



IHBI Visiting Researcher Seminar

When: Wednesday 20 July 2016 12pm

Where: IHBI Seminar Room (KGQ430) 60 Musk Ave Kelvin Grove

RSVP : ihbi.events@qut.edu.au or email to request [Video link to TRI](#)

Professor Michael Friebe

Innovation Generation Approaches for valuable Medical Technology Product Developments and the path to Entrepreneurship — Pitfalls and Opportunities

Engineers need to understand that only through proper observation, procedure know-how and subsequent analysis and evaluation, clinically relevant innovation can be generated. And, it is also essential to understand the associated health economics that could potentially come with new technological approaches.

Innovation tools (Design Thinking, Lean Engineering, Value Proposition Canvas, Innovation Games) and empathy for the work of the clinical user and the patient are essential to ensure that the outcome is not only scientifically cool, but is something that the potential customer will actually use therefore creating a value for the underlying invention. The attributes of successful medical products are not 'big, complex, high-end, expensive, ... ,' but are 'simple, easy to use, inexpensive, with little training, error-free, ...'.



Biography

Involved in diagnostic imaging and image guided therapeutic products and services for more than 25 years, as founder / innovator / CEO / investor, and as scientist. After completion of an electrical engineering degree in Germany he spend 5 years in the US as R&D Engineer and Product Manager at a MRI and Ultrasound device manufacturer in the Bay Area. In that time he also graduated with a MSc. in Technology Management from Golden Gate University in San Francisco. In 1993 he returned to Germany to start his first company (Mobile MRI services) and work in parallel on his PhD in Medical Physics (University Witten, Germany, 1995). Since that time he has started more than 15 companies, 5 of them as major shareholder / CEO and is very enthusiastic about teaching innovation generation topics and Medical Technology entrepreneurship. Dr. Friebe currently is Fellow and affiliated professor with the chair for Computer Aided Medical Procedures (CAMP) at TU München, and a full professor of Image Guided Therapies at the Otto-von-Guericke-University in Magdeburg, Germany. He is listed inventor of more than 60 patent applications and the author of numerous journal papers and congress abstracts. Currently is a Board Member of three startup R&D companies, as well as investment partner of a medical technology startup-fund. He is very passionate about nature, mountains, his family, and working with young people.