

## NEWS RELEASE

### For Immediate Release

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## Product Genesis Expands Innovation Support for Children's Hospital Boston

**Jeff Hovis, Principal at Product Genesis, Serves as Advisor to Pediatric Product Development Initiative and Facilitator for Product Imagination Forum.**

**Cambridge, MA, April 12, 2004** – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that it has expanded its support of the Children's Hospital Boston's 'Pediatric Product Development Initiative' (PPDI). Jeff Hovis, Principal at Product Genesis, has joined the Board of Advisors for PPDI. In addition, Product Genesis team members serve as facilitators in the related 'Product Imagination Forums' at Children's Hospital.

Children's Hospital Boston's PPDI is one of the main programs within Children's Hospital Intellectual Property Office. Under the directorship of Philip Kong, JD, MBA and Licensing Manager in the Intellectual Property Office at Children's Hospital Boston, the PPDI aims to increase the number of pediatric medical devices that are brought to the market each year by taking a novel approach to the development and commercialization of such products. The PPDI currently has one product in development, a therapeutic device intended to reduce the occurrence of advanced Positional Plagiocephaly, also known as Flathead Syndrome. While the preliminary development of this device is being financed by a gift from Eric Kobren, a Children's Hospital Boston Trustee, Kong hopes that the collaboration with Product Genesis will give Children's Hospital the ability to increase its productivity in the development and commercialization of similar products.

Through avenues such as Children's newly founded Product Imagination Forum, Kong hopes to uncover areas within the institution where new innovations could help caregivers better the lives of patients. These 'Product Imagination Forums' allow patient care personnel from all areas of the institution to brainstorm innovative product ideas based on the needs of the hospital, in a structured environment facilitated by Product Genesis. Last December, the first forum on patient safety was held and allowed patient care givers to discuss areas where patient safety could be improved and what types of products would facilitate such a change. Additional forums have targeted the topics of oxygen saturation monitoring and patient identification.

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The Pediatric Product Development Initiative is also a focal point for Children's Hospital's broader involvement in the Center for the Integration of Medicine and Innovative Technologies (CIMIT), a collaboration of multiple Boston-based institutions that provides a means for collaborations of inter-institutional talent. With the expanded support from Product Genesis, Children's Hospital Boston hopes to firmly link PPDI with CIMIT and further its relationships with the partnering institutions, including Massachusetts General Hospital, Partners HealthCare System, Beth Israel Deaconess Medical Center, Brigham and Women's Hospital, the Massachusetts Institute of Technology, and the Draper Laboratories. Through these relationships, the partnering institutions will be able to combine skills in engineering, medicine, research, and other disciplines to capitalize on the different specialties that each institution brings to CIMIT.

According to Kong, 'Children's Hospital Boston has been home to many first-of-a-kind developments in its history. The Pediatric Product Development Initiative is one of these advances and the support from Product Genesis should not only lead to more innovation, but also to the tangible development of that innovation in the near future.'

#### **About Children's Hospital Boston**

Children's Hospital Boston is home to the world's largest research enterprise based at a pediatric medical center, where its discoveries have benefited both children and adults for more than 130 years. More than 500 scientists, including seven members of the National Academy of Sciences, nine members of the Institute of Medicine and nine members of the Howard Hughes Medical Institute comprise Children's research community. Founded in 1869 as a 20-bed hospital for children, Children's Hospital Boston today is a 300-bed comprehensive center for pediatric and adolescent health care grounded in the values of excellence in patient care and sensitivity to the complex needs and diversity of children and families. It is also the primary pediatric teaching affiliate of Harvard Medical School. For more information about the hospital visit: [www.childrenshospital.org](http://www.childrenshospital.org).

#### **About Product Genesis, Inc.**

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new 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 industrial, commercial, consumer, medical and technology markets.

For more information about Product Genesis, visit [www.productgenesis.com](http://www.productgenesis.com).

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