

About the Editors

James Cavuoto, editor and publisher

James Cavuoto is the founder of Micro Publishing Press, a publishing company that helped launch the market for electronic publishing and digital imaging. Cavuoto holds a degree in biomedical engineering from Case Western Reserve University. He also studied human factors engineering at University of Southern California. Cavuoto was a member of the technical staff at Hughes Aircraft Company, where he worked on simulation, training, and publication products. He is an adjunct professor at Rochester Institute of Technology and the author of eight books on technology. He is a member of the IEEE Engineering in Medicine and Biology Society.

David Pope, editorial director

David Pope has reported on major trends in science and technology for more than 40 years, covering important developments in electronics, biotechnology, medicine, computing, and the neurosciences. He served on the board of editors of *Scientific American* magazine, and was senior editor of *Psychology Today*, managing editor of *The Cardiovascular Journal*, executive editor of *Technology* magazine, and a senior science writer for Battelle Memorial Institute.

Warren Grill, senior technical editor

Warren Grill is one of the nation's leading experts in neural prostheses, computational neuroscience, and neural control. He serves as an associate professor of biomedical engineering at Duke University. Dr. Grill is a founding member of the International FES Society and serves on the editorial board of *Neuromodulation*, the journal of the International Modulation Society.

Glenn Cornett, senior financial editor

Glenn Cornett is an experienced neuroscientist, entrepreneur, and financial consultant, with a background in research and business development. After earning his Ph.D. in neuroscience from UCLA and his M.D. from University of Michigan Medical School, Glenn spent several years as a technology and healthcare consultant with McKinsey & Company. He has also held marketing and business development positions at Lilly & Company and Razorfish. He currently runs his own consulting firm, Metastrat, in Palo Alto, CA, providing strategic advisory services to biotechnology and medical device firms.

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A New Publication for a New Industry!

Introducing Neurotech Business Report

Neurotech Business Report is the first publication targeting the business of neurotechnology, the application of engineering techniques to human neural and information processing systems. Each issue of **Neurotech Business Report** brings you in-depth and expert analysis of one of the newest and most promising industries of the 21st Century.

While other newsletters cover the broad field of life sciences and medical technology, no other publication precisely targets the neurotechnology industry. And no one else looks beyond the current health-care industry to explore future technology developments that will transform the industry.

Technologies Covered

Neurotech Business Report covers the business and the technology in place and on the horizon in:

- Neural prostheses
- Neuromuscular rehabilitation
- Pain neuromodulation
- Magnetic sensing and stimulation
- Neurodiagnostics
- Brain/computer interfaces

Markets Covered

Our editors scour the scene for current and potential applications of neurotechnology in fields like:

- Neurology and neurosurgery
- Pain management
- Rehabilitation
- Urology
- Psychiatry

Who Will Benefit

With its blend of up-to-date technology analysis and visionary outlooks on future market growth, Neurotech Business Report appeals to entrepreneurs, upper-level managers, financial leaders, and other key players in this growing industry, including engineering directors, financial planners, venture capitalists, and marketing executives.

Sample Articles

Watch for these upcoming articles and features like these in future issues of **Neurotech Business Report**:

M&A Activity Changes Competitive Outlook

The competitive outlook of the neurotechnology industry has changed dramatically with recent mergers and acquisitions. The presence of major players such as Boston Scientific and St. Jude Medical now challenging market leader Medtronic promises to exert a powerful influence on large and small firms alike.

Stimulation Parameters Key to Device Success

Vendors of neurostimulation devices must give strong consideration to the stimulation parameters they will use in new devices. Our editors detail the important product design issues such as device programming, optimal waveforms, and patient control.

Venture Capital Outlook

Our editors examine the major factors influencing the availability of venture capital to this industry and three different strategies for exploiting this current opportunity.

Reimbursement Policy

The Centers for Medicare and Medicaid Services have implemented changes in reimbursement rates for devices such as implanted neurostimulators, leads, and EEG procedures. Our editors help you track the reimbursement landscape and keep you apprised of changes in policy and philosophy that will affect the neurotechnology industry.

Neurosensing Vendors Target Psychiatry

Manufacturers of neurodiagnostic systems see a significant market potential in identifying psychiatric disorders. Our editors explore the potential synergy between manufacturers of diagnostic and therapeutic systems for treating neurological and psychiatric disorders.

Magnetic Stimulators Promise New Market

Magnetic stimulation systems offer several advantages over electrical stimulators, including noninvasiveness. In this report, we look at the current state of development of magnetic stimulation systems.

In Each Issue

Each issue of Neurotech Business Report offers information-packed features and departments that give you the complete picture on the state of the industry.

Market Analysis

Our editors take an in-depth look at specific emerging markets for neurotechnology products and systems. We'll tell you who the key players are, where the customers are coming from, obstacles to growth, and likely growth rates.

Vendor Profiles

Each issue contains a critical analysis of a key player in the industry. We'll look at the company's management, customer base, core technology, competitive position, financial history, and future outlook.

Deals and Start-Ups

We'll keep you up-to-date with information on funding activity from venture capital sources, IPOs, mergers and acquisitions, and licensing agreements.

Research Institution Profiles

Our editors will make you aware of the leading sources of technology development at university, government, and private research institutions. We'll apprise readers of opportunities for technology licensing or participating in sponsored consortia.

Legal and Regulatory Issues

We keep you informed about regulatory issues that affect the market, including

- FDA regulations
- Pending legislation
- Insurance matters
- Intellectual property issues
- Court decisions

Conference Highlights

Our editors cover dozens of technical conferences, association meetings, trade shows, and events, filtering out the significant news, trends, and findings from each and reporting on them with crisp and understandable writing.