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## **Re: Ideation International's contribution in the Next Generation Medical Devices of Ethicon Endo-Surgery (J&J)**

*Ethicon Endo-Surgery (EES) is the leader in Advanced Energy products in the medical device industry with a sale of half a billion dollars annually. The energy products are used in minimally interventional surgery and open surgery. With these products the surgeon is able to deliver superior outcomes in a short time. The change in market dynamics required that EES engineers reduce the cost of transducers that powers all the devices to 1/10th and increase the volume 100 times. That is when Ideation International scientists were engaged.*

*The Ideation International scientists and teachers trained an EES team on the use of Ideation Workbench (IWB), which is a superb inventive concept tool. This tool brings to user's finger tips the knowledge from the original to the modern TRIZ. Without this tool one could be lost in the sea of TRIZ knowledge for many years before getting productivity. The EES engineers were able to learn the tool in 3 days and begin applying to a problem that they were wrestling with for more than 2 years.*

*While the engineers were applying the IWB, the Ideation International scientist used the IWB to produce a number of viable concepts. In live meetings, they demonstrated how the EES engineers could develop such concepts using the IWB.*

*Both the training and support for 3 months produced a final concept that is expected to achieve 90% of cost targets and 100% of volume target. Without Ideation International's contribution, it was likely for us to have challenge in overcoming our psychological inertia and settle for less than the superior outcome.*

*At EES we plan to use IWB as well as Intellectual Property Software (IPS) to compete in the new dynamics of the medical device industry. We will not only deliver superior medical devices, but also protect intellectual property for the business.*

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