

What Is Bioentrepreneurship?

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Here's a familiar scene. You are making rounds, in the OR, or seeing patients in your office. You notice a product, service, design, or process that could be improved and you say to yourself, "Why doesn't someone invent something to fix that?"

Entrepreneurship is the process of creating value through innovation. Bioentrepreneurship is applying that process to developing bioscience and medical products and services. What's more, there is a big difference between dreams, inventions, and innovation.


Dreams are ideas that pop into your head and happen all the time. Leonardo Da Vinci was one of most famous dreamers of all time. He conceptualized helicopters, mechanical devices, and many other contraptions hundreds of years before they were actually built. He invented few of them.

Inventions, on the other hand, are ideas that are reduced to practice. You take the idea and build something. You think of a new design and create it. You take existing services or processes and add a new way to make value.

Innovation is the process of taking inventions and discoveries and creating value in the marketplace. It is the difficult process of identifying a market niche, developing a compelling value proposition—the promise the business makes to the customer—and implementing a plan so the company can make a profit. Merely building a device or creating a new healthcare service is worthless without a market willing to buy or use it.

There are three main reasons why otolaryngologists, whether they are in private practice or academic medicine, should embrace bioentrepreneurship and develop the skill set to do it. First, bioscience inventions do no one any good until they get into the marketplace. Secondly, there is money to be made. Finally, it provides an outlet for doctors who want to use their intellectual and problem-solving skills to make a difference.

In this and future columns, we will be presenting some ideas and commentary on the process of bioentrepreneurship in otolaryngology—head and neck surgery. I encourage you to submit your ideas, experiences, questions and comments to me at: arlen.meyers@uchsc.edu

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New Edition of Popular Guide to Antimicrobial Therapy Released

The 13th edition of *Pocket Guide to Antimicrobial Therapy in Otolaryngology—Head and Neck Surgery* is just off the press. It has been extensively revised and updated to help physicians prescribe the most effective, least expensive, and safest antimicrobial drugs for their patients. Highlights are as follows:

- The quick-reference table is updated. It is conveniently positioned inside the front cover of the guide, outlining empiric drug choices for the most common infections.
- Extensive revised information on treatment and prevalence of MRSA and staphylococcus infection.
- Added two new antimicrobials and new antifungals. Example: **Tigecycline**—New IV antibiotic for treatment of *Staphylococcus aureus*

A copy of the new edition is available to all Academy members at www.entnet.org. It is in a downloadable PDF format and can be searched for quick reference. All editions of this guide have been prepared by David N. F. Fairbanks, MD, the 13th in cooperation with Berrylin J. Ferguson, MD, and several volunteer consultants to the Academy. According to Dr. Fairbanks, the new edition includes important new and updated information and will have a major influence on the way we prescribe medicine and practice our specialty.

The 13th edition brings the total copies published to more than 1.25 million, making it the most widely distributed monograph on otolaryngology in the history of the specialty.

