INTRODUCES

ViP

VERY INVENTIVE PHYSICIANS

V.I.P. WILL HELP YOU TURN YOUR IDEAS INTO REALITY.

“Imagination is more Important Than Knowledge”

-Albert Einstein

VIP@wellsgrp.com
1-800-528-1597
The Wells Johnson Company Design Team has been established to review your ideas; make a quick decision; and either move forward through development or communicate our decision in a timely fashion.

A feasibility study will be conducted within two weeks of contact. Findings will be communicated to the inventing physician.

There is no charge on the part of the Wells Johnson Company for providing this service.

The Wells Johnson Company has the interest and the resources to make your idea a reality.

Join the very inventive physicians and be a part of the Wells Johnson Company design team.

Very Inventive Physicians...turning your ideas into reality

The Wells Johnson Company has the resources to move your ideas from conception to final medical products.

Many considerations and many steps are involved.

1. Your idea.
   As a practicing physician you have come up with an idea. It might improve a procedure, result in a new procedure, or save time. It is of value to you and you believe it would be of value to your fellow physicians. You would like to have the idea developed.

2. Disclosure
   A standard non-disclosure form has been developed for the Very Inventive Physicians program. This will protect your intellectual property rights. The VIP Nondisclosure Agreement is available upon request.

“THE PHYSICIAN IN PRACTICE IS OUR PRIMARY SOURCE FOR NEW INNOVATION.”
3. ASSESSMENT
Once Non-Disclosure issues have been resolved, VIP makes an assessment as to the viability of your idea.

The utility value or usefulness of an idea is key. Ideas have been brought to us on a bar napkin. That is OK. Sketches are great. Rough prototypes are better. A dialogue opens between the inventor and VIP. Why is the new idea important?

Within two weeks of receipt, VIP will communicate, in writing, as to our willingness to proceed on your project.

If the decision is to go forward on your project, a design team will be established.

If the idea is considered not viable, you will be given a detailed report on explaining VIP’s Decision.

Reasons for decline are numerous.

4. DESIGN
With your input, the Design Team can design and prepare drawings of your idea. You, as part of the Design Team, will confer and approve of the drawings and specifications. You will receive written status reports, at least monthly, on the progress of your project.

5. PROTOTYPE
The Wells Johnson Company has the resources to prototype your idea, once it is designed. Several iterations may be required before the final product is approved. Instrument designs commonly go through several versions before the ideal instrument is developed.

6. PATENT?
Your idea may be a very big idea; or it may be just a very good idea. At some point, a decision will be made whether your idea for a design, device, or method should be patented. Patents are expensive and must be justified by considerable potential financial remuneration.

7. ISO 13485: 2003
Wells Johnson Company is a certified ISO 13485 manufacturing company. This is an audited government good manufacturing practices program for medical devices. Compliance with this program goes a long way in terms of quality of manufacture and allows FDA and CE compliance and certification.

8. FOOD AND DRUG ADMINISTRATION
The Wells Johnson Co is an FDA registered company in compliance with FDA regulations. Its products are properly registered with the Food and Drug Administration.

9. CE 0470
The Wells Johnson Co has a registered CE mark: CE 0470. This is a good manufacturing practice audited program for the European Common Market. This CE mark allows the Wells Johnson Co to distribute its products in to the Common Market. The CE Mark greatly expands the market for all Wells Johnson Co products; including the medical products that may evolve from your ideas.

10. MANUFACTURE
The Wells Johnson Company is a fully integrated US manufacturing facility. It is strong in electro-mechanical and instrument manufacturing. It also works closely with sub-contracting firms for the production of related products for our markets.

11. DISTRIBUTION
The Wells Johnson Co has 8,472 customers in its customer base including 42 international dealers. The company is known all over the world and your ideas will receive world wide exposure.

12. THE NAME
You decide whether you want the new product to have your name on it or not. If the concept is truly innovative, or special surgical technique is involved in the use of the new product; a doctors name becomes very important. Thorough instruction can be as important as the device itself.
“THE MOST POWERFUL WORD IN THE ENGLISH LANGUAGE IS THE WORD NO!”

ALL IDEAS AND CONCEPTS SHOULD NOT BE EXPECTED TO PASS THROUGH ALL OF THE STAGES OF DEVELOPMENT. IDEAS MAY BE EXCLUDED BECAUSE:

1. THE DEVICE DOES NOT RELATE TO THE WELLS JOHNSON COMPANY PRIMARY MARKETS.
   We primarily serve the cosmetic surgery market. We are weak in other areas and would do your ideas a disservice if we pretended to be capable of success in other areas.

2. THE VIP ASSESSMENT IS THAT THERE IS A LIMITED MARKET.
   If the application of the idea is very limited or it can’t be made into a profitable project, we will probably decline development.

3. THE WELLS JOHNSON COMPANY SIMPLY DOES NOT HAVE THE RESOURCES OR EXPERTISE TO DEVELOP THE PROJECT.
   A drug or laser technology would be well beyond our expertise.

4. DEVELOPMENT COSTS OR TIME ARE TOO GREAT.
   Exotic molding or manufacturing processes, beyond our resources, could cause a project to be declined.

5. REASONABLE PROFIT MARGINS ARE NOT POSSIBLE.
   A product must be built at a cost which would allow a mark up that would achieve a reasonable profit level.

6. ALTERNATIVE SOLUTIONS ARE AT HAND OR ARE ALREADY IN THE MARKET.
   A simpler solution may already exist, or about to be introduced, to the marketplace.

7. POTENTIAL PATENT INFRINGEMENT.
   Patent infringement situations are generally very expensive. VIP has a general aversion to making patent litigators and all other types of litigators rich at our or your expense.

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