

Client: Ortho Biotech

Inventing the Future

Two Take Home the Innovation Award

Matthew Quilty and **Barry Bruno** helped change the world of hemoglobin testing with the launch of ANEMIAPRO™, the first-ever anemia self-screening kit. In the process, they provided a market expansion opportunity for Ortho Biotech and won the prestigious Innovation Award.

“The Innovation Award recognizes the idea that has the greatest potential to impact the growth of Ortho Biotech,” explains **Joe DePinto**, Field Sales Director and leader of a team driving innovation within the company. “Matthew and Barry brought a breakthrough idea to life. Because of AnemiaPro™, more patients will have informed conversations about anemia with their physicians, and physicians will determine if PROCRT® (Epoetin alfa) can help.”

As Director of Marketing, Matthew did the strategic planning and transformed an idea into a technological reality. “AnemiaPro™ is the first of its kind,” said Matthew. “It was the result of a team of dedicated individuals who committed themselves to finding a way to change how hemoglobin testing is done. When we looked for the technology, we found it didn’t exist.”

Undaunted, the team identified BIOSAFE Medical Technologies, Inc. in Lake Forest, Ill., as a partner to develop and manufacture the kit.

As Manager of Consumer Marketing, Barry was responsible for the commercialization of AnemiaPro™, including advertising development, launch planning, and consumer and physician testing. “I literally lived AnemiaPro™ for a year,” says Barry.

The Quest

The quest for innovation is in high gear at Ortho Biotech. “Project Cheetah identified innovation as the No. 1 factor to make us a more competitive, first-class organization,” says Joe DePinto. “As a result, we launched the Innovation Summit last fall.” Four growth-focused teams emerged, driving innovation in oncology, nephrology, orthopedic surgery and chronic care.

“These CAT or Competitive Action Teams are accelerating innovative opportunities,” says Joe. “Many projects are already under way. One of them is the Innovation Award. Another is the Innovation Web site on our Intranet.”

Everyone has the chance to vie for the Innovation Award via the Web site. Entries are evaluated quarterly, and winners qualify for a cash award and a trip. Matthew and Barry will go to Lake Las Vegas, a premier resort 17 miles from the Las Vegas strip with their families. The winners of the 2005 Innovation Award will go to the Grand Caymans.

Submitting ideas is easy. “Just go to the Innovation Web site on *OBINet*,” says Joe. “Click the Innovation Award button, and a template will appear for your entry.”