

# DesignWise Medical and Cnicus LLC Awarded \$25,000 Grant to Develop Pediatric Feeding Tube Locating Device

MINNEAPOLIS, Minn., Jan. 8, 2013 (SEND2PRESS NEWSWIRE) – Pediatric non-profit, [DesignWise Medical, Inc.](#), in conjunction with [Cnicus LLC](#) (Chicago, Ill.) has been awarded a \$25,000 grant by the [Atlanta Pediatric Device Consortium](#) to continue the development of a medical device used to confirm the correct placement of feeding tubes in infants and children.

Tube feeding, although commonly used in clinical settings, is not without risk. Incorrect placement of a feeding tube into the trachea (rather than correctly into the esophagus) can result in filling the lungs with liquid feeding formula, and can lead to serious medical complications and even death.

Some studies have shown that feeding tubes are incorrectly placed up to 55 percent of the time, and currently the principal method for confirming correct placement is with an X-ray which in the home setting is not an option.

The [SurTube™ feeding tube](#) has an externally communicating tip whose location in a child's body can be determined with a simple external detector, without the need for a confirming X-ray and its inherent radiation exposure.

"This grant is incredibly important to the continued development of this much needed device for children and will allow us to refine the design and demonstrate its feasibility," says DesignWise Medical founder and CEO, Brad Slaker. "Additionally, this is the first large project-specific grant DesignWise Medical has received and represents an important milestone for us. This grant further validates the unique approach we are taking to develop the needed medical products for children through a non-profit, volunteer-based business model."

The initial concept for the SurTube™ device was invented by pediatric nurse Kathryn Waitzman who also founded Cnicus, LLC to develop the SurTube device and bring it to market.

The Atlanta Pediatric Device Consortium (APDC), created in 2010, is an FDA-funded group of Atlanta-based organizations whose mission is to "enhance the lives of children through the development of novel pediatric medical devices, which are both safe and effective."

## **About DesignWise Medical:**

DesignWise Medical ([www.designwisemedical.org](http://www.designwisemedical.org)) is a Minnesota-based, 501(c)3 non-profit organization founded in 2008 whose mission is to develop medical device and product solutions to children's unmet medical needs. It is a volunteer-based organization funded entirely by charitable contributions,

foundation and corporate grants.

Children need devices that are safe, effective and sized appropriately for them. Technology already exists that could address many children's unmet medical needs, improving outcomes and quality of life and ultimately reducing health care costs. However, these markets are small, making it difficult for traditional medical device companies to achieve an adequate ROI.

DesignWise Medical is able to develop pediatric devices for approximately one-fifth (1/5) the cost of the traditional for-profit approach. Through the sustained involvement of pediatric clinicians, parents, sponsors, volunteers and students, DesignWise Medical is able to identify, create and deliver collaborative solutions to this underserved population.

To date, more than 280 volunteers have donated over 30,000 hours of their time working on ten active pediatric device projects. DesignWise Medical has sponsored 32 student projects at nine colleges and universities, providing learning opportunities for higher education student volunteers, helping them to succeed in today's competitive medical technology job market.

More information: <http://www.designwisemedical.org/> .

**Media Contact:**

Brad Slaker, Founder and CEO  
brad.slaker@designwisemedical.org  
612-385-2015  
2715 East 26th Street  
Minneapolis, MN 55406.

News issued by: DesignWise Medical Inc.



Original Image: [https://www.send2press.com/wire/images/13-0108-designwise\\_72dpi.jpg](https://www.send2press.com/wire/images/13-0108-designwise_72dpi.jpg)

# # #

Original Story ID: 2013-01-0108-005 (8433) :: DesignWise-Medical-and-Cnicus-LLC-Awarded-25-000-Grant-to-Develop-Pediatric-Feeding-Tube-Locating-Device\_2013-01-0108-005

Original Keywords: Brad Slaker, SurTube feeding tube, DesignWise Medical Inc, Pediatric non-profit, Atlanta Pediatric Device Consortium, Cnicus LLC, placement of a feeding tube into the trachea, pediatric nurse Kathryn Waitzman, develop medical device and product solutions to children's unmet medical needs DesignWise Medical Inc. Minneapolis Minnesota MINNEAPOLIS, Minn.

Alternate Headline: Atlanta Pediatric Device Consortium awards \$25K Grant to DesignWise Medical and Cnicus LLC

**NEWS ARCHIVE NOTE:** this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Tue, 08 Jan 2013 14:37:11 +0000