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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Overview

Industry Sector: Medical Devices

Company Overview: Our company's mission is to promote personal pain control using reusable hospital-based and OTC products. Our main technology, Buzzy, combines vibration and cold to relieve sharp pain on contact. It is the least expensive needle-pain option, and more effective than the leading immediate acting competitor for IV access pain. Buzzy has applications for dental shots, home IM injections, and cosmetic procedural pain, and is game-changing in being available directly to patients. Flippits! distraction cards can enhance procedural pain relief.

Target Market(s): Major hospitals worldwide; individual consumers through direct web sales, followed by retail; individual doctor's offices.

Key Value Drivers

Technology*: Our main technology, Buzzy, combines vibration and cold to relieve sharp pain on contact. It is FDA registered as a Class I device in the US and is pending in Canada. Complementary technology include distraction expertise and one embodiment, Flippits, which are in English and Spanish

Competitive Advantage: Buzzy is currently the least expensive needle-pain option for IV starts, and has been proven more effective than the leading immediate acting competitor for IV access pain. Buzzy has applications for dental shots, home IM injections, and cosmetic procedural pain, and is game-changing in being available directly to patients.

Plan & Strategy: currently increasing sales directly to hospitals and consumers. Catalog presence beginning 1/10 to 3.2 million recipients; exploring strategic partner and licensing relationships

*Technology funded by the NIH and being commercialized under the NIH-CAP

Management

Leadership:

Amy Baxter, MD, President and CEO
Ronda Grimsley, Chief Financial Officer
Laura Hansen, Operations and Manufacturing
Ashli Romeyn, Office Manager and Fulfillment

Scientific Advisory Board:

Lindsey Cohen, Ph.D.: Associate Professor Psychology Georgia State University
Steven J. Weisman MD.: Professor of Anesthesiology and Pediatrics, holder of Jane B. Pettit Chair in Pain Management
Carl von Baeyer, PhD, RDPsych: Professor Emeritus of Psychology and Associate Member in Pediatrics, University of Saskatchewan

Product Pipeline

Buzzy Products:

Developing self attaching device with cold application which does not require freezing

Ancillary products with specific indications for dentistry, aesthetics, burn treatment in conception stage

Flippit Products:

Second set of Flippits in English are produced

Wall charts of distraction cards

Child Oriented Pain Education packets in development