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For numerous reasons it is quite difficult to take a concept, develop it into a prototype, demonstrate its efficacy, and bring it into the clinic (commercialization) to provide better health care. There are no easy solutions, but, obviously, having the financial resources to support the development is critical. If technological development is supported by grant funding, then much of the time is spent writing grants and defending the program for continued funding which greatly hinders progress. Conversely, a concept may lead to the development of a small company that then must search for venture capital to support development. In this latter situation the emphasis is placed on selling the device even before its efficacy has been demonstrated. These are all unfortunate impediments to technological development. The early involvement of a clinically interested and skilled medical advisor is strongly urged. The development of Digital Breast Tomosynthesis, an x-ray breast imaging device, will be used as an example.