Contact: William V. Stoecker MD, MS

Location: Fall 2010: 10101 Stoltz Rd. Rolla MO 65401

Email: wvs@mst.edu

Tel: 573-364-0122

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Larta Institute

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

Company Profile

Industry Sector: Medical Diagnostics, Software Device

Company Overview: Stoecker & Associates (S&A) was formed in 1984 by a dermatologist and Computer Science Professor, William V. Stoecker, MD. S&A was the first to bring a handheld dermatology therapy computer program, DERM/RX, to market. S&A has an iPhone app, DERM DB, on the market and automatic pill recognition software planned for late 2012.

Target Market(s): The target market for the automatic melanoma detection software is family practitioners, nurse practitioners and physician assistants who see primarily adults.

Key Value Drivers

Technology: Phase II NIH SBIR R44 : Automatic Detection of Critical Features for Melanoma Diagnosis

Intellectual Property: US Patent 7689016: Automatic detection of critical dermoscopy features for malignant melanoma diagnosis

Competitive Advantages:
1. Transparency: No other melanoma detection device available detects visible structures, which are displayed along with melanomas with similar structures.
2. Our current sensitivity of 99% and specificity of 39% compare favorably to those of another system approved by the NIH with a sensitivity of 98% and specificity of 10%
3. Our system has a low price, allowing purchase by small practices.

Plan & Strategy: The specificity will be improved to 50% by improved recognition of benign tumors. When the program interface is developed, the system will be sold as an add-on to Melanoscan. FDA approval will be sought late 2012.

Management

Leadership:
William V. Stoecker, MD, MS CEO
Karen Rosenburg, CFO
Jason Hagerty, Chief Technology Officer

Scientific Advisory Board:
Professor Randy H. Moss, Missouri S&T, Rolla, MO
Assoc. Professor R. Joe Stanley, Ph.D., Missouri S&T, Rolla MO
Assoc. Professor Bijaya Shrestha, Ph.D., Missouri S&T, Rolla MO

Product Pipeline

DERM/RX and DERM/DRUG available 2001-2005, AAD Software
S&A Drug DB iPhone app available since 2010
Derm DB pill recognition app: planned launch late 2012
Skinscan Melanoma Detection Software: Marketed with Melanoscan late 2012.
Skinscan Basal Cell Carcinoma Detection Software: late 2013.