

Piezo Resonance Innovations, Inc.

SCORE Chapter 618 (District 358) Success Story 2008-09

Piezo Resonance Innovations, Inc., (PRII) is located in Bellefonte, Pennsylvania. It was established in December 2006, with two employees, by Maureen L. Mulvihill, PhD, President and CEO. PRII focuses on the development and manufacture of Innovation Motion medical devices by integrating precision piezoelectric and other smart material components. PRII interacts with medical clinicians and medical manufacturers from the beginning to the end of the development cycle to ensure that PRII technologies are desired by clinicians and are capable of being produced. PRII is committed to quality, innovation and the satisfaction of their partners and customers.

Dr. Mulvihill heard about SCORE during a workshop offered jointly sponsored by SCORE Central Pa. and the SBDC at Penn State. She contacted SCORE for help. With the assistance of SCORE counselor Jim Meister and co-counsel Phyllis Palm, PRII developed a marketing plan and was supported in an application for Small Business Innovation Research Grants from the National Science Foundation and the National Institutes of Health.

The Marketing Plan sets the stage for PRII's management to maintain a focused strategy and execution plan to meet growth demands of the company. The yearly goals are tracked and the responsible person is accountable.

"PRII greatly appreciates the assistance of our SCORE counselor as without Jim's expertise and direction, we would not have put all the milestones into a focused plan that we can measure", according to Dr. Mulvihill.

Since this counseling report, "PRII has been awarded Federal grants totaling more than 600,000 dollars. The company, which currently (8/09) has eight employees, will use the NSF grant of \$500, 000 to further develop the "Tube Clear." This device clears clogged and sluggish feeding tubes. The "Tube Clear" device will ease the burden on both the patient and the nursing staff."

Piezo Resonance Innovations, Inc. also received \$100,000 from NIH to "demonstrate the feasibility of developing a Lightweight Electronically Controlled Transdermal Patch for delivery of HIV medications." This is "a needle-free, automatic and safe ultrasonic drug delivery device that will keep HIV patients in medication regime compliance."