

# **Medical Tubing Organizer**

## **(OTT1521)**

**Inventor: Lindsey Roddy RN, BSN, PhD Student**  
**College of Nursing**  
**University of Wisconsin-Milwaukee**

**For further information please contact:**

**Jessica Silvaggi**  
**Senior Licensing Manager**  
**1440 East North Ave.**  
**Milwaukee, WI 53202**  
**Tel: 414-906-4654**  
**Jessica@uwmrf.org**

## Problems:

- Tangled Lines
- Pinched Tubes
- Knotted Cords

Creates a **hidden risk**  
but also a  
**hidden opportunity!**

*Would your family member be safe here?  
Maybe...*



# What's the Problem?

## Clinical Risk

- **80% of direct-care clinical staff have experienced** close calls or safety events
- **27% have witnessed** life-threatening safety events
- **Inability to provide care** to all scheduled patients in a given day

## Legal Risk

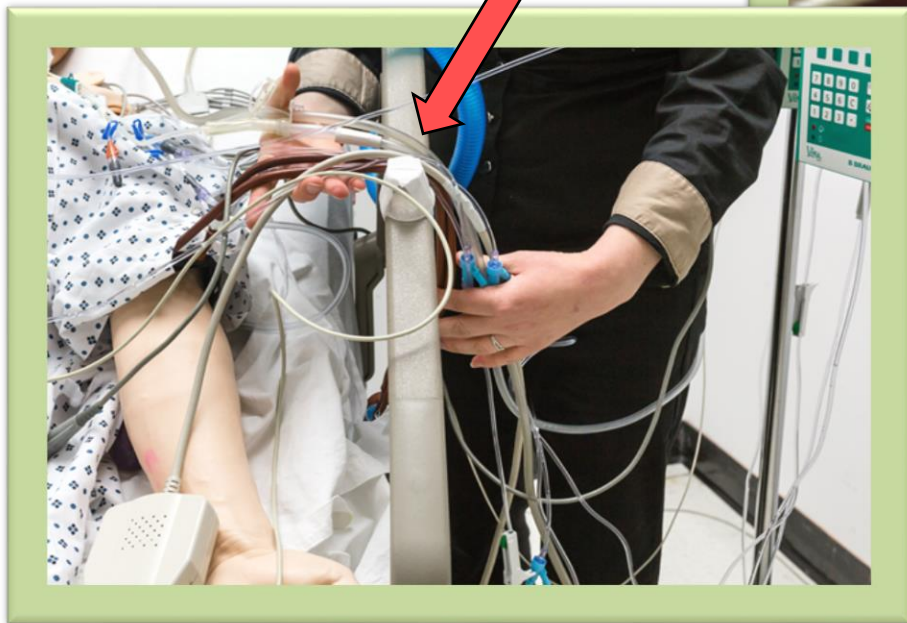
- The damaging **"Front-page"** phenomenon
- **7-figure** legal costs per U.S. hospital for safety events

## Financial Risk

- **Poorly utilized** clinical resources
- Substantial foregone **ICU & PT revenue**
- Decreased **productivity**

*\*Based on nearly 200 interviews with front-line clinicians & Health System executives*

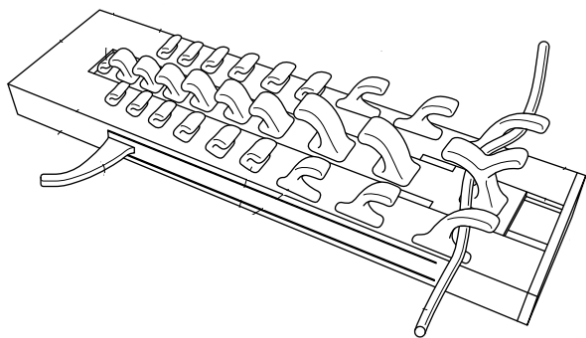
Medicine cups  
(or tongue depressors)  
taped to the bed



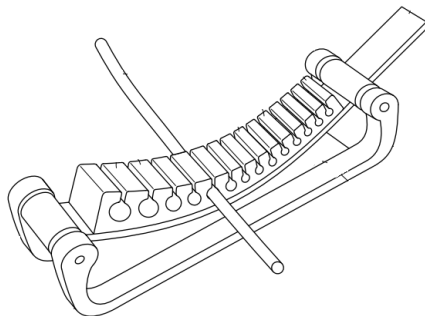
Current Design Options:

**(U.S. Patent Pending #15/878,147)**

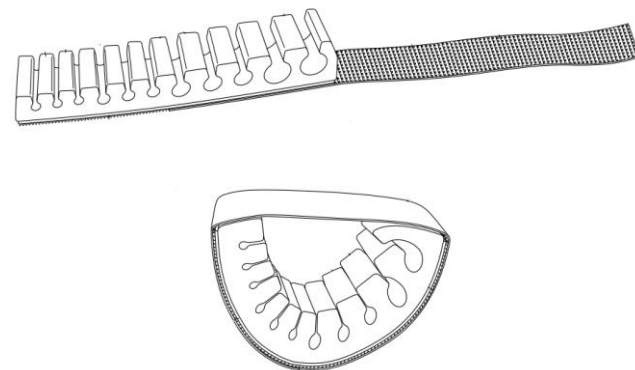
**Option 1: Ocean Wave**



**Option 2: Snap Bracelet**



**Option 3: The Rolling Belt**



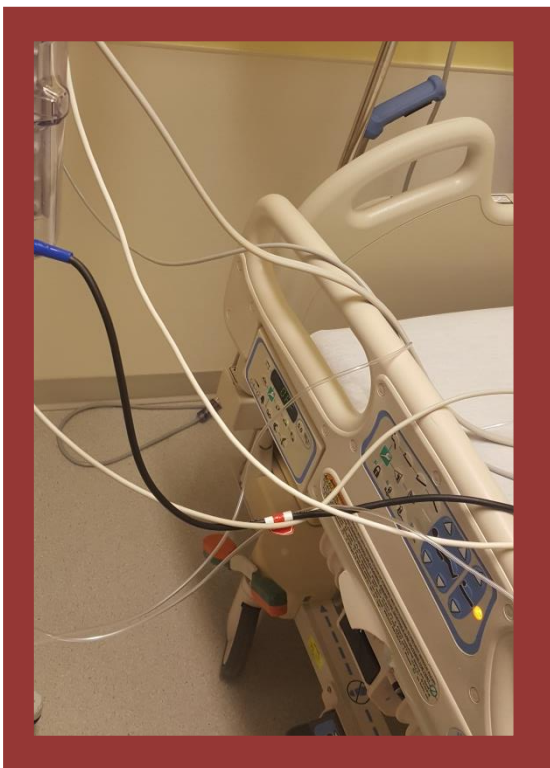
## Primary Design Criteria for all Options

- **VERSATILITY:** *Organizes all sizes of medical tubing*
- **MOBILITY:** *Moves with the patient*
- **SAFETY:** *Clean and Efficient Design*

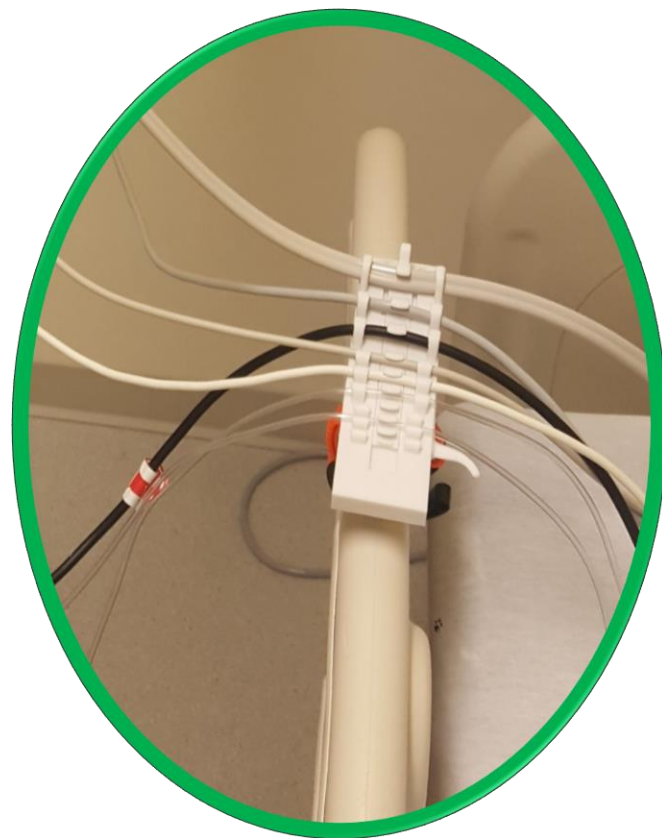
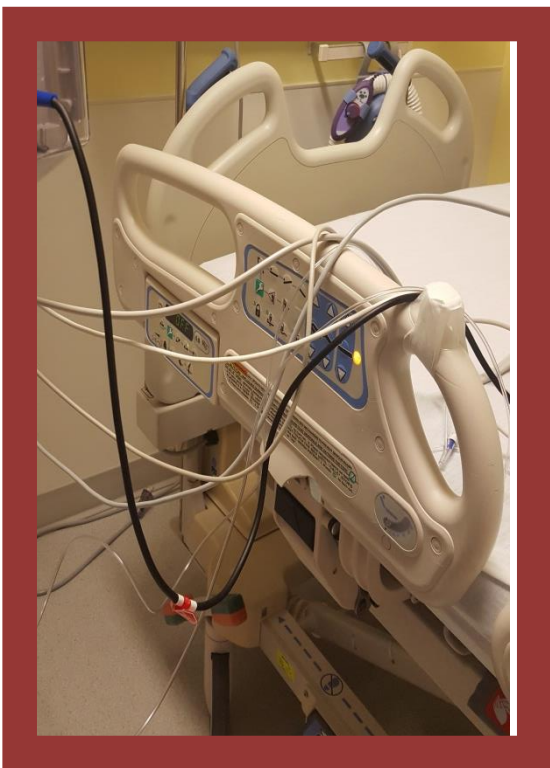


The Versatile, Mobile, & Safe Outcome with MTO

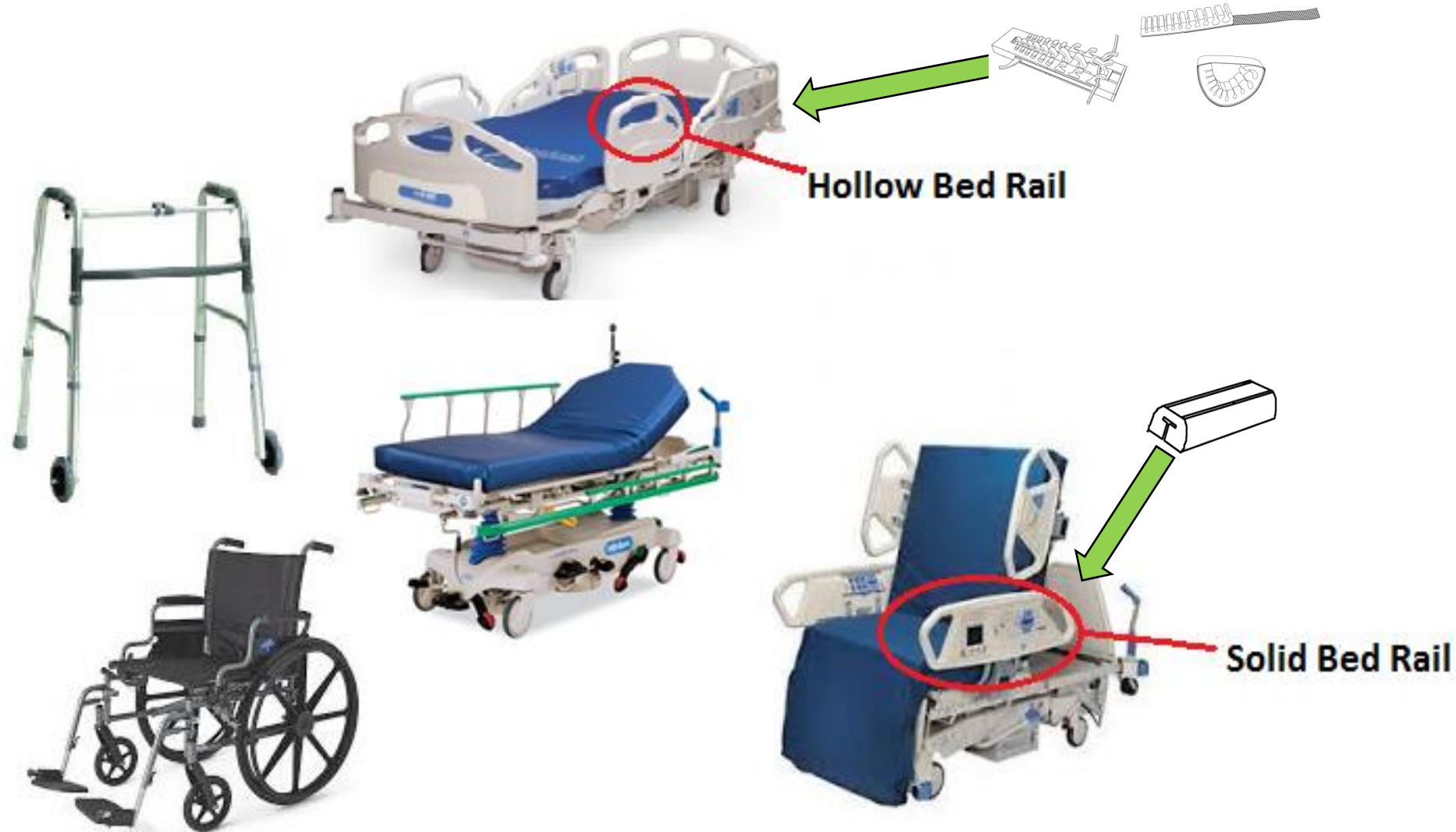
The Original Mess



The Organized Snake Pit



# Versatile, Mobile, and Safe



## Clinical Value

- Measurable reduction of safety events & medical errors
- Actual improvement of ICU clinical outcomes
- Increased capacity to provide all scheduled care

## Legal Value

- Reduction of damaging PR events
- Reduction in litigation costs – at present \$300K to \$1M annually per avg. U.S. hospital

## Financial Value

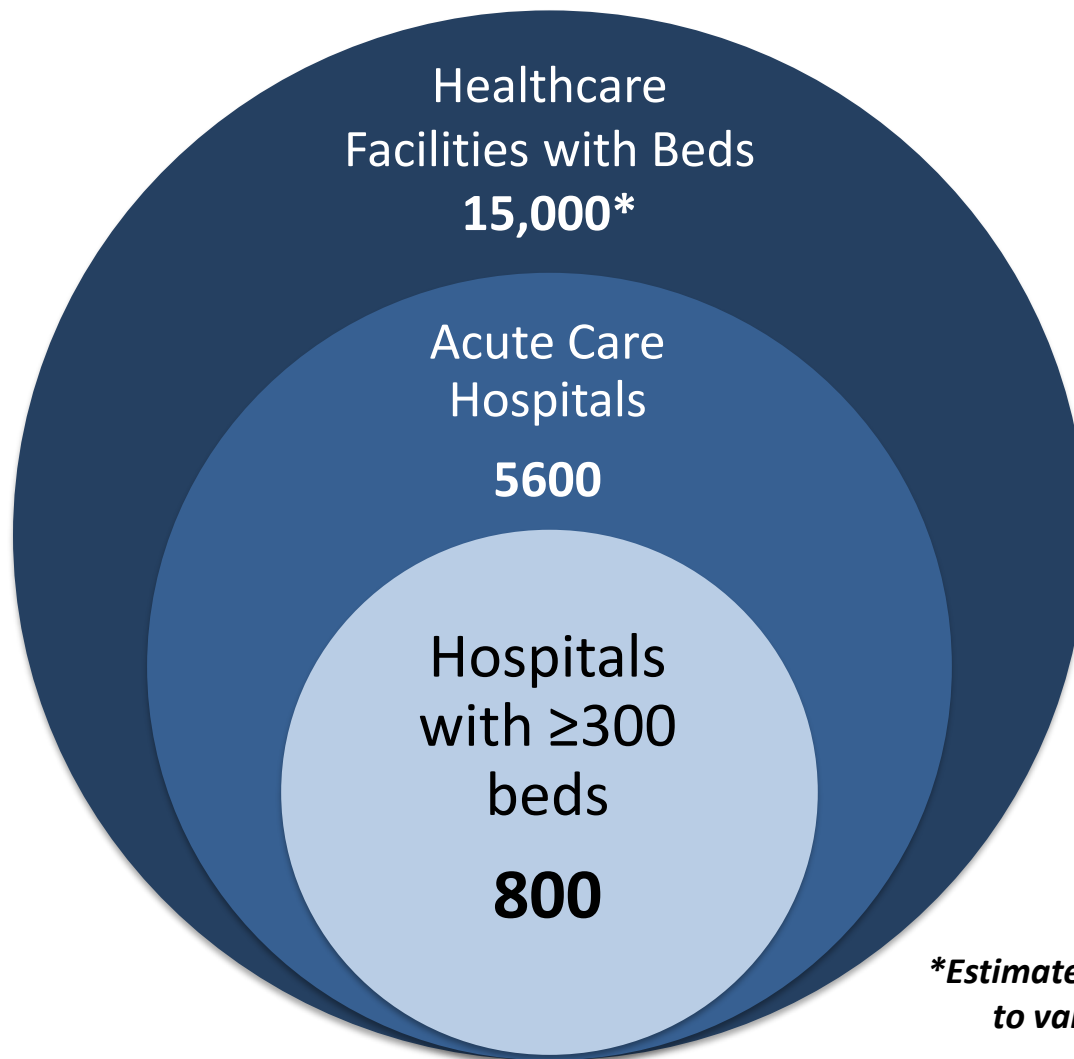
- **Optimize bed occupancy & improve throughput**
- **Increase revenue, without increasing capital or labor costs**
- **ROI is many orders of magnitude**



## Customer Financial Value

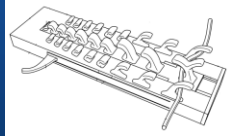
- Up to **\$2M in recaptured ICU revenue/year** for avg. U.S hospital through improved throughput
- Up to **\$2M increased PT/OT revenue/year** through improved productivity
- **\$367,000 cost savings/year** through reduction of staff injuries
- **\$30,000 – 100,000 cost savings/year** through reduction in litigation costs
- Annual supply cost to hospital **less than \$100,000/year**

**Potentially  
40x the ROI**



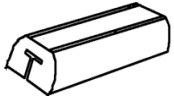
*\*Estimates; research in progress to validate current data*

# Company Revenue Model



Disposable Base

570K ICU admissions x \$10 piece  
= \$5.7M annually

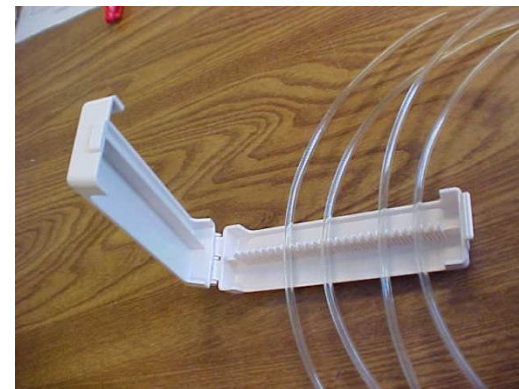
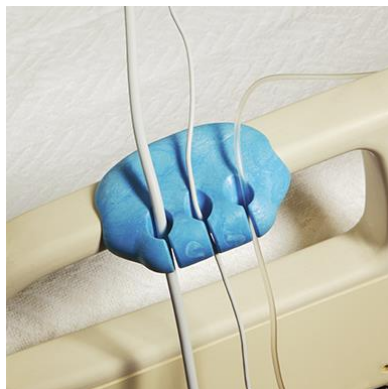
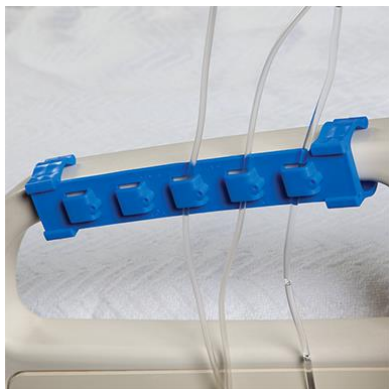


Attachment  
Piece

570K ICU admissions x \$5 piece  
= \$2.8M annually

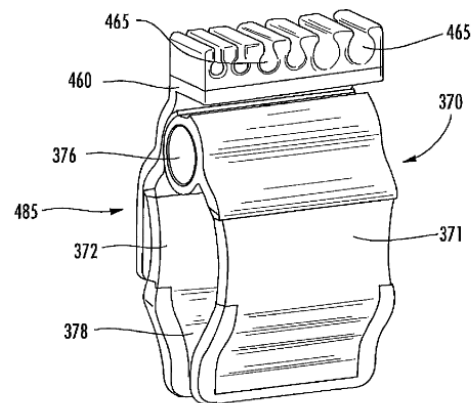
Estimated Annual Revenue\*: \$8.5M

*\*Based on 10% market penetration  
(ICU only – PT/OT is WIP)*



## Problems with Current Products:

- Limited number of lines
- Not mobile
- Fits on limited surfaces
- Will not fit and secure all cord sizes
- Safety concerns
- Only purchasable individually online





*180 interviews*



*NSF I-Corp*



*Patent Pending*



*Strategic Networking*



*Initial Prototyping  
Completed*



*Prototype Validation*



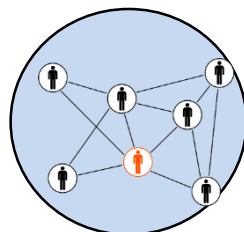
# Timeline



Prototype  
Validation



Create  
Specs



Strategic  
Networking



FDA  
Approval



Semi-Final  
Prototype



Industry  
partner or  
Licensing  
Agreement

Spring 2018

Summer/Fall 2018



**Adam Wickersham**

Director, Executive MBA program  
Former Legislative Fiscal Analyst lead  
– City of Milwaukee  
Former VP, IT Service Support  
Robert W. Baird & Co.



**Thomas LaLoggia**

Former VP Medstat Group (Truven)  
Former Partner FCG HC Consulting  
COO Technology Services



**Loren Peterson**

Entrepreneurial Advisor EAS-MKE, LLC  
Former Managing Director and  
CFO at Venture Investors  
Former President and CEO  
at ZyStor Therapeutics



**Brian Thompson**

President, UWM Research Foundation  
Director, Lubar Entrepreneurship Center



**Jessica Silvaggi, PhD, C.L.P**

Senior Licensing Manager,  
UWM Research Foundation



**AkkeNeel Talsma**

Walter Schroeder Chair for Nursing;  
Research; Associate Professor,  
UWM – College of Nursing;  
Founder & CEO, Melius Outcomes



**Nicole Green, MSM**

Program Coordinator,  
Lubar Entrepreneurship Center;  
UWM Research Foundation

# Medical Tubing Organizer

(OTT1521)

**Jessica Silvaggi**  
**Senior Licensing Manager**  
**1440 East North Ave.**  
**Milwaukee, WI 53202**  
**Tel: 414-906-4654**  
**Jessica@uwmrf.org**