

(BW)(GA-HATCH-MEDICAL) Hatch Medical, L.L.C. Commences Operations Assisting Physician Inventors and Medical Device Firms

Business Editors & Health/Medical Writers

ATLANTA--(BW HealthWire)--July 20, 2000--Hatch Medical, L.L.C. commences operations with the introduction of its novel risk-sharing business model, physician advisory council and website (www.hatchmedical.com). A medical device product development firm focused on assisting physician inventors, Hatch Medical jointly develops minimally invasive medical devices for the diagnosis and treatment of vascular disease through its network of product development experts. Hatch Medical team members include intellectual property and transactional attorneys, biomedical engineers, regulatory affairs consultants, marketing and business development executives, medical device manufacturers and university teaching hospitals.

Through Hatch Medical's unique risk-sharing program, product development team members exchange services and resources for equity in physician conceived projects. This structure enables the physician inventor to benefit from the services of industry experts without paying upfront costs or out-of-pocket expenses, while maintaining meaningful equity.

Commenting on this novel business model is Paul Gianneschi, President and CEO of Hatch Medical, L.L.C., "We bring a desperately needed service to both physician inventors and the medical device industry. Our organizational structure allows us to accept early-stage device projects that might otherwise escape traditional product development channels. In addition to building substantial value in early-stage projects, we also provide valuable assistance to both the device industry and the physician inventor. Our industry clients look upon us to supplement their internal new product development efforts, and physician inventors view Hatch Medical as an alternative source for the development of their new product concepts."

Prior to accepting a project at Hatch Medical, every new opportunity is formally evaluated via a multi-disciplinary team of business development executives and physician advisors. Hatch Medical recently formed a physician advisory council comprised of a five-member panel of world-renowned physicians skilled in the treatment of vascular disease. This multi-disciplinary, global team of interventional radiologists, vascular surgeons and interventional cardiologists provides objective feedback throughout the product development process and represents some of the most prestigious hospital centers in the world. Every member of the Hatch Medical Physician Advisory Council regularly participates in industry and non-industry sponsored clinical research and trials. As a result, they bring the highest level of device sophistication to each and every product development project adding a level of depth and experience unequaled in the industry.

For additional information contact Hatch Medical, L.L.C., Paul Gianneschi, 770-982-6306, fax: 770-982-9090 or e-mail: pgiannecshi@hatchmedical.com.



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