

# MEDICAL DEVICE DAILY™

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## 2016 MEDICAL INNOVATION SUMMIT

### Health care innovation seen accelerating on different track from other industries

By Marie Powers, News Editor

CLEVELAND – Addressing the state of health care innovation at the 2016 Medical Innovation Summit sponsored by Cleveland Clinic Innovations, a diverse panel of executives from disparate segments of the health care system agreed on one general principle: The industry is changing rapidly and in ways that look different from the face of innovation in any other industry.

The reason, they also concurred, is that patient care is fundamentally different from other industries, where consumers might be willing to accept a lower priced model rather than the top of the line.

“The difference with health care is that patients don’t want a Corolla,” said Bob

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## AAO 2016 ANNUAL MEETING

### Glaucoma market growth sharpens focus of ophthalmology community on sector

By Larry Haimovitch, Staff Writer

CHICAGO – Long a stepchild in the ophthalmology world, glaucoma has recently emerged as a lucrative sector for technology and market growth. Glaucoma’s new stature was on display here at the San Francisco-based American Academy of Ophthalmology (AAO) annual meeting. The AAO is by

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## MOVING PAST FINGER-STICK METHOD

### Noviosense banks on smartphones, tears for glucose level detection

By Omar Ford, Staff Writer

Google’s Verily Lifesciences LLC isn’t the only company developing a glucose sensor that will take readings from the eye. The data and analytics company is joined by Noviosense BV, a firm that has developed a smartphone-based tear sensor that can detect glucose levels in a diabetes patient. The method could

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## ALTERNATIVE TO TRADITIONAL SPINE FUSION

### Implanet speeds up global marketing of latest generation spinal implants with U.S. focus

By Bernard Banga, Staff Writer

PARIS – Implanet SA reported the global launch of its two latest generation implants – Jazz Claw for major spinal deformities and Jazz Lock for spinal degenerative surgery – on a wide scale. “We’ll be announcing this global roll-out at the North American Spine Society’s annual meeting, which will be held 26-29 October in Boston,” Ludovic Lastennet, CEO of Implanet, told *Medical Device Daily*.

For the past four years, Martillac, France-based Implanet, which specializes in vertebral fusion implants, has invested \$1.65 million a year in developing new tools for spine surgeons.

The company’s technological platform is protected by four international patent

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## CARDIOLOGY EXTRA

Senior Staff Writer Amanda Pedersen on one of med-tech’s key sectors

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## Noviosense

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about 15 years ago. Minimed's main product at the time was an external pump, worn on a patient's belt, to administer insulin continuously to people with type 1 diabetes. Since then, Medtronic has advanced the technology by adding an integrated insulin pump and continuous glucose monitoring (CGM) and a low glucose suspend feature.

Medtronic's approval came on the heels of Abbott Laboratories receiving FDA approval for the Freestyle Libre pro flash glucose monitoring system. The device, which is used by health care professionals, records glucose levels every 15 minutes.

Wells Fargo Analyst, Larry Biegelsen said in a research note on Abbott's approval that the professional CGM market is relatively small – less than \$100 million – but is growing fast at a rate of about 65 percent to 70 percent.

Noviosense would also face off against San Diego-based Dexcom, which has developed its own suite of CGM products. Dexcom was courted by Verily in August 2015 to develop a miniaturized CGM. (See *Medical Device Daily*, Aug. 12, 2015.) The two companies are also working on a disposable, inexpensive Band Aid-sized glucose monitor. Details for the agreement would have Dexcom retain all sales and distribution rights of the products developed with Verily. Dexcom is also obligated to make an initial upfront payment of \$35 million and additional milestone payments of up to \$65 million. Assuming a successful product launch, Dexcom said it would pay royalty payments to Verily based on annual sales of the product in excess of \$750 million.

Wilson noted that Noviosense's relatively low cost, which was on par with a Netflix subscription, could give it the advantage over other well-established CGM's.

"Our aim is to really be at a much lower price range than current CGM devices and capture that type 2 diabetes market," Wilson told *MDD*. "We also want to go into the emerging markets and less economically developed markets." //

## PRODUCT BRIEFS

**Dell Emc**, of Hopkinton, Mass., reported the general availability of Emc Documentum for Life Science, which now includes new capabilities for supporting medical device documentation in addition to pharmaceutical documentation. Enhancements include the addition of a harmonized medical device solution, expanded practices R&D inventory, support for multiple Dia eTMF reference models, an enhanced, flexible controlled print model and increased capabilities for the eTMF solution.

**Medtronic plc**, of Dublin, reported the U.S. commercial availability of the Android operating system version of the Minimed Connect mobile accessory. The Minimed Connect app was originally launched on ios in September 2015.

**Ortho Clinical Diagnostics Inc.**, of Raritan, N.J., said that Ortho vision Max, received 510(k) clearance. Ortho Vision Max is also commercially available in Europe and Japan.

**Personal Genome Diagnostics Inc.**, of Baltimore, reported the launch of RNAcomplete, a service that allows researchers to co-extract total RNA and genomic DNA from a single tissue sample. RNAcomplete uses RNA-seq to analyze the presence and quantity of gene transcripts corresponding to more than 34,000 genes and 84,000 transcript isoforms.

**Roche Ag**, of Basel, Switzerland and **Laboratory Corp. of America Holdings**, of Burlington, N.C., said the Labcorp. Center for Esoteric Testing is the first site in the U.S. to offer commercial testing services with Roche's new cobas 8800 system. The system automates the entire molecular diagnostics testing process.

**Tandem Diabetes Care Inc.**, of San Diego, reported commencement of shipments for its next-generation t:slim X2 Insulin Pump. The t:slim X2 Pump boasts an advanced Bluetooth radio and is optimized for use with Tandem's recently cleared Tandem Device Updater, designed to update software and add new features from a personal computer as they are approved by the FDA.

## MDD HIGHLIGHTS

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