



MICROWAVE ABLATION



CUSTOMER VALUE

INCREASE REVENUE

- Timely release of market matching product increased revenue
- Brand equity heightened by keeping consistent aesthetics throughout product offerings

LOWER COST

- Experience in MedTech industry lead to accelerated time to market in a cost efficient manner
 - Lower costs realized by efficiencies in product development process
 - Reduce operational TCO via supplier consolidation & scale, reduced lead times, warehousing/inventory management and 3PL services

LOWER RISK

- Years of experience helping to avoid inadvertent regulatory hurdles typically associated with custom solutions

PROBLEM

In 2008, this customer had a disruptive new technology for minimally invasive microwave ablation of tumors, but lacked a complete product solution that was viable in the market. While their team was strategically focusing on their core science, they needed a partner that was experienced in designing and navigating the regulatory pathway for products in the surgical environment. They wanted a novel looking package to reflect the innovation of their science, but did not have initial production volumes to warrant expensive tooling processes.

SOLUTION

MPE leveraged our industrial design and manufacturing expertise, to redesign the product concept for better workflow / ergonomics, lower capital costs and improved regulatory compliance. The unique look of the product created brand identity in the market.

RESULT

The customer received 510(k) approval on their first submission, acknowledging, "MPE was instrumental in achieving this milestone." They had a successful launch to market and did not require a re-design through the product's life to meet an overlooked need. MPE seamlessly managed the production ramp that accompanied the product's success in the market. The customer had a successful exit to a Tier 1 medical OEM in 2016. This OEM identified additional value in the transaction from MPE being a qualified supplier to them, allowing production continuity without new supplier qualification under the new ownership.