



Life-Changing Medical Invention: Build a Successful Enterprise and a New World

Dr. John Allen Pacey MD FRCSC

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In *Life-Changing Medical Invention*, Dr. John Allen Pacey offers insight into the high-impact world of operating room innovation. Physicians today have the opportunity to revolutionize the healthcare industry by inventing new medical platforms to improve patient care and reduce costs. As a Vascular and General Surgeon himself, Dr. Pacey brings 15 years of innovative experience, having guided the invention of 33 GlideScope variants and 6 aperture video retractor variants for surgeons as well as the invention of supportive tools.

You'll learn about...

- Passion and life-changing “Eureka” moments experienced by great inventors.
- Creating an idea is followed by a ten-plus-year period of “execution” during which one must entrain money, great people, and build a new world for all.
- The profound importance of “Mentoring” and “Know thy Customer”.
- Planning unique invention to avoid “me too” ideas that fail to add value.
- Learning how to create a “Blue Ocean Opportunity” and sell to real customers for real money so that you can exploit your passion further.
- The benefit of sweat equity, frugality, and bootstrapping to pull through the “valley of death” and benefit of persistence to “never surrender”.

If you are a physician with a patentable idea or a student hoping to become an inventor, this book will provide examples of those who persisted and won.

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