Diagnostics and delivering value in primary care

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The field of molecular diagnostics has advanced significantly over the past decade. Alongside those advances, much work has been done to miniaturize and simplify assays so that they may be applied at the point of care (POC). However, there are very few success stories in this area. The successes offer opportunities to learn, but so do the many failures. In this talk, I will pose and discuss several questions. First, we can deliver high quality health care products to those most in need, but why can’t we do it reliably across many product types? Where are the weaknesses in our design and delivery processes that leave many inventions languishing on the lab bench? How can we reorient our thinking as technology designers and developers to give our ideas a better chance of delivering value to patients? Specific examples from my own laboratory will be discussed in addition to case studies from others.