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FOR IMMEDIATE RELEASE

e-Zassi and UBM Canon Partner to Provide Online Medical Device Decision Support Tools at Qmed.com

FERNANDINA BEACH, Florida, October 27, 2011 – e-Zassi announces an agreement with UBM Canon, the global authority on the Medical Device Industry, to promote and provide proprietary decision support software tools specifically designed for the \$350B medical device marketplace.

UBM Canon's **Qmed**, the only online global directory of qualified medical device suppliers and organizations, will make available to its users and visitors the ability to access two powerful e-Zassi business intelligence tools, the FDA Calculator™ and InnoVision™ Assessment software. These proprietary tools allow users to generate a detailed analysis of the most critical elements affecting the development and commercialization of new medical technology applications.

The e-Zassi.com US Regulatory Calculator is powered by a current database of information on classified medical devices. To take advantage of this free tool, users enter information about their current project. The Calculator then searches and provides the potential predicate codes and other critical regulatory information in just minutes.

For users who desire a more comprehensive assessment of a medical technology, the InnoVision software tool will be available at a highly discounted subscription rate. Using the software does not require specialized knowledge and allows a designer or medical OEM to quickly supplement their areas of expertise with valuable business intelligence. The InnoVision Report provides key insights of the development requirements specific to the designer's project, regardless of the level of maturity within the product lifecycle. It also provides insights into the most influential product development criteria needed to drive decision-making in the medical device industry today. This includes a means to help predict and compare US and EU regulatory classifications to help decide which market entry channel is least burdensome. The report also provides decision support for other key elements such as reimbursement, manufacturing, product development documentation controls, clinical and intellectual property.

“We are continually looking for new ways to help our users achieve their design goals and are proud to provide these new tools and resources. The tools have the potential to provide new efficiencies to the complex development, manufacturing, and commercialization process for the medical device industry,” according to Rich Nass, Director of Content UBM Canon.

The tools will be available on Qmed in November with promotion planned across all UBM Canon medical device properties including **Medical Product Manufacturing News**, **Medical Device & Diagnostic Industry**, **European Medical Device Technology**, **IVD Technology**, **OrthoTec**, and **Medtech Executive**.

[About e-Zassi](#)

e-Zassi is the first Innovation Management (IM) software platform designed to address the needs of the patent centric medical device industry. The platform delivers a standardized approach to the submission, capture, decision support and sharing of ideas, in a non-confidential assessment format that minimizes intellectual property disclosure risks. The suite of web-based software solutions delivers critical business intelligence on product development and commercialization burdens associated with a new med-tech application. The outputs are generated in real time and immediately available to the user driving better decision making, due diligence and increased business development efficiency.

[About Qmed](#)

Qmed is the world’s preeminent ONLY 100% qualified medical device supplier directory, search engine and industry resource, created exclusively for OEMs actively researching and sourcing qualified suppliers, products, and services during the product design cycle. Powered by advanced keyword search and embedded with relevant supplier and industry content, rich media, and RFP opportunities, Qmed is the critical resource used to connect medical device OEMs with qualified suppliers. From medical contract manufacturers to stock component suppliers and medical device consultancies, Qmed’s powerful search tool, directory, and white paper library serves only relevant, editorially screened supplier listings and resources to provide the most efficient supplier-sourcing experience for medical device OEMs. Qualified suppliers are determined by verification of the following criteria: currently working with medical device OEMs, exhibit at medical device industry trade shows, are GMP compliant, ISO 9000, and/or FDA-registered.

[About UBM Canon](#)

UBM Canon, the leading B2B media company dedicated exclusively to the global \$3.0 trillion advanced manufacturing sector, helps support the flow of information, commerce and innovation in such sophisticated segments as medical devices and pharmaceutical development. UBM Canon also addresses cutting-edge developments in broader areas of advanced engineering design and manufacturing, and manufacturing processes and packaging. UBM Canon is part of [UBM](#) (UBM.L) a global provider of media and information services for professional B2B communities and markets.