

A new publication for a new industry

by James Cavuoto, editor

We'd like to welcome our readers to the first issue of *BioElectRx Business Report*, and thank our editorial team, which includes consulting editor Susan Schaeffer and contributing editor Jo Jo Platt. Many of our readers from the pharmaceutical industry will remember Susan as the former editor of *BioCentury*, the leading biopharmaceutical industry newsletter. In that role, she advanced new thinking in clinical trial development, regulation, pricing, and market access—factors that will be critical in bioelectronic medicine. She is also a member of the National Academies Forum on Drug Discovery, Development, and Translation and the founder of a patient education nonprofit.

In the months ahead, we plan to offer our unique insight into the firms that are pioneering the market for bioelectronic medicine. Our goal is to help this new industry keep track of the deals, new technologies, key clinical trials, and funding activity that are propelling the market forward.

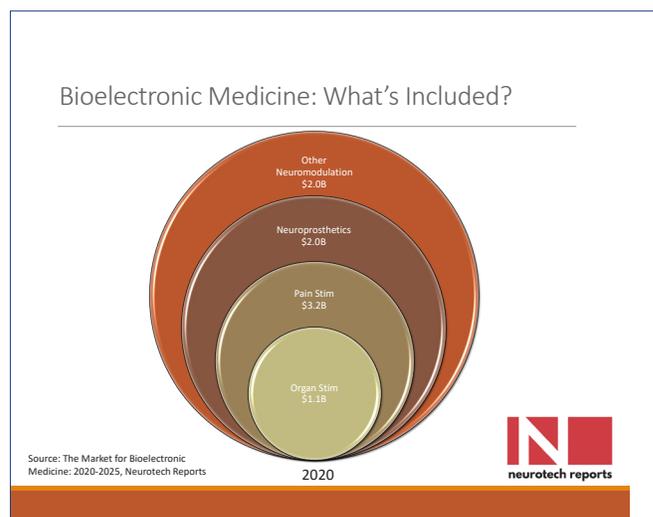
What's in a name?

The term bioelectronic medicine has been defined in different ways by different organizations involved with the field. Of all the definitions that have been put forward, perhaps the simplest, and most compelling, is offered by the National Institutes of Health, through its SPARC (Stimulating Peripheral Activity to Relieve Conditions) program: “Modulation of nerve signals to control organ function.”

Other organizations, including DARPA, which launched the ElectRx program, have adopted a more expansive definition of bioelectronic medicine, which includes neuromodulation for treating chronic pain. In this publication, we will adhere more to the NIH definition of bioelectronic medicine, although there

will definitely be areas of overlap. For readers more interested in the traditional neuromodulation device marketplace, we refer you to our sister publication, *Neurotech Business Report*, now in its 20th year.

The graphic below, taken from our market research report, *The Market for Bioelectronic Medicine: 2022–2027*, offers a snapshot of how expanding the definition affects market size.



Join with us

We welcome feedback from our readers on the direction of this publication and any themes that you think will be important for us to cover in the months ahead. We also welcome your news leads and press releases. Email us at editorial@neurotechreports.com.

We also hope to see many of our readers in person at the fifth annual [Bioelectronic Medicine Forum](#), which will return to New York City on April 5, 2022. We're just starting to put the program together so send us your ideas for topics and presenters.