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Agilis' Chief Scientist Named Top 100 Most Notable People by *Medical Device & Diagnostic Industry Magazine*

Dr. Robert North Recognized as Helping Advance Medical Science and Technology

PHOENIX – June 24, 2008 – Dr. Robert North has been recognized as one of the 100 Notable People in the Medical Device Industry by *Medical Device & Diagnostics Industry* (MD&DI) magazine. Dr. North is one of only two human factors engineers named on this year's list. Dr. Ed Israelski of Abbott Labs is the second human factors engineer to receive this distinction. The list honors individuals who help make some of the advances in medical science and technology possible and ensure that those devices treat patients safely and effectively.

Dr. North is recognized for his more than 30 years of experience in human factors research including membership on the Human Factors Standards Committee for the Association for the Advancement of Medical Instrumentation (AAMI). AAMI is the primary resource for the industry, the professions, and government for national and international standards. Dr. North's industry leadership has included serving as department head of the human factors group at Medtronic, Inc. where he managed a team designing software human interfaces for complex medical devices including implantable cardiac devices (pacemakers and defibrillators). Prior to this, Dr. North managed the human factors lab for Honeywell Aerospace.

As Chief Scientist at Agilis Consulting Group, he specializes in guiding device manufacturer's development processes to comply with the FDA's design regulations which stress human factors processes which reduce errors and improve user acceptance and satisfaction.

The FDA defines human factors as the "science and the methods used to make devices easier and safer to use." The FDA now requires manufacturers to conduct appropriate human factors analysis and testing during all phases of medical device development in order to reveal issues that arise when users interact with the device.

“Bob has been an outstanding contributor to many of our clients’ successes in safety and customer satisfaction,” states Patricia Patterson, president of Agilis Consulting. “His ability to help a client transform a medical device from an existing user group to a wider market such as home use is unparalleled.”

Dr. North and Ms. Patterson are each chapter authors of AAMI’s *HE75: Human Factors Design for Medical Devices* which is expected to be adopted by the FDA within the next several months, establishing new medical device standards.

About Medical Device & Diagnostic Industry

Medical Device & Diagnostic Industry magazine is a monthly publication written exclusively for original equipment manufacturers of medical devices and *in vitro* diagnostic products. The goal of *MD&DI* is to help industry professionals develop, design, and manufacture medical products that comply with complex and demanding regulations and market requirements. For more than 25 years, *MD&DI* has served the industry as the leading source of in-depth news and information.

About Agilis Consulting Group, LLC

Agilis Consulting Group, founded in 2000, is a privately held company based in Cave Creek, Ariz. Through Human Factors Engineering, redesign of patient education and labeling, Agilis helps its clients achieve faster regulatory clearance, fewer product liability risks and lower after-sale support costs. Agilis’ clients have reported a 97% improvement in product safety and satisfaction. Clients include Fortune 100 pharmaceutical and medical device companies as well as startups. Agilis is an industry advisor to the FDA’s Home Health Care Committee. See www.agilisconsulting.com.

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