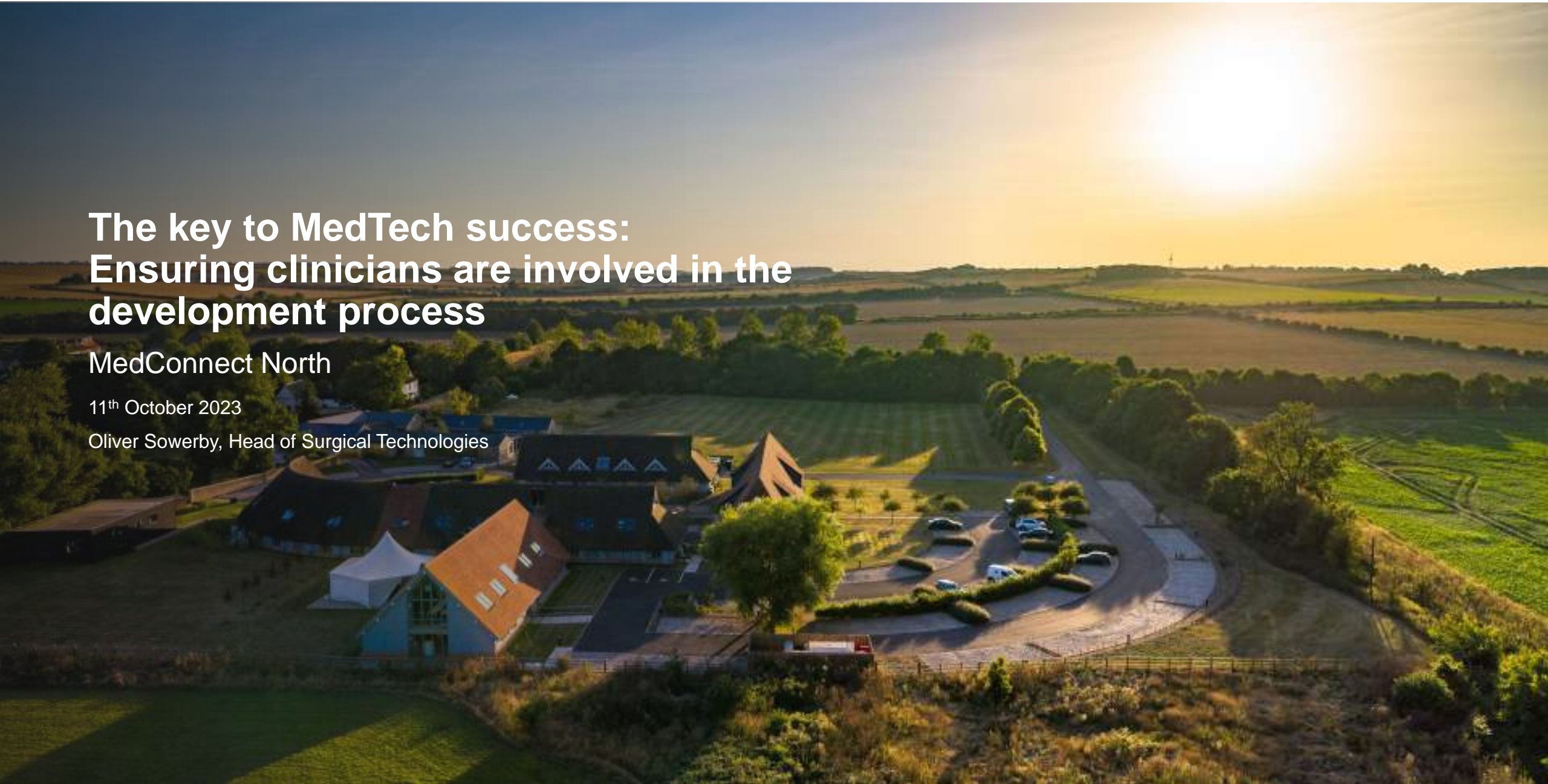


# The key to MedTech success: Ensuring clinicians are involved in the development process

MedConnect North

11<sup>th</sup> October 2023

Oliver Sowerby, Head of Surgical Technologies





## Who am I?

Oliver Sowerby

>13 years product development  
experience developing commercially  
available products

>5.5 years working on surgical &  
MedTech devices (technical  
leadership & project management)

Degree in product design

Chartered Engineer

Head of Surgical Technologies at  
Team Consulting



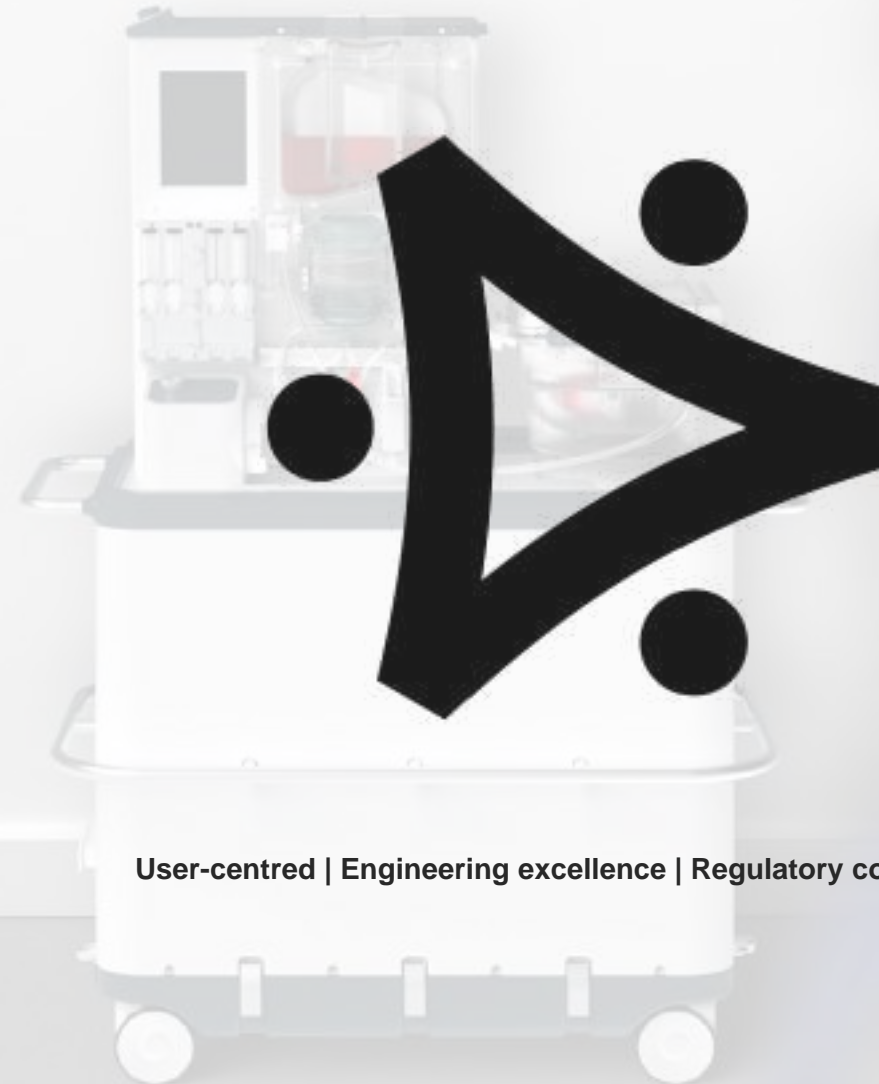


# Who are Team Consulting?

Team Consulting is Europe's largest medical device development consultancy (fee for service business).

We combine user-centred design with engineering excellence to deliver medical devices that delight end users and meet unmet market needs.

- Founded in 1986 – In Cambridge, UK
- 150+ employees
- 100 % medical focus
- 100 % employee owned
- ISO 13485:2016 certified QMS



**User-centred | Engineering excellence | Regulatory compliance**



# Some of our work





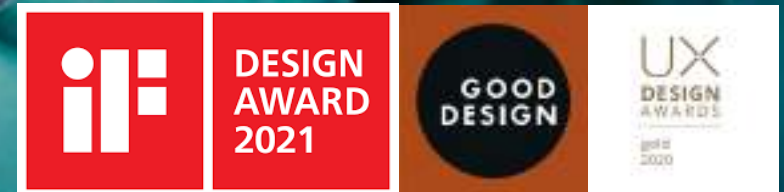
# Tympa Health

## Democratising hearing health

Enables non-ENT doctors to perform safe wax removal and high-definition assessment of the ear

- Founded by a clinician
- Winner of clinical and design awards
- > 80 employees
- Latest investment of \$23M from Octopus Ventures

[Link to website](#)



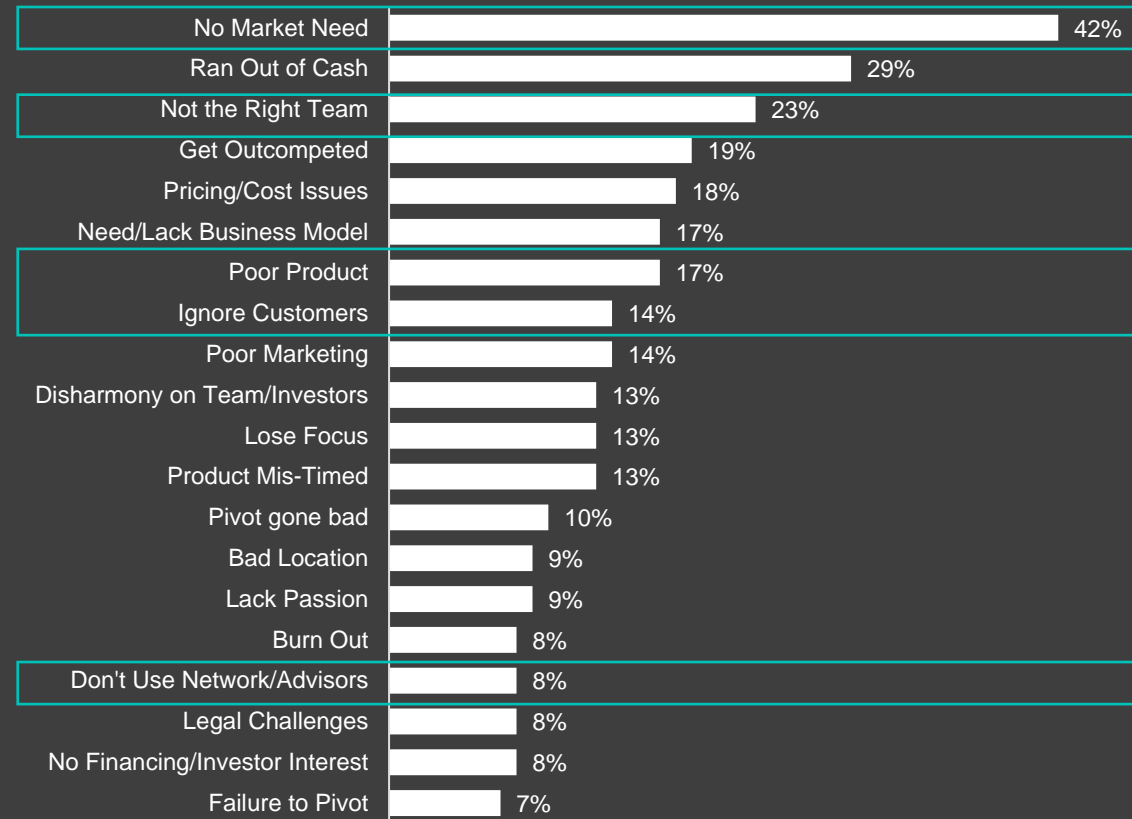


# MedTech start-ups often fail

No market need is the top reason

Not the right team, poor product, ignoring customer and not using network or advisors also contribute significantly

We firmly believe that involving clinicians in the development of medical devices is essential to ensuring new instruments solve real problems and are usable.

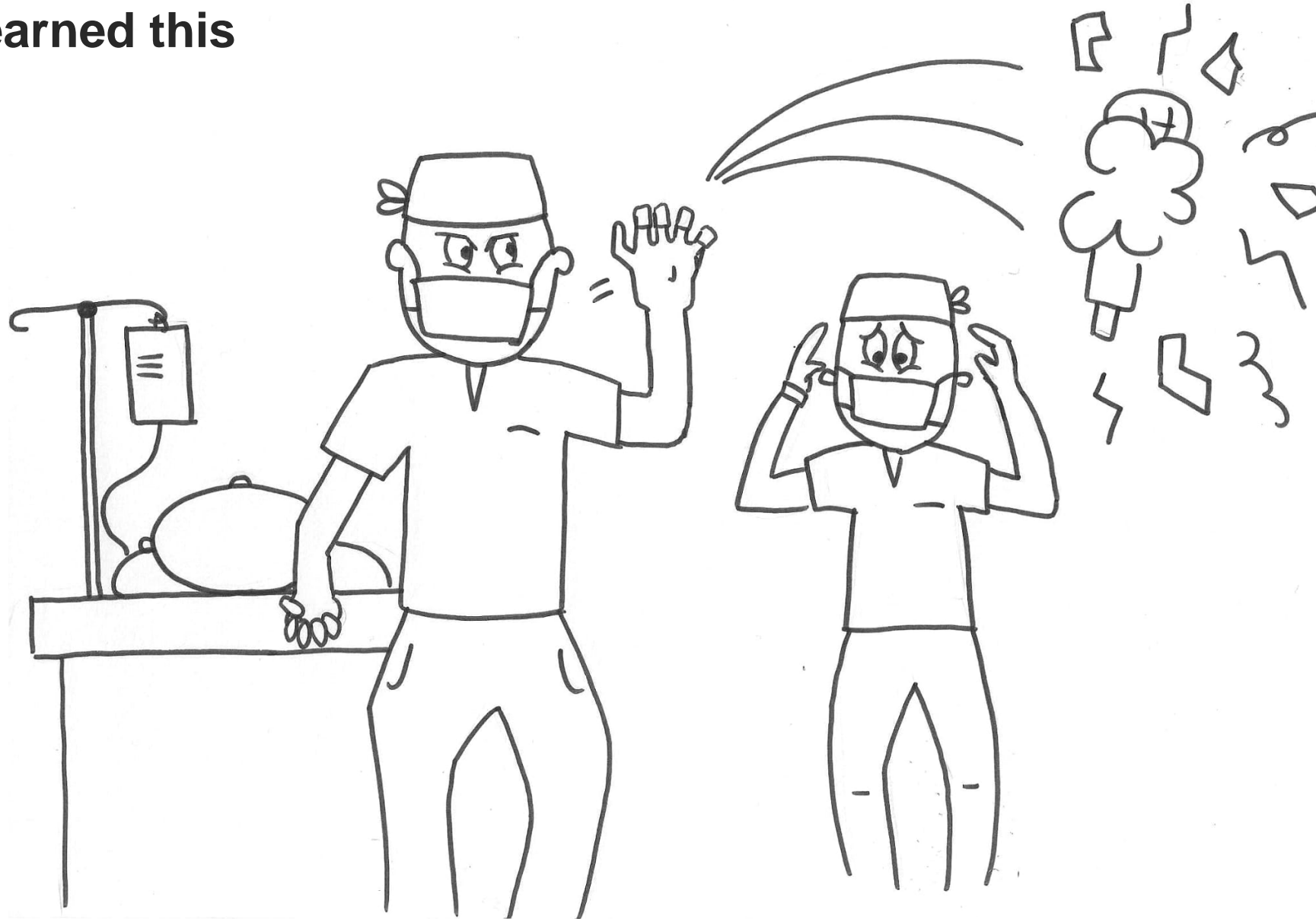


Source – Peter Cowley





# How I learned this



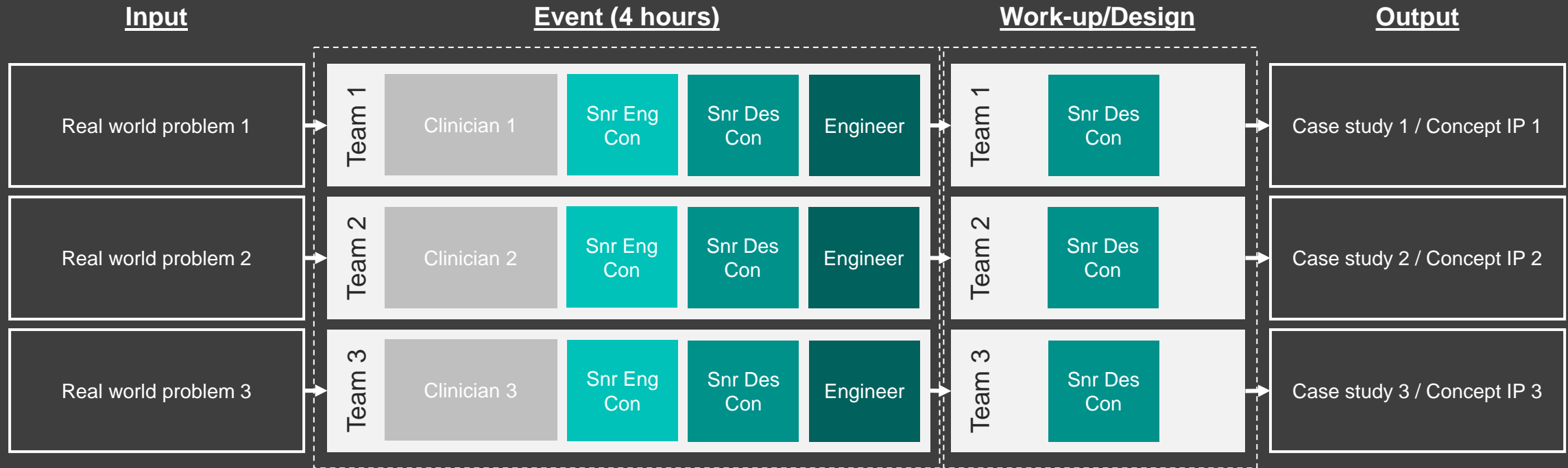
A photograph of a clinical innovation event. In the foreground, a woman with long brown hair is seated at a table, looking down at a laptop. To her right, two men are leaning over the table, looking at the laptop screen. One man is wearing glasses and a dark blue shirt with a red lanyard. The other man is balding and wearing a dark blue shirt. In the background, a man in a maroon polo shirt is standing and talking to another man in a white shirt. A large screen in the background displays the number '10:01' in white on a dark blue background.

# Clinical innovation event (June 2023)





# How?





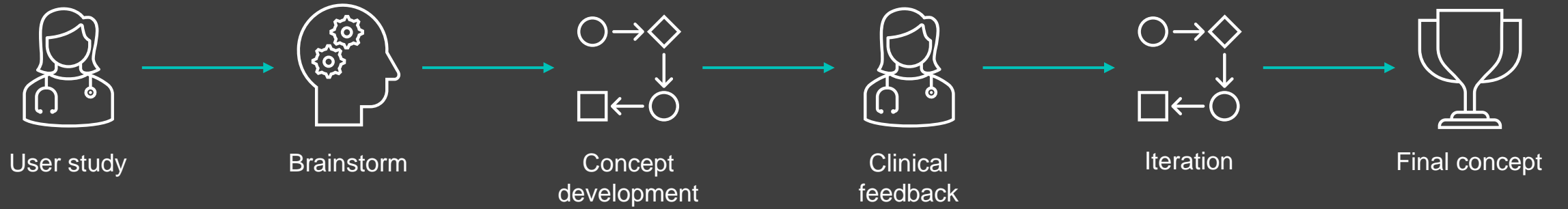
# Outcome



3 x concepts to  
be protected by  
patents

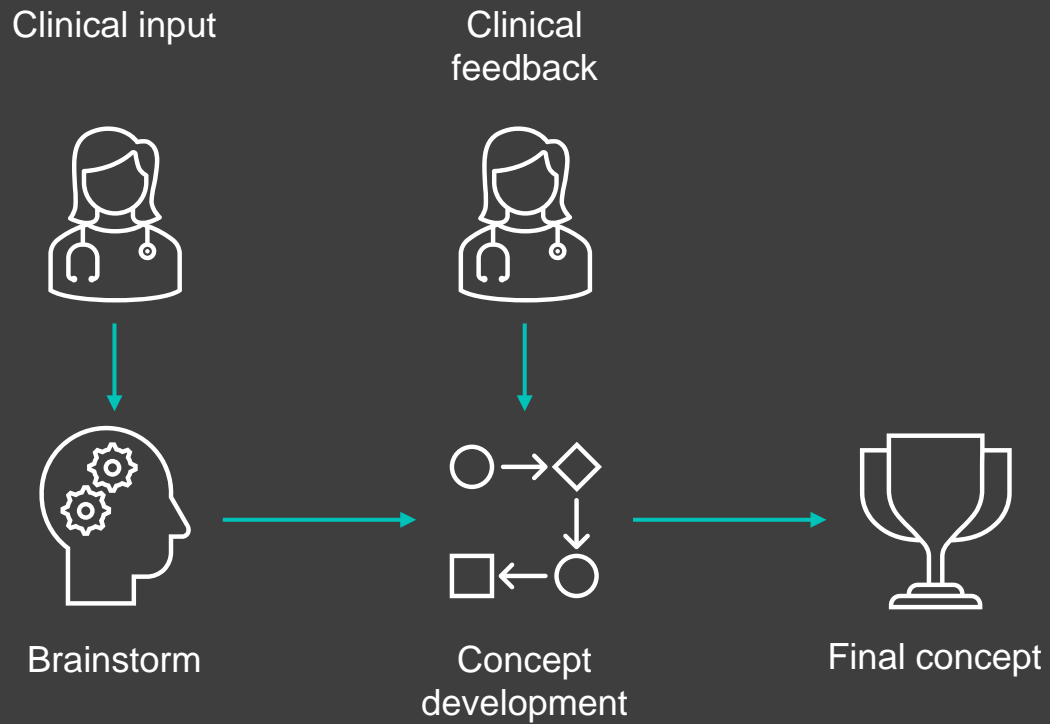


# Usual concept development





# Clinical concept development





**Clinical input is essential**





# Please get in touch

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<https://www.linkedin.com/in/oliversowerby/>

## Events:

November 14-15<sup>th</sup>- Future Surgery (London)