



## **Sagentia Balances Corporate Risk and Innovation**

*Sagentia leads discussion on balancing innovation and corporate risk at Frost & Sullivan's 17<sup>th</sup> Annual Medical Devices Executive MindXchange*

**CAMBRIDGE, Ma. (March 12, 2012)** - [Sagentia](#) Inc., a global technology and product development company, is leading a roundtable discussion for senior medical device experts on 'how to achieve breakthrough innovation while balancing corporate risk' at the [17<sup>th</sup> Annual Frost & Sullivan Medical Devices Executive MindXChange](#) on March 12, in Coronado, California. The session is part of a larger program that Sagentia is participating in to raise awareness around the imperative, now more than ever, for medical device companies to drive innovation given the difficult current market conditions.

Alistair Fleming, senior surgical specialist at Sagentia, will be joined by other senior North American medical device R&D executives to debate topics including: the aspects of risk within innovation, how risks are measured, mitigated and communicated and how this relates to the tolerance of companies to innovate, from incremental improvements to disruptive breakthroughs.

"Companies are paying acute attention to corporate risk but that does not mean that innovation has to suffer" said Fleming, "through focused risk mitigation, portfolio balancing and a structured approach to innovation, there remain real opportunities for new generation and truly disruptive technologies to be successfully launched in the market."

Sagentia's focus on this topic is based on 25 years of work on medical device projects that span from market needs identification and technology scouting through to technology innovation, product development and transfer to manufacture. In his interactive session, Fleming will share some of Sagentia's best practices for innovation but will also seek group discussion on some of the other approaches and methodologies that can be used to overcome the pitfalls and inevitable risks associated with substantial or disruptive innovation.

The session will highlight:

- The framework for innovation as a process
- Insights into associated risk factors and techniques
- Tools to reduce risk in projects

### **About Sagentia**

Sagentia is a global innovation, technology and product development company. We provide outsourced R&D consultancy services to start ups through to global market leaders in the medical, industrial and consumer sectors. With global headquarters in Cambridge, UK, and US headquarters in Cambridge, Massachusetts, Sagentia works with clients from front end market needs analysis through to transfer to manufacture. We deliver innovation around new technologies and new generation products and services that provide commercial value and



market advantage. The company also assists business leaders to create strategies for technology, innovation and growth. Further information can be found at: [www.sagentia.com](http://www.sagentia.com). Email us [info@sagentia.com](mailto:info@sagentia.com)

#### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit: <http://www.frost.com>.

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