



FOR IMMEDIATE RELEASE
September 26, 2013

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Medical Device Innovation Consortium (MDIC)
CEO Bill Murray presents at FDA/ CDRH Patient Preference Workshop

"Patient Preference Initiative, MDIC Overview" was the topic of a Keynote address delivered by MDIC President & CEO Bill Murray on Thursday, September 19 at the Food and Drug Administration (FDA) White Oak Campus in Silver Spring, MD. This public workshop, sponsored by the FDA, was entitled *The Patient Preference Initiative: Incorporating Patient Preference Information into the Medical Device Regulatory Processes* (<http://www.fda.gov/medicaldevices/newsevents/workshopsconferences/ucm361864.htm>). The purpose of this workshop was to discuss ways to incorporate patient preferences on the benefit-risk trade-offs of medical devices into the full spectrum of the Center for Devices and Radiological Health (CDRH) regulatory decision making. It also aimed to advance the science of measuring treatment preferences of patients, caregivers and health care providers.

Murray's presentation described the progress on one of MDIC's initial project initiatives, *Patient Centered Benefit / Risk Assessment: Developing a Useful Methodology for Integrating Patient Centered Perspectives into Regulatory Decisions*. He also highlighted the unique opportunity for industry to interact with FDA inside the MDIC's Public-Private Partnership collaborative environment to improve the Total Product Life Cycle in medical device development.

About the Medical Device Innovation Consortium

Founded in 2012, MDIC is the first public-private partnership created with the sole objective of advancing medical device regulatory science in an effort to improve product safety and performance while reducing cost and time to market. The MDIC functions in the pre-competitive medical device space, providing a forum for collaboration to leverage resources and share critical information. MDIC's mission is to promote public health through science and technology, to solve issues facing the industry while enhancing safe and effective product performance through the total product lifecycle of commercialized medical devices, and to enhance trust and confidence among stakeholders. Visit www.MDIC.org for more information.

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