

FUS Partners

A Program of the Focused Ultrasound Foundation

Overview

The Foundation's vision is that focused ultrasound will be used worldwide to improve the lives of millions of people afflicted with a wide variety of serious medical disorders in the shortest time possible - "saving time, saving lives."

Given the field's exponential advancement, the industry is at an inflection point, reflecting a shift in mindset from "if" focused ultrasound will have a critical place in the therapeutic armamentarium to "when" it will be widely available as a mainstream standard of care.

A crucial benefit of this progress is that the field is now transitioning from a primarily research environment (science) to commercialization and patient treatment (marketing and sales).

In order to accelerate this transition, the Foundation created FUS Partners to serve as a galvanizing force in facilitating rapid success of the commercial stakeholder segment of the focused ultrasound ecosystem and, thus, speed the time from laboratory research to widespread utilization of the technology.

By virtue of its reputation as a trusted, independent, unbiased third party with an extensive network, FUS Partners is uniquely positioned to significantly and effectively advance the field by identifying commercial opportunities, making connections between stakeholders, and enhancing the flow of information between strategic and financial investors and FUS companies. As a result, FUS Partners will facilitate growth, orchestrate consolidation, and enable leapfrogging of the industry.

Goals

The primary goals of FUS Partners are to:

- produce a quantum change in the adoption rate as a mainstream standard of care
- grow and rationalize the device manufacturers segment of the FUS community by taking a holistic approach to the support of key stakeholders within the ecosystem

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Activities

FUS Partners provides integral support to manufacturers by sharing the Foundation's domain expertise and institutional knowledge through a variety of activities:

Regulatory & Reimbursement

- engage with FDA, CMS and commercial payers to inform them of the state of the field and obtain guidance with respect to regulatory approvals and reimbursement
- connect manufacturers with regulatory and reimbursement consultants
- educate manufacturers on best practices and strategy for coverage, reimbursement, and coding and billing, etc.

Financial and Human Capital

- connect institutional, strategic, and individual investors with manufacturers in need of financing and facilitate in due diligence and preparing investor relations materials
- support FUS companies in attracting and hiring talent

Strategic Partnerships & Technology Transfer

- connect manufacturers with other manufacturers of FUS and related equipment and components, academic research laboratories, and strategic sponsors
- facilitate the growth, consolidation, and leapfrog phases of the industry

Advocacy

- inform regulatory agencies, payers and MedTech advocacy organizations about FUS clinical trials and potential to decrease cost of care while improving quality
- connect and engage FUS manufacturers with advocacy organizations

Intellectual Property

- educate academic researchers and FUS companies why, what, and how to patent
- connect researchers and FUS companies with intellectual property consultants

FUS Partners does not make investments or provide investment advice, nor does it receive any compensation for its activities.

FUS Partners encourages donations to the Foundation from the involved parties as a way to advance the field and de-risk investments and/or partnerships. Donations are completely voluntary, and any party may participate in FUS Partners activities regardless of giving status.

Organization

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Responsible for day-to-day operation and manufacturing lead

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Responsible for new initiatives and financing

Oversight Committee, Foundation board members

- William A. Hawkins III
- Syaru Shirley Lin, PhD
- Frederic H. Moll, MD