



## TECHNOLOGY HUB

PREETI UPADHYAYA covers technology across Silicon Valley.



# Breathing life into medical startups

FOGARTY INSTITUTE HELPS FIRST PULSE, OTHERS GET TO MARKET

### ► PREETI'S TAKE

## MEDICAL TOOLS THAT HELP NEW MOMS, BABIES

There are currently nine companies in residence at the Fogarty Institute. While specific figures aren't disclosed, most companies are early stage with funding anywhere between \$300,000 and \$4.5 million. The Fogarty Institute can contribute up to \$100,000, depending on need. That money is allocated based on the milestones each company reaches while at the Institute. Here's a look at some of the companies in residence.

### INPRESS TECHNOLOGIES

**Co-founders:** Jessie Becker, Nathan Bair

**Description:** InPress makes a single-use medical device that reduces excessive bleeding in mothers after birth, a leading cause of maternal death.

**Website:** <http://www.inpresstechnologies.com/>

### MATERNA MEDICAL INC.

**Founder/CEO:** Mark Juravic

**Description:** Materna is developing a device to reduce the incidence of childbirth-related injuries to women during vaginal delivery.

**Website:** <http://www.maternamedical.com/>

### MEDICALCUE INC.

**Founder/CMO:** Peter Coelho

**Description:** MedicalCue is developing the NeoCue system, a tablet guidance program that helps doctors and nurses improve their performance during infant resuscitation, reducing the time a newborn spends without oxygen.

**Website:** [https://gust.com/c/medicalcue\\_inc](https://gust.com/c/medicalcue_inc)

### VIDASYSTEMS INC.

**Co-Founders:** Max Goldschwartz, Jill Wilson

**Description:** VidaSystems is creating an interactive, game-based software engine for teaching human anatomy and physiology through a teaching tool called VidaBody.

**Website:** <http://vida-systems.com/>



VICKI THOMPSON

Dr. Nathan Bachtell, whose medical device startup is a company-in-residence at the Fogarty Institute for Innovation, says the support from the institute has helped accelerate development of his noninvasive fetal monitor.

BY PREETI UPADHYAYA  
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Dr. Nathan Bachtell came to the Fogarty Institute for Innovation with a solid idea for an innovative medical device. What he lacked was the proper corporate structure for his startup, First Pulse Medical Inc., to succeed as a standalone company.

He found help at the Fogarty Institute, a nonprofit based out of El Camino Hospital in Mountain View that helps medical startups gain footing.

"The Fogarty Institute has been instrumental on the issue of funding and advancing the product," said Bachtell, CEO of First Pulse. With his experience working in emergency rooms and ICUs, Bachtell knows the importance of monitoring vital signs in all patients.

The company is developing a

noninvasive intrauterine monitor that can collect vital signs from the fetus during labor and delivery without disturbing the baby.

Of the four million births that occur in the U.S. each year, Bachtell said around 95 percent of women are monitored by their hospital during labor using antiquated methods that yield surprisingly inaccurate results.

The two methods currently in use are an ultrasound belt monitor and a fetal scalp electrode device. Beyond this, there are no alternatives.

To fill that need, Bachtell is developing a noninvasive device that uses optics technology to monitor fetal vital signs.

To accelerate the development of the device, the Fogarty Institute connected Bachtell with Kerry Pope, senior adviser and mentor at the institute.

Pope sat down with First Pulse and laid out a plan of action, which included appointing Bachtell as the interim CEO to finish developing the technology that will bring the device to market.

Pope also helped First Pulse find a development partner to finish executing the product, develop a clinical plan and connect with a product review board. Pope connected Bachtell with a regulatory expert who has assisted the company in designing a clinical plan and preparing documents for submission to the Food and Drug Administration.

"The bottom line was that none of this would have gotten done if we hadn't made the changes in the company that we did," said Pope. "Without the Fogarty Institute, none of this would have come to fruition."

The range of services offered

by Pope illustrates why the Fogarty Institute is unique in Silicon Valley, where startup incubators are plentiful. Pope points out that the Institute is becoming a haven for startups aimed at maternal and neonatal health, a field where he sees too little funding and research because of litigation risks associated with obstetrics and neonatal fields.

"In the case of neonatal medicine, the larger companies ignore it because the numbers aren't there," said Pope. "We're excited that there's technology at Fogarty running counter to that trend."

Bachtell aims to finish a proof of concept study for First Pulse's device by the end of the summer and to begin clinical tests shortly thereafter. The company will be ready for a formal fundraising round by September or October.