

# WBTshowcase

## **Profile: NeuroDx Development LLC**

**December 7, 2009** – Approximately 1.4 million Americans suffer annually from traumatic brain injuries, according to Center for Disease Control estimates. Early detection of heightened intracranial blood pressure (ICP) is key to treatment and prevention of serious complications, yet current detection methods require hospitalization and can delay or interfere with other needed treatment.

“Right now, a person with suspected brain injury is admitted to a hospital and put into a CT scan, interrupting other procedures,” said Fred Fritz, President of NeuroDx Development LLC.

“Then with current ICP tracking technologies—all of which are invasive—a patient’s brain is literally wired to a monitor, requiring ICU confinement.”

NeuroDx is developing a non-invasive, hand-held device that allows first responders to detect heightened ICP in the field. According to Mr. Fritz, the Philadelphia-based company also hopes to eventually compete with invasive ICP tracking technologies with a second product.

“Our technology works by reading the blood pressure waveform of the carotid artery under the skin of the neck,” said Mr. Fritz. “The device consists of two disposable patches and a hand-held unit comprising the hardware and software for analyzing data and displaying results.”

The patent pending technology has been selected as an “Early Pick” Technology Presenter for the 2010 WBTshowcase, the prestigious global investment and licensing forum held this March in Arlington-DFW, Texas.

### **WBTshowcase**

The WBTshowcase is the world’s premier event exposing undiscovered, revolutionary energy, life science, IT and physical science technologies emerging from top universities, labs and research institutions. Each WBT is a year long collaborative effort resulting in deals vetted and mentored by investors and licensees for investors and licensees.

[www.wbtshowcase.com](http://www.wbtshowcase.com)

### **Snapshot: NeuroDx Development LLC**

NeuroDx Development’s patent pending technology will result in two different products: ICP Check, a field-based ICP screening device for traumatic brain injury victims; and ICP Track, a non-invasive alternative to the hole-in-the-skull ICP monitors currently used in hospital ICUs.

### **The Technology**

ICP Check is a hand-held, non-invasive device for ICP measurement that analyzes pressure waveforms detected in the blood vessels under the skin of the neck. The device’s portability is ideal for civilian and military first responders and hospital emergency departments.

### **The Opportunity**

Approximately 1.4 million American civilians suffer annually from traumatic brain injury, the symptoms of which and prognosis for depend on the speed with which the injury is assessed and treated. NeuroDx technologies will accelerate brain injury treatment, reducing radiation exposure from unnecessary CT Scans and hospital costs from ICP monitoring.

### **The Goal**

NeuroDX seeks initial seed funding for development and testing

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