**BME Seminar Series**

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**Date:** Friday, October 26, 2018  
**Time:** 1:00 pm  
**Location:** Clark Hall 110, Homewood Campus  
Video-teleconferenced to Traylor 709, Medicine Campus

**Insight Informed Innovation: A Crash Course in Identifying Unmet Clinical Needs**

**Abstract:** In the consumer product market, deeply understanding customer needs and behaviors has been the modus operandi driving successful product design for decades, yet in the medical device world this has been much less common; in part because it is hard to identify who the customer really is, let alone understand and meet their multi-factorial needs and adoption preferences. The successful innovators, designers and leaders of tomorrow will have the skills to address this. In this class, I will overview the Insight Informed Innovation (I3) process, developed by my company Clinvue and taught at Johns Hopkins and Rice Universities. The process identifies and prioritizes unmet, underserved and unarticulated stakeholder needs as a framework for the development of successful medical devices. The I3 process is increasingly being adopted by industry as best practice and I will share its essence, using real-world examples and products drawn from 30 years of consulting with companies such as Becton Dickinson, Bard, J&J, Medtronic, Boston Scientific and startups around the world.

**Biography:** Paul obtained UK master’s degrees in engineering and industrial design from Cranfield University and the Royal College of Art/Imperial College of Science Technology & Medicine respectively and has been a product developer specializing in medical devices since 1990. Initially with design consultancy PDD (UK), then international technology consulting company Sagentia (UK & USA) and latterly his own US based business Clinvue; which concentrates on front-end product definition and innovation processes. His clients include St Jude Medical (Abbott), Becton Dickinson, Boston Scientific, Fisher & Paykel, Bard, Medtronic & various start-ups. Paul advises student startups at both JHU and Rice and is a frequent speaker at industry conferences, the Cavendish Global Impact Forum and in-house MedTech industry events.