

Chopra named nation's first chief technology officer

A Medical Device Daily Staff Report

President Barack Obama has selected Aneesh Chopra, a former managing director at **The Advisory Board** (Washington), to serve as the nation's first Chief Technology Officer.

Chopra, currently Secretary of Technology for the Commonwealth of Virginia, was a senior executive and thought leader at the Advisory Board from 1997 to 2006. Chopra oversaw the firm's research on best practices for addressing key challenges confronting health care providers and payers. In this capacity he convened and

counseled working groups of preeminent health system CIOs, CFOs, and health plan executives.

"Aneesh has long been a leading thinker about the critical intersection of health care and technology, and we are especially proud that he now has the opportunity to apply the best-practice principles and creative problem-solving approach he honed at the Advisory Board to the biggest challenges facing our nation," said Advisory Board CEO Robert Musslewhite.

The Advisory Board Company provides performance improvement services to the health care and education sectors – including operational best practices and insights, business intelligence and analytic tools, management training, unbiased technology evaluation, and consulting support.

PEOPLE IN PLACES

- Brent McCarty was named president/CEO of **Solis Women's Health** (Austin, Texas). He also will join the company's board. Most recently, McCarty was president/COO of Accuro Healthcare Solutions. Solis Women's Health is a specialized healthcare provider

focused exclusively on the screening and diagnosis of breast cancer.

- **SRI/Surgical Express** (Tampa, Florida) reported the departure of its CFO, Wallace Ruiz. The company has initiated a search for a successor. Ruiz's previous duties will be performed by the company's controller, pending the completion of this search. SRI Surgical provides central processing and supply chain management services to hospitals and surgery centers.

First two patients receive Sunshine's C-Pulse device

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Sunshine Heart (Tustin, California) reported that **Ohio State University Medical Center** (Columbus) has completed the first two implants of the company's C-Pulse heart assist system under a 20-person clinical trial approved by the FDA.

The C-Pulse is an implantable, non-blood contacting, heart-assist therapy for the treatment of people with moderate heart failure. C-Pulse reduces the symptoms of heart failure through the use of counterpulsation technology which enables an increase in cardiac output, an increase in coronary blood flow and reduction in the heart's pumping workload.

"We are excited that our clinical trial in the U.S. has started so successfully," said William Peters, MD, medical director of Sunshine Heart and the inventor of C-Pulse. "We have demonstrated in prior clinical studies that the C-Pulse system increases blood flow to the body and to the heart muscle itself. We anticipate that C-Pulse will offer patients a significant improvement in quality of life."

Peters noted that the device operates without coming into direct contact with the blood, so avoiding potential complications with systems that do contact blood. A feature of the design of the C-Pulse is that patients can safely disconnect from the device for short periods for their convenience."

Sunshine Heart specializes in heart-assist therapy for the treatment of people with moderate heart failure.

PRODUCT BRIEFS

- **Ideal Life** (Las Vegas) said that it will launch the first affordable and practical Bluetooth-enabled "chair scale" – designed for individuals who are too frail or obese to use conventional weighing scales – at the American Telemedicine Association annual meeting in Las Vegas this coming weekend. The chair scale, officially known as the Ideal Life

Body Manager Plus, joins Ideal Life's line of products for chronic conditions such as hypertension, congestive heart failure (CHF), asthma, diabetes, and chronic obstructive pulmonary disease (COPD).

- **VisEn Medical** (Bedford, Massachusetts) said that users of its FMT 2500 Quantitative Tomography Platform will soon be able to access four channels of quantitative fluorescent imaging – 635 nm, 670 nm, 745 nm, and 790 nm – allowing greater flexibility in imaging and multiplexing of VisEn's fluorescent imaging agents in multiple disease pathways *in vivo*.