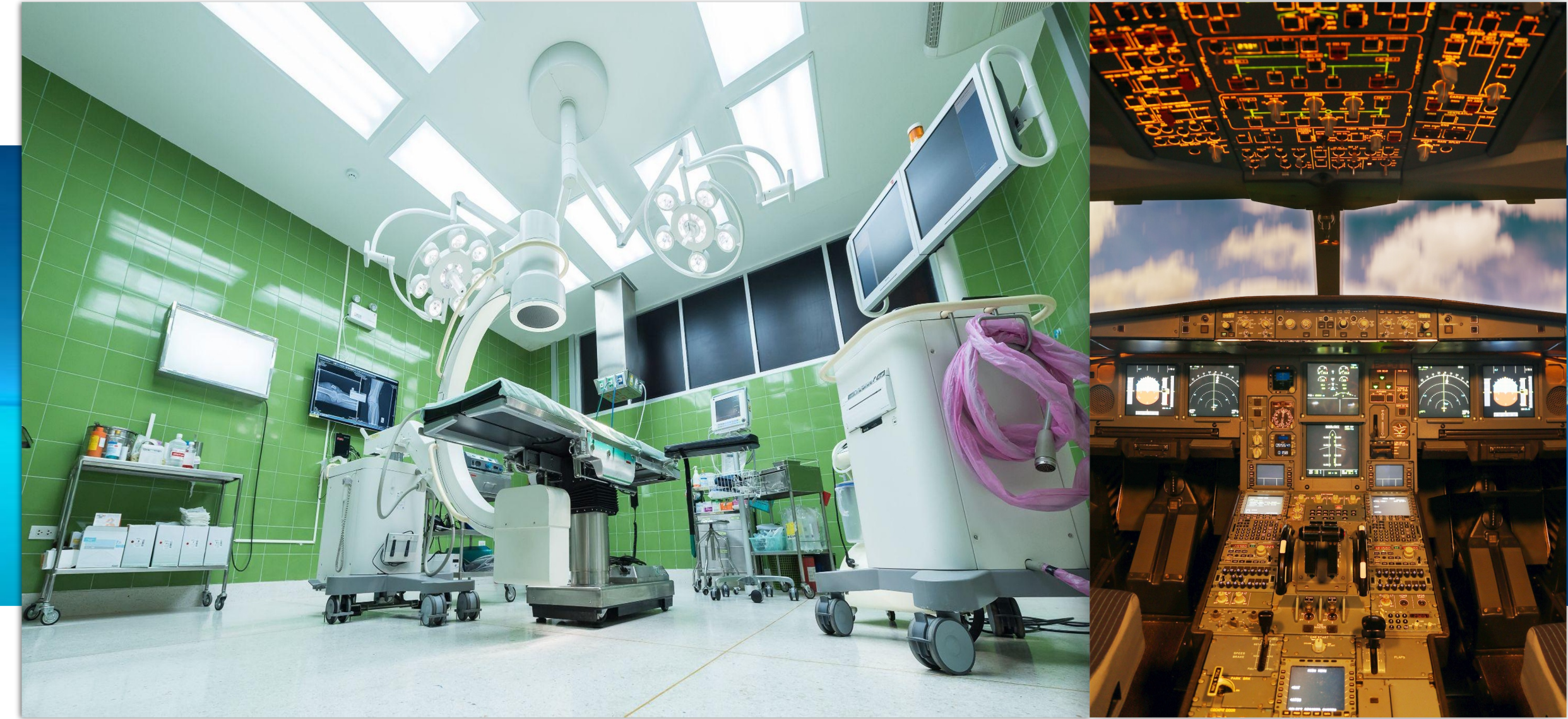


From the Operating Table to the Cockpit:

What can we learn about Meeting User Needs from the Medical Devices industry



José F. Guzmán

Managing Partner & Founder
FortMedTix MedTech Consultants LLC.
Fort Wayne, IN