

Midwest Applied Technologies



SITE SAVER™

Opportunity

When Bob Hietkamp lay in his hospital bed after surgery, he had an idea for a device to help stabilize and align the IV access point for more patient comfort, and easier access and control for medical professionals. As a machinist at a North Dakota industrial facility, the unlikely entrepreneur was able to create his device, but needed a partner to help prepare it for commercialization.

Insight

Through the Healthcare & Wellness Alliance at LaBreche, Hietkamp was able to get trusted business development advice on the approval, distribution and licensing needed to market his new device. He was also able to access brand development and strategy insights, as LaBreche developed a brand identity, a Web site and a brochure to begin marketing his device.

Outcome

LaBreche helped Heitkamp see his first entrepreneurial idea come to fruition. After only 4 months of work with LaBreche, the Site Saver was going through distributing and licensing channels in anticipation of FDA clearance.



500 Washington Ave S, Suite 2020
Minneapolis, Minnesota 55415

T 612.338.0901
F 612.338.0921

www.labreche.com

La BRECHE