

Product Designer D-Rev Named a Most Innovative Company by *Fast Company*

***SF-based “Social Disruptor” selected for development and distribution
of affordable world-class medical devices to the people that need them most***

San Francisco, Calif. -- February 11, 2013 -- [D-Rev](#), a leading force in changing global health and economic opportunities through revolutionary product design, today announced its selection as one of *Fast Company's* 50 Most Innovative Companies of 2013. Achieving number 25 on this list, D-Rev was recognized for bringing a design ethic to third-world health care

“D-Rev uses revolutionary design to impact the lives and health of people around the world, regardless of their economic means,” said Krista Donaldson, Ph.D., CEO of D-Rev. “*Fast Company's* recognition helps us elevate the impact our first two products, the Brilliance jaundice phototherapy device and the ReMotion Knee, are already achieving. It also signals the importance of globally-aware design in creating medical breakthroughs and impact everywhere, not just in the markets we serve where people live on less than \$4 per day.”

D-Rev leverages market expertise and user-centric design to deliver world-class medical technologies – ensuring that every person, regardless of location or income, has access to life-changing products. In addition to breaking through traditional price and distribution barriers with market-driven design, D-Rev creates economically sustainable pipelines for product delivery. Unlike many traditional medical devices, D-Rev products are designed for low-resource environments and do not require ongoing financial support for sales and scaling once they reach their markets.

D-Rev partners with innovative players in the private and public sectors, including: Phoenix Medical Systems, India's largest maker of neonatal healthcare equipment; the Jaipur Foot Organization, the world's largest fitter of prosthetic limbs; maternal wellness innovator One Heart World-wide; and Stanford's acclaimed Design for Extreme Affordability course in the d.school. The organization is supported by pioneering funders who represent forward thinking in international development: the Mulago Foundation, the Lemelson Foundation, USAID Saving Lives at Birth, NCIIA, and a growing community of corporate and individual donors.

Fast Company's editorial team evaluated submissions from around the world to select this year's Most Innovative Companies. In addition to D-Rev, *Fast Company* named leading global corporations, scholars, innovators and visionaries including Apple, Coca-Cola, Coursera, Angellist, and SpaceX. *Fast Company's* Most Innovative Companies issue (March 2013) is on newsstands beginning February 19 and available online at www.fastcompany.com/MIC as well as in app form via iTunes.

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 neonatal jaundice in neonatal intensive care units, and the [ReMotion Knee](#), a prosthetic knee that mobilizes above-knee amputees, to markets including India and parts of Africa, Asia, and Latin America. D-Rev's products are designed to leverage high-performing local partners and supply chains for market profitability.. D-Rev is based in San Francisco and is funded largely by grants from global foundations and a growing community of corporate and private donors. D-Rev was co-founded in 2007 by serial social entrepreneur Paul Polak, and since 2009 has been led by [Krista Donaldson](#).

About Fast Company

Fast Company is the world's leading progressive business-media brand, with a unique editorial focus on innovation in technology, ethnomics (ethical economics), leadership, and design. In print and through digital and social channels, as well as live events, Fast Company reports on and addresses the most progressive business leaders. Editor Robert Safian was named *AdWeek's* Editor of the Year in 2009. Under the leadership of publisher Christine Osekoski, *Fast Company* made *AdWeek's* Hot List for three consecutive years, and FastCompany.com executive editor Noah Robischon has tripled traffic and revenue. *Fast Company* is owned by Joe Mansueto, founder, chairman, and CEO of Morningstar, a leading provider of independent investment research.

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