

## **Hatch Medical Retained by Genesis Technologies to Broker Ultrasonic Needle Visualization Technology**

**Duluth, Georgia** - Hatch Medical, L.L.C., a medical device incubator and technology brokerage firm, announced today that it has recently entered into an agreement with Genesis Technologies, LLC to broker their patented ultrasonic visible surgical needle technology, the SonoGlo™.

Conceived by Richard Fulton, M.D., a leading interventional radiologist and co-founder of Artemis Medical, Inc. (a Johnson and Johnson company), the technology utilizes proprietary design elements which allow for the precise and accurate placement of needles during interventional procedures utilizing ultrasonic visualization. Dr. Fulton's technology illuminates the entire length of a needle, not just the tip, and at very steep or suboptimal angles, and does so without expensive or cumbersome coatings. It has been estimated that over 50 million surgical needles are used in ultrasonic procedures globally on an annual basis.

Paul Gianneschi, Managing Principal at Hatch Medical stated, "We are excited to be working with the Genesis team on this project, as they have developed an impressive track record of success with needle-related technologies. Based upon our review of the market, and as a result of conversations with numerous clinicians, we believe this technology addresses a significant unmet need, and we look forward to assisting in the rapid commercialization and adoption of this technology."

According to Dr. Fulton, Managing Partner, Genesis Technologies, LLC, "Our clinical work suggests that this device vastly improves the overall visibility of ultrasonically-guided needles providing for a safer and more expeditious procedure by enabling the clinician to more readily identify the position and movements of needles during a variety of image guided procedures".

This technology is now immediately available and may be licensed or acquired by interested third parties through an exclusive agreement with Hatch Medical.

For additional information on this, or other Hatch Medical, L.L.C. products and services, e-mail the company at [info@hatchmedical.com](mailto:info@hatchmedical.com), or call 770-476-9940. This release and additional news about Hatch Medical can be obtained by visiting the company's web site at: <http://www.hatchmedical.com>.

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