

NEWS RELEASE

For Immediate Release

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Product Genesis Presenting at the 16th Annual Art & Science of Health Promotion Conference

Product Genesis, the premier Strategic Innovation consulting firm, today announced that Charles Brunner, Director at Product Genesis, will present on "**Improving the Odds of Success: Innovation and Growth through the Identification of Market Driven Opportunities**" at the 16th Annual Art & Science of Health Promotion Conference sponsored by the *American Journal of Health Promotion*, March 19-24, 2006 in Las Vegas, Nevada. The conference is titled: **Creating Opportunities for Innovation and Growth**.

According to the *American Journal of Health Promotion*, "...If health promotion programs can produce significant improvements in health, be delivered in a cost effective manner, and produce clear financial returns, they will become an integral and permanent part of most large workplaces and be funded with budgets two to three times current levels. If we can refine our ability to serve people working for small employers, members of health clubs and other community organizations, children and older adults, as well as people with chronic diseases, the populations we reach will grow more than ten fold. If we can communicate these successes to the US Congress and state legislatures through advocacy efforts, health promotion will become an integral part of national policy. If we fail to do any of these things, we will miss a huge opportunity."

"In recognition of this unique situation, the theme of our March 19-24, 2006 Art and Science of Health Promotion Conference is **Creating Opportunities for Innovation and Growth**. We will explore strategies to improve quality, stimulate innovation, reach new markets through new channels with new partners, achieve greater population penetration, and secure better funding. The conference will offer sessions in five basic areas: **practice skills, research skills, financial impact, advocacy skills and emerging issues**."

Mr. Brunner's breakout session will explore the successful development of innovative products (goods, services, or programs) that enable growth and create market opportunities. Additionally, for business success, these products should originate from core competencies available within or accessible to the organization. These simple statements are confounded by the adoption patterns for innovative products; the systematic progression through the various adoption personalities. The question now becomes: who is the most likely initial customer base for my innovation? His session will investigate approaches for identifying and evaluating the early-adopter customers and market segments, validating opportunities, developing solution concepts, and developing product/program requirements that meet the needs of the marketplace.

About Charles Brunner:

As a Director with Product Genesis, Mr. Brunner is responsible for supporting clients across the full range of Product Genesis innovation offerings, as well as for managing the programs and client relationships. Besides working with industry, Mr. Brunner coordinates and participates in interactions with academia to assist clients in understanding ongoing research and technology development, and the associated timeframes for realizing commercial viability of these activities. Through his career, he has been involved in product innovations that span a variety of products and markets: computers, medical devices, laboratory test equipment, and electronic musical instruments, home security, food service industry and snow making equipment. This diverse experience set, gained over two decades of product innovation, has provided insight into and understanding of the common denominators surrounding challenges of innovation and growth as well as sensitivity to the differentiating characteristics of client organizations.

About the *American Journal of Health Promotion*:

The *American Journal of Health Promotion* was launched in 1986 as the first peer reviewed journal devoted to health promotion and it remains the largest, with subscribers in all 50 United States and about 40 other countries. Their editorial goal is to provide a forum for the many diverse disciplines that contribute to health promotion and to reduce the gap between health promotion research and practice. The goal of the organization is to raise the standard of health promotion research and practice through publications, meetings and public service.

For more information about the 16th Annual Art & Science of Health Promotion Conference visit:

<http://healthpromotionconference.org/>

About Product Genesis:

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse

organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: www.productgenesis.com.

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