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### **Nonprofit D-Rev Signs Unprecedented Licensing Agreement with Indian Medical Device Manufacturer to Save Babies with Severe Jaundice**

PALO ALTO, Calif., Dec. 9, 2010 – [D-Rev](http://www.d-rev.org) (<http://www.d-rev.org>), a nonprofit technology incubator based in Palo Alto, signed an unprecedented licensing agreement with Chennai, India-based [Phoenix Medical Systems Private Ltd.](#) for the manufacturing and distribution of [Brilliance](#), a world-class phototherapy device for the treatment of severe neonatal jaundice in low-resource hospitals.

A breakthrough in the social innovation model, the American nonprofit will receive licensing fees and royalties for its technology from an Indian for-profit company in the healthcare industry. This agreement establishes a precedent for utilizing cross-sector partnerships and market-driven approaches to address critical global health needs and generate sustainable impact.

Neonatal jaundice management is a billion dollar market that has been largely untapped by less-industrialized nations due to prohibitive costs. The D-Rev—Phoenix licensing agreement is structured to incentivize sales to public hospitals in India and low-income countries. Through dialog with Indian medical professionals, D-Rev and Phoenix have agreed to cap the selling price of Brilliance at less than \$400 to ensure affordability in emerging and undercapitalized markets. Brilliance may be low cost, but its quality is high. [Laboratory trials](#) conducted at Stanford Medical School have shown that Brilliance outperforms comparable Western devices that cost upwards of \$3,000.

“This type of deal best serves the medical professionals who use the device and the infants who need it. Unlike D-Rev, a purely for-profit company can’t viably serve poor patients in developing countries, while the more common donation or subsidy model often results in a product that few people use,” stated Krista Donaldson, CEO of D-Rev. “This kind of partnership between a nonprofit and for-profit ensures that a life-saving medical product gets to the hospitals where it is needed.”

Every year, at least 12 million newborns worldwide require phototherapy to treat severe jaundice, a condition caused by neonatal hyperbilirubinemia. More than 5 million children per year do not receive the treatment they need, in large part due to a lack of affordable, effective treatment devices. Distribution and use of Brilliance have the potential to drastically reduce morbidity and mortality related to neonatal jaundice.

“Our partnership with D-Rev represents innovation not only in the medical device field, but in bridging continents and sectors,” stated V. Sashi Kumar, managing director of Phoenix Medical



Systems Private Ltd. “Our organizations are highly complementary in that we can leverage our individual strengths and collective networks to ensure that no child is at risk of death or disability from an easily treatable condition.”

The licensing agreement permits Phoenix to manufacture, distribute and sell Brilliance exclusively throughout India and non-exclusively in much of the rest of the world. Although benchtop tests performed at Stanford Medical School showed that Brilliance outperforms comparable Western devices, the target markets are countries categorized by the United Nations Human Development Index as “low” or “medium resource-limited,” such as Kenya, Egypt and Indonesia. In India alone, D-Rev aims to treat two million newborns over the next five years.

### **About Brilliance**

Designed for low-resource environments and with world-class functionality, [Brilliance](#) is a blue LED-based phototherapy device for the treatment of neonatal jaundice. Neonatal jaundice affects 23 million newborns annually, more than 90 percent of whom live in developing countries. Untreated severe jaundice can result in permanent brain damage or death. Although the condition is easily treatable with phototherapy, a non-invasive procedure whereby high-intensity blue light is shined on the baby’s skin, current devices that effectively treat jaundice are expensive for hospitals and clinics in low-resource areas to purchase and operate. Brilliance provides world-class treatment at an affordable price and is designed specifically for the needs of rural and urban hospitals and clinics in the developing world. It meets the American Academy of Pediatrics standard, yet costs 10 times less than comparable Western devices, is more energy efficient and requires minimal maintenance. D-Rev’s partners in this project are the [Stanford School of Medicine](#), the [Hasso-Plattner Institute of Design](#) at Stanford University, the [Mulago Foundation](#) and the [National Collegiate Inventors and Innovators Alliance](#).

### **About D-Rev**

Founded in 2007 in Palo Alto, Calif., [D-Rev](#) is a nonprofit technology incubator that develops market-driven products to improve the health and incomes of people living on less than \$2 per day.

D-Rev leverages the latest technologies and works with trusted field partners to design products that will have a significant, scalable and sustained impact on more than 1 million people. Before developing a product, the organization undertakes extensive due diligence – analyzing customer need, market demand, local infrastructure and supply chains for optimal delivery and scaling. During development of a product, D-Rev creates prototypes, tests and iterates until the product is ready for market. Even after transferring the product to the private sector for marketing and distribution, D-Rev monitors, evaluates and iterates again to ensure that the product continues to deliver a sustained impact.

D-Rev has worked in India, Haiti, Nepal, Uganda, Kenya, Tanzania, Nigeria, Sri Lanka, Botswana, Bangladesh and Iraq.



## **About Phoenix**

Established in 1989, [Phoenix](#) is privately held and the leading manufacturer and seller of quality neonatal care equipment in India. Phoenix has 125 employees and 70% of the market share of compact florescent bulb phototherapy devices in India. The Phoenix range of products is trusted in hospitals worldwide today Phoenix also distributes products from global healthcare leaders in India.

Phoenix is committed to quality, technology and innovation with an excellent in-house research and development team. Phoenix has ISO 9001:2000 and ISO 13485:2003 certifications and pursues international standards in ensuring the highest safety of all its products.

Phoenix products are used worldwide and in almost all premier hospital and medical institutions in India. Phoenix has extensive experience in executing large orders for internationally funded and World Bank-aided projects in India. Through participation in private-public partnership programs, Phoenix has played and will continue to play a key role in reducing infant mortality rate in India.

For more information:

D-Rev (Design Revolution): [www.d-rev.org](http://www.d-rev.org)

Phoenix Medical Systems: [www.phoenixmedicalsystems.com](http://www.phoenixmedicalsystems.com)