

Kablooe Design[®]

Medtronic Case Study



Medtronic





Medtronic developed a revolutionary therapy for treating benign prostate hyperplasia (BPH) called transurethral needle ablation therapy. Medtronic and the Kablooe team worked together to transform this technology from the research phase into a commercially viable product.

Research - Ideation - Design - Engineering

Drivers

BPH is a condition in males when the prostate becomes enlarged causing difficulty when urinating. Traditionally, severe BPH was treated by transurethral resection of the prostate. This painful procedure involved physically cutting away the benign tissue and the urethral wall. Once completed, the area would take several weeks to heal, and patients had to remain in diapers and be catheterized for long periods of time, sometimes permanently.

Medtronic's new BPH therapy was innovative because instead of physically cutting away tissue, it ablated the tissue using radio frequency signals and two minimally invasive needles that penetrated the prostate through the urethra.

Challenges

One of the major challenges Medtronic faced when they brought this product to Kablooe was cost. The surgical tool in its current form was made of very expensive machined metal parts. It was bulky, heavy, and it had to be sanitized for reuse. To make it function, the device also contained many complicated components.

Solution

Kablooe and Medtronic worked closely together to create a single-use surgical tool that significantly reduced costs, and practically eliminated the chance of cross contamination between patients. This new device combined complex engineering in a simplified form with ergonomics that made it easy to use and handle.



OUTCOMES



For Medtronic

After the release of this device, Medtronic was able to gain market share and increase the number of BPH treatments. It also significantly reduced per unit costs of the device and created a source of recurring revenue.



For Patients

The new device allowed patients an alternative therapy to the painful transurethral resection of the prostate. That meant catheters were rarely needed, and diapers were needed only temporarily. Reduced pain and relapse were also realized with the new product.

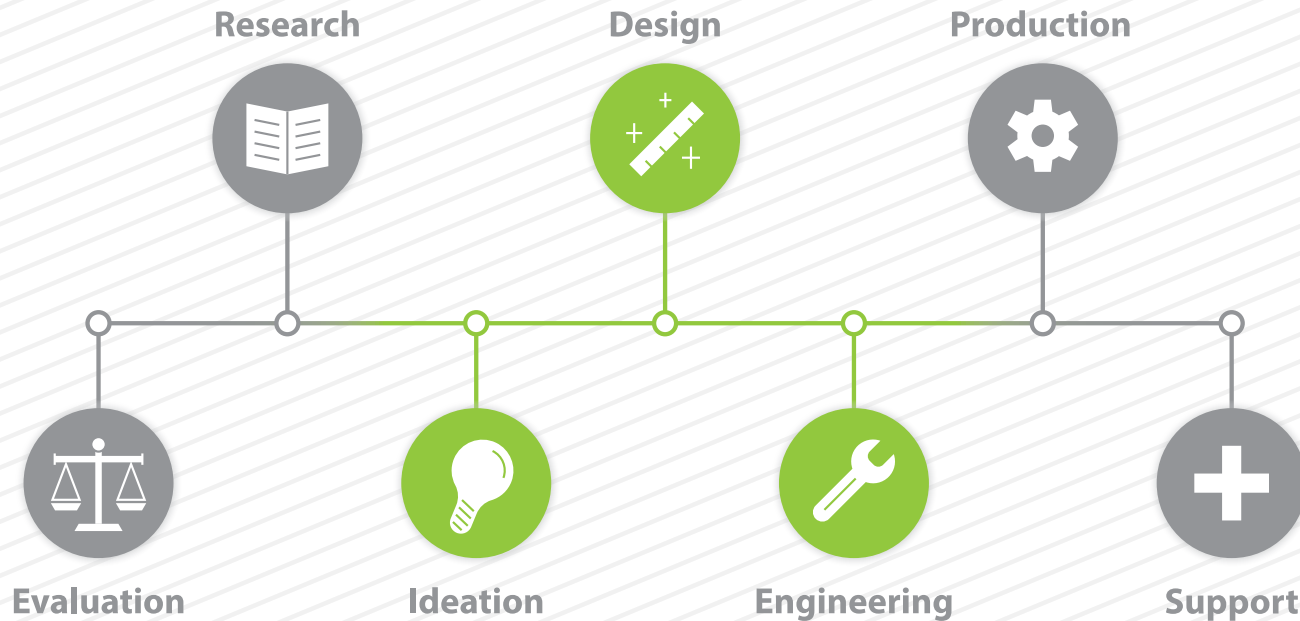


For Doctors

Due to its simplicity, usability, and precision doctors were able to quickly learn how to perform the procedure; therefore, the product was quickly adopted. In addition, costs to the hospital were also significantly reduced.



THE D³ PROCESS^(SM)



Kablooe Design is a full service product development company that specializes in developing new products for the medical device and consumer markets. Our holistic staffing approach and D3 Process set us apart as a product development partner and give you peace of

mind knowing that your product will be designed with all stakeholders in mind. Whether you are building a brand new technology to disrupt the market or just planning a simple update to a current product, we have the resources and experience necessary to make your project a life impacting reality.



Kablooe Design®

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