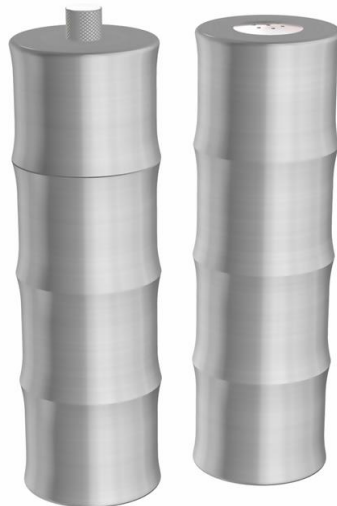


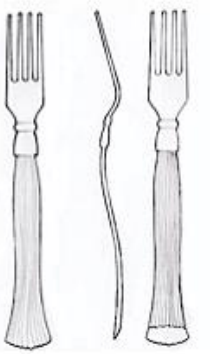
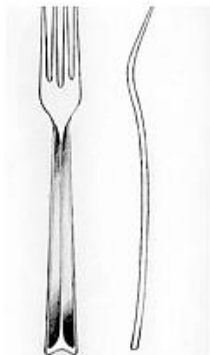
# *Aesthetics Matter*

Jules Sherman, MFA  
JS Design Group Inc.



















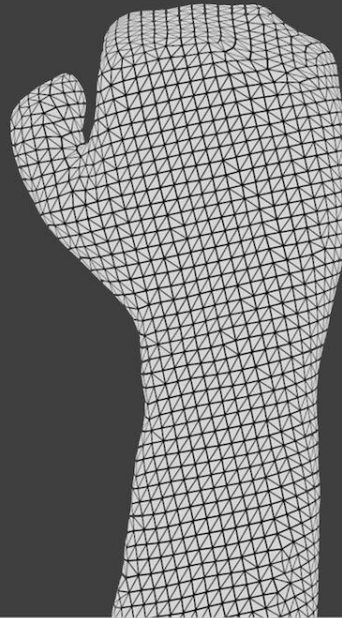
# Procedure

X-RAY



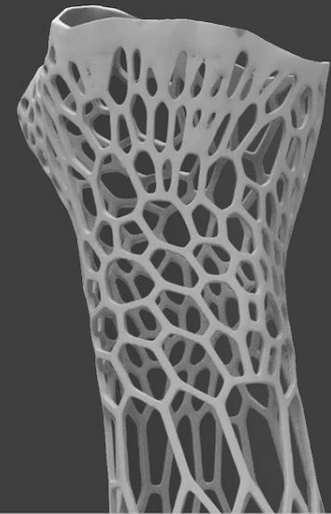
Limb is X-Rayed in order to identify the break and its exact position.

3D SCAN



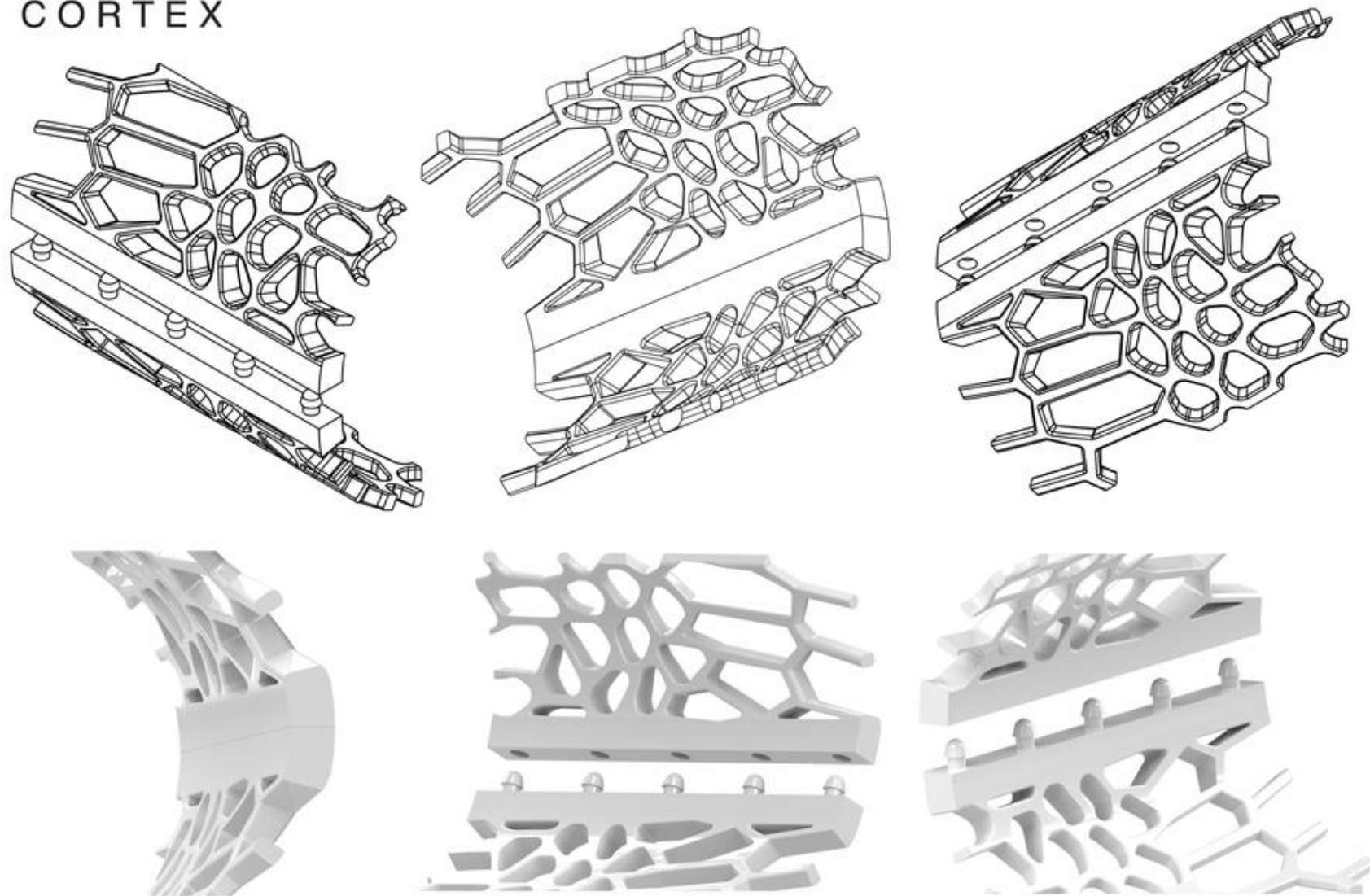
Arm is 3D scanned in order to define the exact dimension of the limb.

3D PRINT



Dimensions and data are fed into the computer. Cast is generated with optimal support for vulnerable areas and to the exact limb size for a snug fit.

# CORTEX





The Cortex Exoskeletal cast shown fitted snugly on the patient's arm giving lightweight but super strong support exactly where needed for this particular wrist fracture. No more heavy weight, malodorous bulk for this lucky patient.



Discreet and thin there is no problem wearing a shirt and suit jacket over the Cortex Exoskeletal cast.



Fully washable and shower friendly and eco friendly too.



















# New Design for Intermittent Urinary Catheters

Privacy, hygiene and health in the palm of your hand

# Current Catheters



**Big, Bulky,  
Noisy, Messy.**

Not catheterizing  
often enough

50%

61%

Ranked discretion  
as #1 reason

# Compact *Cath*



Compact  
& Discreet

More  
Hygienic

Easy to store,  
use & dispose



# Patients & opinion leaders say...

"important improvement"



**Misty Blue**  
Nurse, Blogger, Self-Cath

"I like it, I like it!  
I Can't believe  
how tiny it is"



**Amy Driscoll**  
Urology nurse  
Former SUNA President

"most disruptive  
innovation"



**Dr. Bill Kennedy**  
Chief Pediatric Urologist  
Stanford, LPCH

"my daughter  
and her friends  
will love this"



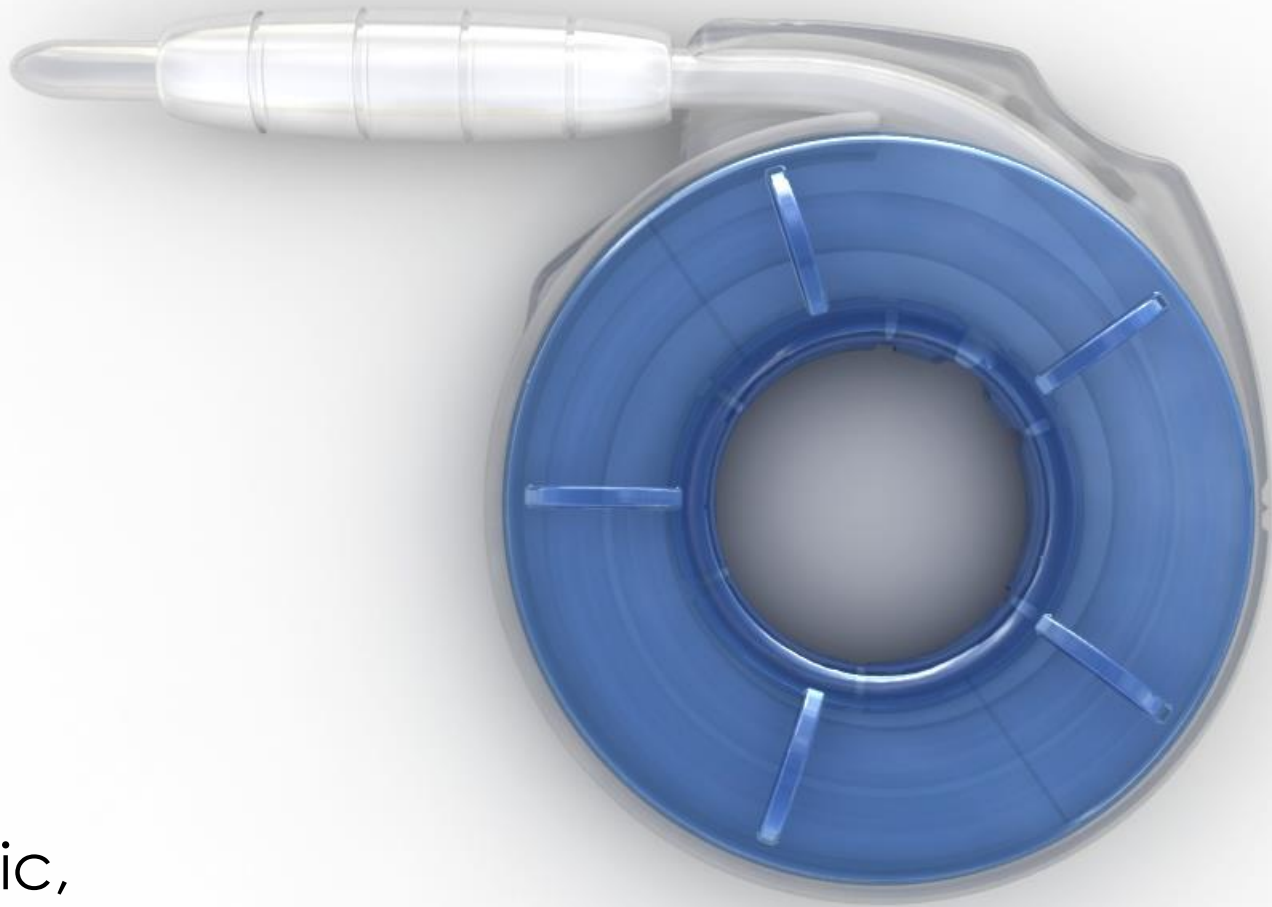
**Doug K**  
Parent

"tots  
awesome"

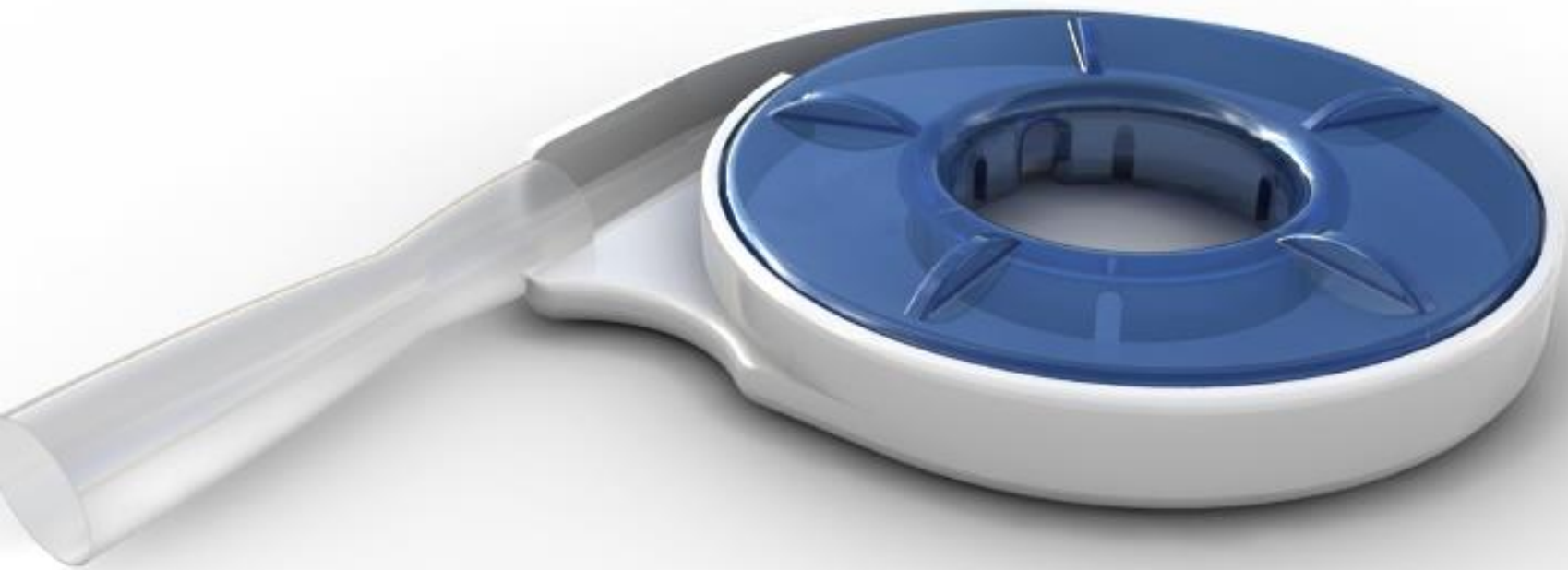


**Kylee**  
Self-Cath





Hygienic,  
Discreet & Easy to use  
Pre lubricated urinary catheter



Hygiene sheath allows a non-touch insertion

# Team

Naama Stauber, *Business*



Daniel Hong, MD



David Janka, MD



Myung Sun Choi, MSME, *Engineering*



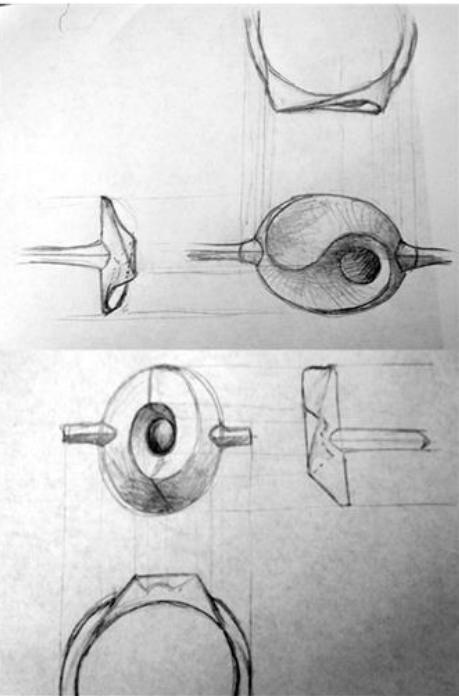
# Reconsidering the Aesthetics of Emergency Call Devices



“I don’t like to wear it,  
it’s not attractive.”

Naomi, 82 Lives alone in Lytton Garden Assisted  
Living Facility in Palo Alto.





Pendant



Front View  
diameter of pendant circle is 2"

thickness of pendant should probably be around 1/2" total.  
Hole through top protrusion should be about 1/4". (Needs to be large enough for a small strand of beads to pass through.)

← Hole through top protrusion is for a cord or bead strand to lace through for wearing.

← Button in center protrudes, but not as far out as the highest area of the pendant (so the button is protected from accidental touch). Pendant is a brushed nickel finish and has a brushed gold button in center.



Bracelet



Dimensions: 1.5" wide x 3" for opening between ends is 1.2

Brushed gold area is actually a recessed button area.  
Brushed nickel area is filleted so that there are no sharp areas. All soft surfaces.



# Winter Quarter- Assistive Technology

Created "Belle" a conceptual line of jewelry for older women who need emergency call devices.



Jitterbug	<b>The 5Star</b>	Link	Health & Medical Apps	Customer Support	MyGreatCall	<b>Call to order : 1-800-650-5921</b>
Overview	The 5Star	When to Use The 5Star	Locator Service	Accessories	Activate	

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## 5Star - The Most Affordable Medical Alert Service

**Peace of mind in *any* situation, big or small.**

**5STAR** urgent response

[Learn More >>](#)

**The 5Star**

Immediate help anywhere you go.

**\$49.99**

Black  
 Silver

\*In Stock

**BUY NOW**

**Are you a Caregiver?**

Learn how GreatCall Link can help you provide care.

[Learn More](#)

**Special Offer**

**\$10 OFF**

Online Activation

Offer valid on 5Star device purchases only.

**Reviews & Stories**

**Read More**

What people are saying about 5Star Urgent Response.

[Watch the Videos](#)



The Store

*Choose from 100+ devices*

Browse Artwork

*Check out our 100+ artists*

Create Your Own

*Use your own photos or art*

Search for devices, artists, etc.



The Store → Phones → iPhone 4S, 4

GelaSkins for  
iPhone 4S, 4  
\$14<sup>95</sup>



LOVE LETTERS BY DEREK PROSPERO

## Most Popular

See this collection on: iPhone 4S, 4 HardCase | The new iPad & iPad 2 | 13" Apple Unibody Laptops... or [Find your device](#)



The Enamored Whale  
Alberto Cerriteno



Oversoul  
Alex Grey



Goed  
Alex Noriega



## Collections

\* **Most Popular**

*The Fresh Crop*

*What We're Rocking*

*Just For Kids*

*Patterns & Textures*

*Wild, Wild World*

*The Classics*

*Good Karma*

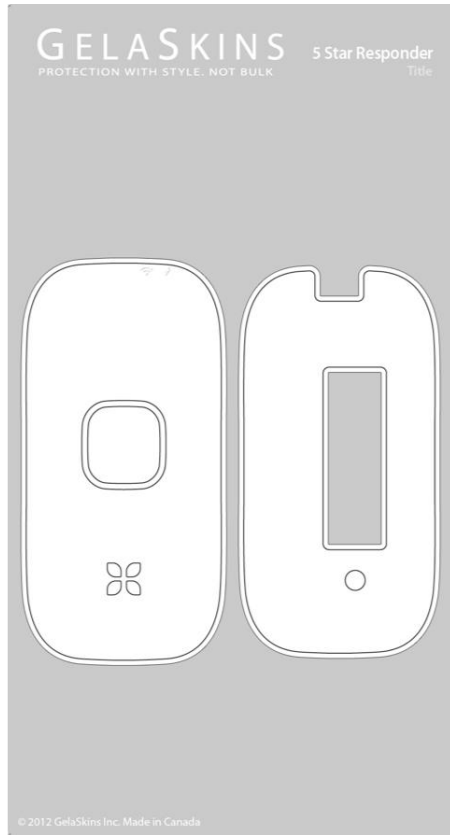
*We Heart Comics*

*Book Lovers*

*In The Summertime*

*My ♥'s (0)*

[See All Artwork](#)









GELASKINS

PROTECTION WITH STYLE. NOT BULK.

GreatCall  
Compass



© 2012 GelaSkins Inc.

GELASKINS

PROTECTION WITH STYLE. NOT BULK.

GreatCall  
Flowers



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GELASKINS

PROTECTION WITH STYLE. NOT BULK.

GreatCall  
Camo



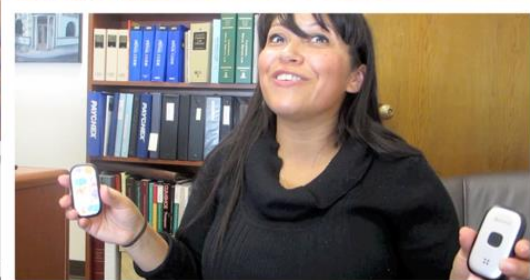
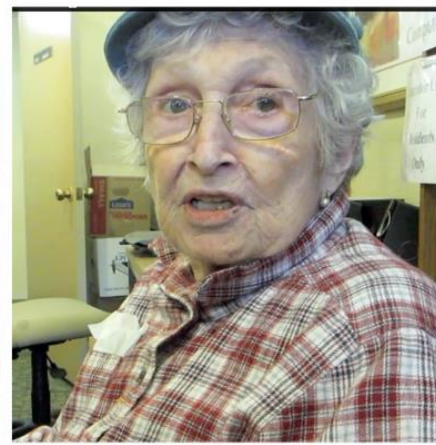
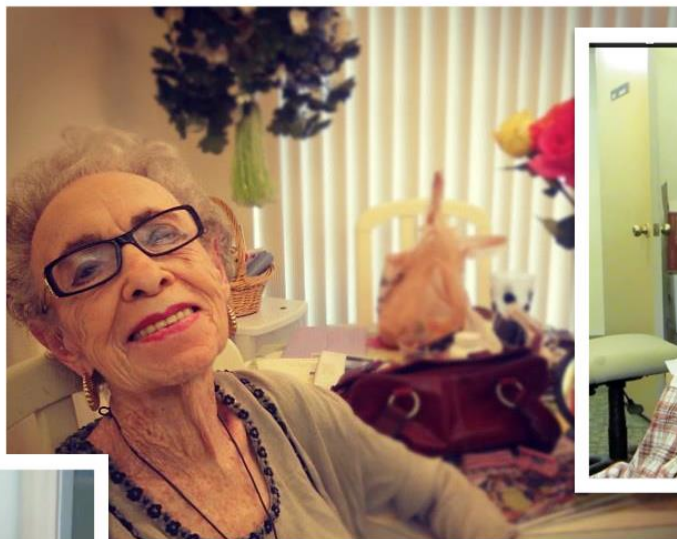
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Read More

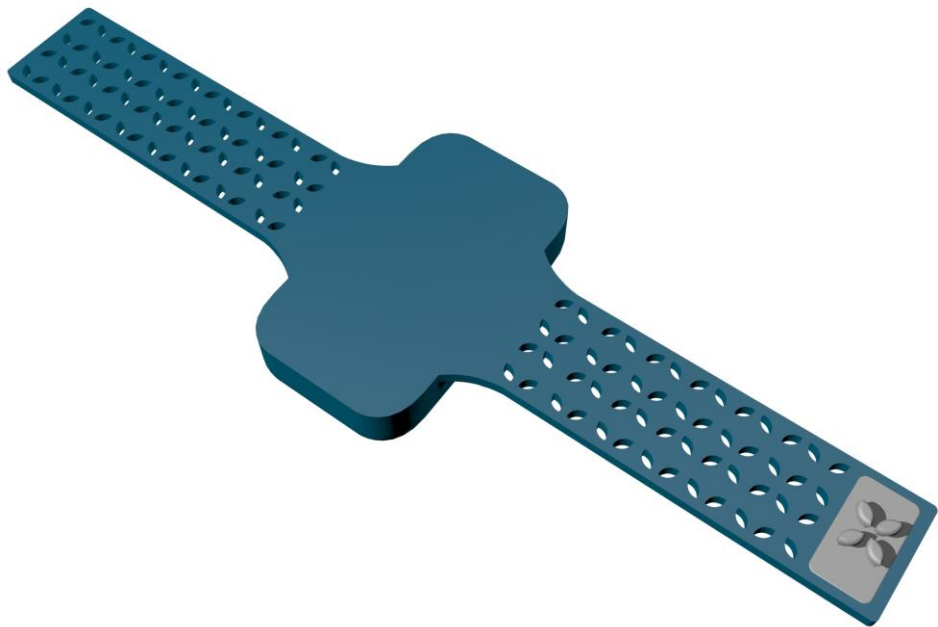
What people are saying about 5Star Urgent Response.

Watch the Videos



**5STAR** urgent response







## Smart Means... **Peace of Mind**

QMedic is the only medical alert solution that alerts when a user:

- ▶ is not wearing the device
- ▶ fails to get out of bed
- ▶ is out of home/inactive for extended periods

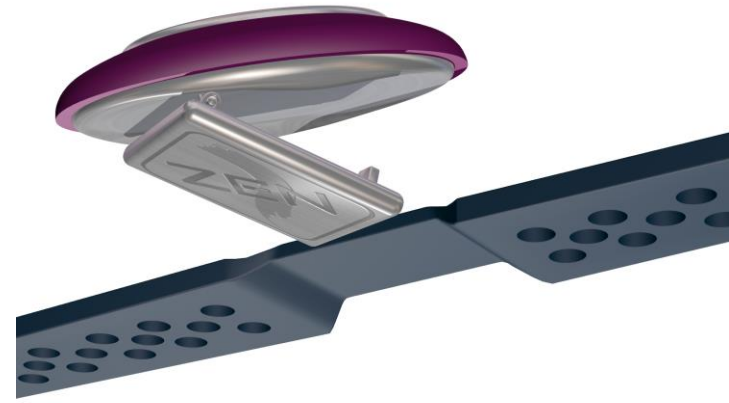
[LEARN MORE](#)

Peace of Mind

Reliability

Personalized  
Design







21088

# Smart Health<sup>®</sup> WALKING FIT

**Automatic Tracking**

Instantly measures:

Step Count



All-Day Calorie Burn



Auto-calculated Distance



Stores 1-Day Memory



Strap on and go!



Press the **TIME** button for 5 sec to turn watch on

Simply **press & hold** the button for your

Pulse reading



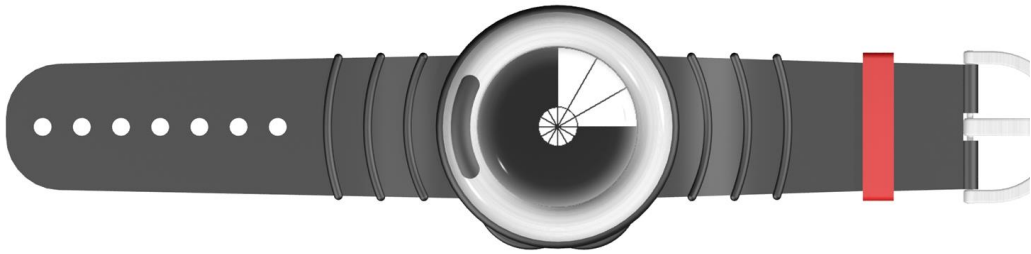
Instrucciones en español incluidos



To improve your health you have to track it.

## EKG Accurate Heart Rate Watch

Smart Health<sup>®</sup>  
WALKING FIT  
Heart Rate Watch with Automatic Tracking



## PRODUCTS

### LifeTrak *Core C200*

Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

[MORE INFO >](#)



### LifeTrak *Move C300*

App Connected  
Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

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### LifeTrak *Zone C410*

Automatic Sleep Detection  
App Connected  
Heart Rate  
Calorie Burn  
Steps  
Distance  
*and more!*

[MORE INFO >](#)







### HOW IT WORKS

- 1:** Patient takes pill which has been modified to contain edible microchip
- 2:** After pill is swallowed, chip is activated by stomach fluids, sending a signal to patch on arm
- 3:** Patch contains receiver which decodes data about drug
- 4:** Receiver transmits information to mobile, telling patient when next dose is due and provides other health data

0.5mm

THANK YOU.

Questions? Comments?

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