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HST.939 Designing and Sustaining Technology Innovation for Global Health Practice
Spring 2008

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Lecture 01: 2/5/08 Introduction

Topics to cover:

- Infectious diseases
- Innovations
- (see slides)

Regis' introduction

Overview of the website; review of the class schedule for the semester

Clarification of expectations about projects: students are encouraged to develop new projects, or new pathways for current projects to take.

(Interactive group session – divided into groups to discuss medical devices and decide whether they should be pursued as non-profit or for-profit projects, or whether they should be discontinued based on their usefulness and cost. Brief discussion of different opinions.)

Reasons to...

Kill a project:

- price too high
- need not clear
- not hitting root cause/problem
- cost effectiveness low
- unclear market

Make it non-profit:

- big education campaign
- high marketing costs
- narrow market segment
- cost effectiveness high
- unaffordable
- profit margins are lower than distribution cost (but people argue that non-profits don't have to lose money)

Make it for-profit:

- high-end market
- better funding options; easier to raise capital

Pyramid of economic classes – very wealthy at the top of the pyramid, vast swath of people in the middle, and significant band at the bottom. Which stratification is serving as your customers helps to determine whether you can be trying to make a profit.