New Umbilical Cord Clamp for Increased Control and Reliability

(OTT ID 1456)

Inventor: Dr. Charles Potter

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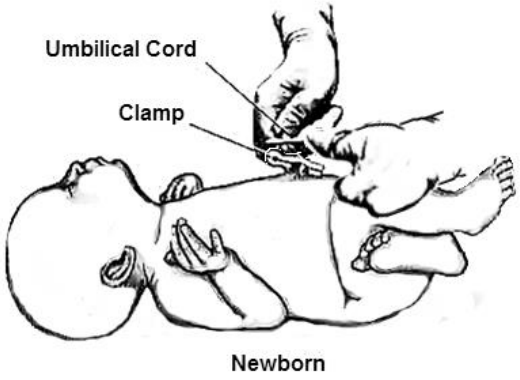
Current Problems

Problems/Unmet Needs:

- Current umbilical cord clamps do not have the ability to be reliably removed from sterile packaging or accurately placed and quickly applied with desired level of control
- May result in:
  - Contamination of umbilical cord clamp site
  - Need for new umbilical cord clamp
  - Delay of care for newborn



Solution

Technological Solution:

- Potter Cord Clamp: A new umbilical cord clamp design created from a collaboration between neonatologist, Dr. Charles Potter, and assistant professor of engineering, Dr. Ilya Avdeev at the University of Wisconsin-Milwaukee
- Design Improvements:
  - Improve delivery room efficiency
  - Improve control of placement of umbilical cord clamp
  - Increase consistency of use
  - Reduce the risk of contamination
- New design does not require additional tools to apply the clamp and maintains a non-obstructive form

Product Differentiation

	Current State-of- the-Art	**Potter Cord Clamp**
Grip surface (teeth)	✔	✔
Sufficient clamp force	✔	✔
Structurally strong	✔	✔
Control	✘	✔
Reliability	✘	✔
One hand	✘	✔

Market Potential

Market

- Delivery room supplies are an important piece of medical supply and equipment
  - Necessary device for obstetricians, midwives, and other care providers
  - Umbilical cord clamps are sold to hospitals directly or to distributors for use in birthing kits
- Market for umbilical cord clamps is well established and growing as global birth rates continue to rise

Market (U.S.A.)

End Users:	nurses, OB physicians, neonatologists
Working in:	5,500+ hospitals
Delivering:	4,000,000 babies per year
Buyers:	Group purchasing organizations or hospitals (directly)

Next Steps

- Recent study from two focus groups of neonatologists was performed using new Potter Cord Clamp
  - Neonatal Intensive Care Unit (NICU)
  - Labor and Delivery Unit (L&D)
  - Expressed opinion that new design would increase the consistency of use and also would allow physicians to deliver a higher standard of care to mothers and children

Next Step:

- Seeking a development partner for commercialization of final product
  - Available for licensing under exclusive or non-exclusive terms
- U.S. Utility Patent: Filed July 2016

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