

The Jacobs Institute Newsletter

A Monthly Dose of Medical Innovation

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Issue: #2

April 2015



Welcome! The Jacobs Institute newsletter is where to find information on our recent and upcoming programs with industry, schools, and more.

The Beat: Clinical Immersion Programs

Jacobs Institute Programs Move into the Coronary Space

The Jacobs Institute (JI) had its first clinical immersion program in the coronary space in March with a four-day program for industry coronary sales representatives from a large medical device company. The JI was chosen in September to host this quarterly internal training program after a nationwide search.



The company based their decision heavily on the engagement of the physicians, the JI's ability to work collaboratively with industry, and the clinical environment and technology of the institutions involved—including Kaleida Health and the University at Buffalo's Clinical and Translational Research Center.

The overall goal of the program was to make participating sales reps into the best clinical partners possible for physicians and hospitals. The feedback received from the participants indicates that the program went a long way in meeting this goal. One said, "I gained a much better understanding of what goes on before the patient gets to the cath lab and post procedure - so much of what we [usually] see is just in the lab. Rounding was nice to see as was the criteria used by physicians to determine if someone will be treated medically or sent to the cath lab. I feel I saw

enough tough cases to gain experience in how best to treat and be more supportive during a case."

During the program, the participants heard physician lectures, watched procedures in the catheterization labs, shadowed the physicians in their cardiac conference and during rounds, observed cardiac clinics, and had hands-on experience with the Mentice



endovascular simulator and 3D printed flow models. The participants also had the opportunity to meet with hospital management to hear their thoughts on the ways sales representatives can be better clinical partners. Finally, the participants played a competitive game of Jeopardy! designed by Jacobs Institute staff to test their knowledge of cardiac physiology, devices, and treatments.

One of the things that made the training so effective according to participant feedback was the people involved. They had the following things to say:

"The time in the cath labs was incredible, we almost felt as part of the team rather than just reps."

"The physicians could not have been more attentive and their engagement and drive to teach us made all the difference. They could handle any question and tailor it to fit with our current level of understanding and then expand our understanding to a higher level."

The Jacobs Institute expects continued success with its coronary programs.

Physicians Honing their Skills

Physician-to-Physician Training

The JI also hosted an industry-led physician-to-physician training program in March aimed at training eight physicians from around the world in the use of a new medical device. The one-day program included physician lectures, observation of live cases in the Gates Vascular Institute (GVI) from the JI Board Room, faculty case reviews, and hands-on work with the device using the Mentice endovascular simulator and flow models.



Consistent feedback heard from attendees is that, from an experience standpoint, the Gates Vascular Institute, the Jacobs Institute, and

University at Buffalo Clinical and Translational Research Center (UB CTRC) offer an unparalleled training environment.

Brain Boot Camp & Experiential Learning

Hosting Tapestry Charter & University at Buffalo Biomedical Engineering Students

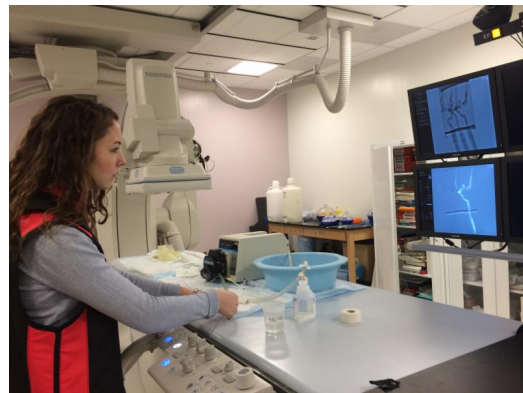
The Jacobs Institute hosted high school students, as well as University at Buffalo's (UB's) Biomedical Engineering Club this month.

On March 2, 25 juniors and seniors from Tapestry Charter School attended the Jacobs Institute's Brain Boot Camp. The students were enrolled in the school's Measuring Wellness Science Course, and learned about stroke and aneurysm, held animal and human brains, watched a pre-recorded neurosurgical procedure, and took turns on the Mentice VIST-Lab medical simulator.



On March 4, five biomedical engineering students-from freshman to senior year-came to visit the Jacobs Institute and UB's Toshiba Stroke and Vascular Research Center (TSVRC). The students watched a pre-recorded procedure and also worked on the Jacobs Institute's Mentice medical simulator. Karen Meess, a biomedical engineer, interacted with the students, showing them how to use the medical simulator, and also discussing her career path as a fellow biomedical engineering student.

In addition to time spent at the Jacobs Institute, the students took a short trip from the fifth floor to the eighth floor, to the UB Toshiba Stroke and Vascular Research Center to see Dr. Ciprian Ionita, UB Research Assistant



Professor in the Department of Biomedical Engineering. He arranged for the students to perform interventional surgery on 3D vascular flow models, using catheters, wires, and X-ray imaging. Each student had a chance to try navigating the wire into the 3D printed aneurysm model. The students found it challenging and exciting, one noting, "I just learned more in the last 20 minutes than I ever would have just listening in class." The day represented a unique opportunity for college students to have hands-on, experiential learning at a UB and a non-UB facility they might not otherwise visit. The day opened the door for future educational opportunities for the biomedical engineering students to come to the Jacobs Institute and TSVRC.



Launching Jacobs Institute Meeting Services

Hosting Medical Conferences to Improve Outcomes



The Jacobs Institute launched its Meeting Services division this spring, overseeing the coordination and execution of three medical conferences annually. We are proud to host these critical meetings for the neuroendovascular surgeon community. The conferences were previously hosted by Strategic Medical Seminars, which is no longer in business. Dr. Hopkins and his team are the creators and leaders of the medical conferences, the Jacobs Institute was a natural home for the meetings that are more than 20 years old.

Jacobs Institute Meeting Services is dedicated to the principal that honest objective assessment of failures of judgment, equipment, and technique can lead to improved results in medical treatments. The Jacobs Institute Meeting Services' meetings and seminars are dedicated to improving patient care and safety, using failure analysis, assessment of procedural safety and other quality assessment techniques. We provide a unique forum for discussion, while handling presentations and accreditation. James Joyce once said, "Mistakes are the portals of discovery." This guiding philosophy is what keeps physicians coming back to share openly and honestly about their cases over the last year.

The Cerebrovascular Complications Conference, or 3C, will be the first hosted by the Jacobs Institute in Jackson Hole, Wyoming, June 18-21. We expect almost 100 attendees from around the United States.

Buffalo Niagara Medical Campus (BNMC) Entrepreneurship Event in March

A Chance to Introduce i2R Center

Jacobs Institute staff interacted with a group of 150 entrepreneurs at a Buffalo Niagara Medical Campus (BNMC) event at Dig on March 21. Entrepreneurs in attendance came to learn and talk about everything entrepreneurial. The event educated attendees about the resources and

tools available to help design, launch, and grow their business. The Jacobs Institute was in good company, alongside 20 local organizations dedicated to entrepreneurship that exhibited from noon until 5pm.

The Jacobs Institute used the opportunity to talk about the Idea to Reality Center, or i2R, which will be launched in 2016. The i2R Center will provide physicians and medical professional entrepreneurs with a trusted partner to achieve proof that their idea for a device to treat vascular disease really works.

Both the entrepreneurs and the fellow exhibitors were excited that this kind of medical innovation will soon be here in Buffalo.

We also took advantage of the opportunity to learn about the other organizations that are part of the med tech entrepreneurial eco-system in Western New York to identify potential partners. Among others, participating organizations included Buffalo Angels, Buffalo Urban League, 43North, Innovation Hotspot, Launch NY, StartUp NY, UB Center for Entrepreneurial Leadership, UB Center for Excellence in Bioinformatics and Life Sciences, UB Center for Excellence in Materials Informatics, and Western New York Venture Association, and many more.

I HAVE A GREAT BUSINESS IDEA – WHERE DO I START?

Learn how to launch your new business! Connect with the largest gathering of local organizations dedicated to supporting Buffalo's emerging startup community.

Powered by

ignite

Come learn about all the tools available to help you design, launch and grow your business. Contact Vic Nole at vnole@bnimc.org for more info.

Featuring

- Algonquin Studios - VCamp
- Buffalo Angels
- Buffalo State College Small Business Development Center
- Buffalo Urban League
- dig
- 43North
- Innovation Hot Spot
- Launch NY
- StartUp Kind Buffalo
- StartUp NY

- The Foundry
- UB Center for Entrepreneurial Leadership
- UB Center of Excellence in Bioinformatics and Life Sciences
- UB Center of Excellence in Materials Informatics
- Westminster Economic Development Initiative
- Western New York Venture Association
- ZBO Labs

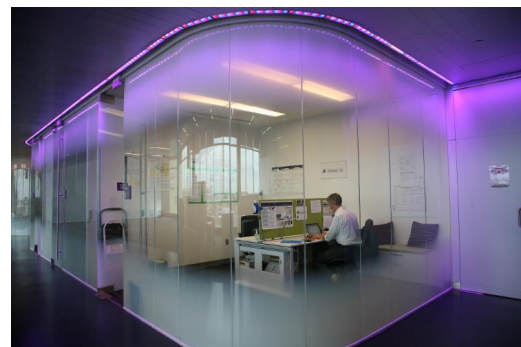
SATURDAY, MARCH 21, 2015
at dig, 640 Ellicott Street

Open networking 12-5 pm
Free admission, but advance registration required
RSVP at digbuffalo.org/ignitestartups

Our Innovative Work Space!

Unique in Buffalo

The Jacobs Institute was featured as the lead photo in the March 13, 2015, edition of *Buffalo Business First's* 'Innovative Workplaces' piece. As flattered as we are, we have to agree!

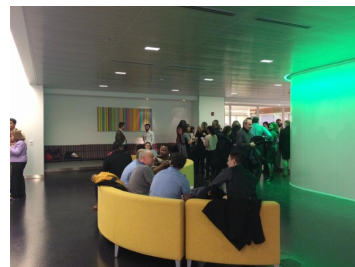


In case you missed it, here it is:

<http://www.bizjournals.com/buffalo/slideshow/2015/03/13/innovative->

Plenty of Beakers N' Beer

The Jacobs Institute was buzzing with over 100 guests on February 26, 2015, when we held Beakers N' Beer in our space. Beakers is a monthly networking event hosted by Buffalo Niagara Medical Campus (BNMC) for medical campus and non-medical campus folks to meet and greet. Having people at the Jacobs Institute allowed us to talk to interested folks about what we do and show them, for instance, the medical simulator. It was a fun occasion to show our "innovative" office space!



What's Next?

Program-Packed April!

The JI is gearing up for a busy April, with three programs planned for industry participants including two clinical immersion programs, one with industry engineers and one with sales reps, and one needs identification program. All but one of the programs focus exclusively on neuroendovascular procedures, while one of them will focus on both neuroendovascular and open neurovascular procedures.

The Jacobs Institute mission is to create the next generation of medical technology to improve the treatment of vascular diseases--such as heart attack and stroke--in Western New York and beyond.

The institute was named in memory of the late Lawrence D. Jacobs, MD. Located in the heart of the Buffalo Niagara Medical Campus (BNMC) in downtown Buffalo, the Jacobs Institute is positioned between University at Buffalo's Clinical and Translational Research Center (CTRC) and Kaleida Health's Gates Vascular Institute (GVI).



As such, the Jacobs Institute is uniquely positioned to foster collaborations of the best minds and collisions of new ideas.

We invite you to **come innovate with us, where ideas improve lives.**

Please visit <http://www.jacobsinstitute.com>

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