

12:15 – 1:00 pm
Symposium # 2:

Innovating in the Evolving World of Foot and Ankle: From Idea to Patients

Moderator:

W. Hodges Davis, MD
Charlotte, North Carolina

12:15 pm
Options for Developing your Idea

Andy Goldberg, OBE MD FRCS (Tr & Orth)
Stanmore, United Kingdom

Over the last 60 years almost all of the top dollar grossing innovations in healthcare have emanated from clinicians. After all, most of us have great ideas but we rarely act on them, and yet an idea without execution is worthless. In this symposium you will learn about what options are available to a clinician with a good idea, how to protect your ideas and the steps you need to take to develop your idea so that it stands a chance of benefitting patients. Andy Goldberg is founder of Medical Futures, an organisation responsible for helping clinicians raise in excess of \$200m funding for their innovative ideas. He has personally invested in and assisted numerous healthcare Start-Ups, as well as being a full time Orthopaedic Foot & Ankle Surgeon at the Royal National Orthopaedic Hospital in Stanmore, London.

In this session he discusses a route map from idea to patients, which includes, dreaming it, drawing it, protecting it, making it, testing it, getting someone else to test it, and getting the authorities to accept that you have done it to their standards – not to mention finding the funding for these vital steps! He also explores exit options, from licensing deals with industry, through to setting up a company, raising finance and later selling the company to a larger industry player.

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