

D-Rev Releases Brilliance, a Radically Affordable Medical Device to Treat Severely Jaundice Newborns,

San Francisco, Calif. -- March 19, 2013 -- Health technology innovator D-Rev, an award-winning non-profit focused on world-changing medical devices for people who live on less than \$4 a day, today announced the entrance of Brilliance to the global market. Brilliance is a high-performance medical device to treat newborns with severe jaundice. It redefines the medical device market by meeting world-class American Academy of Pediatrics standards at an affordable price point of 22,000 INR (approximately 400 USD), or approximately half the cost of the lowest-cost comparable device, and 1/10th of the cost of comparable devices in industrialized markets.

Brilliance Goes To Market

Brilliance, designed and brought to market by a partnership between D-Rev, and [Phoenix Medical Systems](#) of Chennai, India, targets district and urban hospitals in low-income areas. No longer considered a problem in industrialized economies, Jaundice is a serious health risk for babies if left untreated. Because of the high price of standard phototherapy devices, most hospitals in the developing world either do not have phototherapy or have substandard devices that provide ineffective treatment.

Brilliance has been optimized for these settings with the following features:

- **High efficiency LEDs** that require minimal power input, allowing extended use with a hospital's battery back-up or generator.
- **Designed for extreme durability** including protections against voltage surges, high use and other environmental challenges with minimal required maintenance
- **Height and tilt adjustments** to accommodate use with other critical NICU devices, such as infant warmers, incubators, and nearly any variety of basinet.

Whereas the standard compact fluorescent light phototherapy devices only treat 42 babies before bulb replacement is required to maintain its effectiveness, a Brilliance device is estimated to treat approximately 1,042 babies. D-Rev and Phoenix's goal is to treat two million newborns over the next five years.

"Brilliance has made it possible for under-resourced hospitals to treat thousands of babies each year who would have otherwise not have been effectively treated," said Krista Donaldson, CEO of D-Rev. "Through our partnership with Phoenix, we have achieved a scalable, economically-sustainable pipeline for Brilliance, which benefits our partners, doctors and babies who need and want the device. In terms of global health, we think this is an exciting proof-of-concept of how to scale products where social need overlaps with a market gap."

The first lots of 70 Brilliance units sold out within four weeks. Devices are now being used in India and the Philippines, and orders are continuing to come in from around the world. “Our partnership with D-Rev represents innovation not only in the medical device field, but in bridging continents and sectors,” says V. Sashi Kumar, managing director of Phoenix Medical Systems.

Impact Data from First Shipment of Brilliance Devices

D-Rev is unique in that it designs impact assessment tools into its products from the beginning. D-Rev designed the device with an LCD screen and an internal counter that tracks the total time that the machine has been turned on, and with a “reset button” to be pressed every time a new baby is treated. From these data D-Rev estimates:

1. **Total babies treated with a Brilliance device:** 324
Derived from the reset button and the total treatment time
2. **Babies treated who otherwise would not have received effective treatment:** 283
Determined from considering the total number of babies treated at the type of hospital, for example a public hospital in a rural area of a low-income country
3. **Deaths and disabilities averted because of the treatment received:** 6
Babies who would have otherwise not received treatment multiplied by the rate of deaths or disabilities resulting from untreated jaundice (kernicterus) in the region

About D-Rev

D-Rev is a not-for-profit product development company that uses revolutionary design to develop and deliver affordable world-class products to the people who need them most. D-Rev designed [Brilliance](#), a globally-appropriate phototherapy device to treat newborn jaundice in low-income hospitals, and the [ReMotion Knee](#), a prosthetic knee that mobilizes above-knee amputees, and is worn by over 4,700 amputees in India and parts of Africa, Asia, and Latin America. D-Rev’s products are designed to leverage the market and existing high-performing local partners for broad distribution and scaling. D-Rev is based in San Francisco and its R&D is funded largely by grants from global foundations and a growing community of corporate and private donors. D-Rev has been led by [Krista Donaldson](#) since 2009.

About Phoenix Medical Systems

Phoenix Medical Systems was created in 1989 with the goal of providing cost-effective and innovative solutions for the care of neonates. Phoenix was a pioneer in India in the manufacture of products devoted to infant health care, the first product being an infant incubator. The mission of Phoenix continues to be to

provide solutions that match the best in the world at very affordable prices. This culture of technological and cost innovation led to Phoenix being recognized as one of the '*Leaders of Tomorrow*' in the Pharmaceutical, Drug and Medical products sector. Phoenix has been the leading neonatal and maternal care products manufacturer of India and expects to record a turnover of Rs.1000 million by March 2013.

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