LUNAR announces the launch of its Life Sciences Practice for Emerging Markets to enable healthcare companies seeking to create products for rapidly growing and dynamic emerging markets.

LUNAR provides an integrated product development solution that includes clinical immersion, needs identification, market analysis, and rapid product conceptualization.
WHAT WE DO

We meet the needs of multinational companies, tailoring tangible solutions for emerging markets according to:

- Strategic Prioritization
- Proprietary technologies and know-how
- Existing sales and distribution channels
- Manufacturing capabilities
- Capital requirements
- Risk tolerance

We provide seamless integration from in-country needs identification to rapid product conceptualization using LUNAR's design and engineering services.

LUNAR's Emerging Markets Practice is managed by leading experts in medical technology, who have extensive experience advising companies in India, China and Singapore.

We provide clients the opportunity to embed their own employees (alongside LUNAR team members) in clinical settings in India and China to observe unmet medical needs.

We offer training to client team members in all steps of our process.
PROCESS

1. In-country clinical immersion and needs identification
2. Needs screening and stakeholder assessment
3. Concept generation and selection
TEAM

Rajiv Doshi, MD
LUNAR Sr. Advisor
India

Domain Expertise:
• Executive Director (US), Stanford-India Biodesign
• Consulting Assistant Professor of Medicine, Stanford University
• Principal, De Novo Ventures
• Founder, CEO, Ventus Medical

Education:
• MD, Stanford University
• MS Biomechanical Engineering, Stanford University
• BS Chemical Engineering, Stanford University

Christopher Shen, MD
LUNAR Sr. Advisor
China & Singapore

Domain Expertise:
• Executive Director (US), Singapore-Stanford Biodesign
• Consulting Assistant Professor of Medicine, Stanford University
• Principal, Essex Woodlands
• Principal, New Enterprise Associates
• Sr Design Engineer, Guidant Corporation

Education:
• MD/MBA, Stanford University
• MS Biomechanical Engineering, Stanford University
• BS Biological Sciences, Stanford University
PAST PROJECTS - *IntraOz Intraosseous Access Device*

**Problem:**
Traumatic injuries, heart failure and dehydration cause veins to collapse rendering traditional IV infusion nearly impossible, leading to life or death situations. The alternative to IV infusion is intraosseous (IO) infusion, allowing direct access to the venous system via bone marrow. However, battery operated IO devices are too expensive for India.

**Outcome:**
LUNAR helped design a low cost manually operated IO device specific for the Indian market. Project progressed from need identification through 4 iterations of prototype design to successful cadaveric testing in India within 10 weeks.

**LUNAR Contributions:**
Problem revision, engineering and design for manufacturing

**India Partner Contributions:**
Needs identification and validation, clinical studies

“...taking advantage of the best opportunities in each culture--has the potential to up-end device development and boomerang back with benefits for health care on both sides.”
Problem:
Road traffic accidents leading to broken legs are very common in India. Currently available splints are very expensive or unavailable in India. These splints also contain metal and need to be removed for MRI. There is a need for a low cost disposable splint.

Outcome:
Technology licensed to Hindustan Latex (one of India's largest healthcare companies).

LUNAR Contributions:
Brainstorming and initial idea generation, design for manufacturing insights

India Partner Contributions:
Needs identification and validation, engineering and design, clinical studies, manufacturing

“...they came up with a splint made of hard cardboard with a unique design that makes it easy to use on either right or left leg by just flipping it over. It doesn’t have to be removed for X-rays, MRIs or CT scans and costs only Rs 40.”

TIMES OF INDIA
THE HINDU
PAST PROJECTS - Consure Medical Fecal Incontinence Management Device

Problem:
Fecal Incontinence (FI) is a ubiquitous problem found in care facilities across the world. If not managed well, FI has a significant impact on co-morbidities, length of stay and cost. Management of FI is embarrassing for the patient and their family. There is a need for an effective, low-cost and easy to use device in both emerging as well as developed markets.

Outcome:
Venture backed startup awarded a grant from Indo-US Science and Technology Forum. The company is developing a universal product that works across multiple healthcare systems.

LUNAR Contributions:
Design analysis, ideation for novel concepts, product refinement strategy

India Partner Contributions:
Need identification and validation, concept generation, prototyping, product development, clinical and regulatory strategy
PAST PROJECTS - DiaLock

Problem:
Laparoscopic surgeons are dependent on the view provided by the camera. When this view is obscured by water vapor or blood, the surgery team loses valuable time cleaning the lens. There is a need for a way to provide improved visualization in this setting.

Outcome:
In under 6 weeks, LUNAR helped DiaLock team turn a crude prototype into an elegant to-scale ‘works-like’ prototype used for more vigorous testing in animal and cadaver labs.

LUNAR Contributions:
Engineering and design

Asia Partner Contributions:
Needs identification and validation, engineering and design, clinical studies, manufacturing, business model
Contact: EMERGING@LUNAR.COM