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FOR IMMEDIATE RELEASE

**MATTER Partners with Insight Product Development for
Medical Device Design Innovation**

*Chicago Health Tech Ecosystem Leader Draws on Insight Expertise to
Accelerate Local Entrepreneurship*

December 16, 2014 – CHICAGO – MATTER, Chicago’s new entrepreneurship and innovation hub for next-generation health IT, medical device, diagnostics and biopharma, and Insight Product Development, a design innovation consultancy, have announced their partnership for medical device design innovation. As part of the partnership, Insight will help MATTER’s medical device startup members successfully navigate the complex terrain of the medical innovation space – from user needs characterization and front-end innovation to technology development and new product technology scaling.

“MATTER’s dedication to fueling the future of healthcare innovation aligns well with our mission to improve lives by advancing meaningful technology toward commercialization, and we’re excited to play a central role in their community,” says Steve McPhilliamy, Director of Design at Insight Product Development, and Executive Director of Insight Accelerator Labs.

Insight will collaborate with MATTER and present quarterly educational workshops to MATTER medical device members focused on a broad range of product development and innovation topics from lean startup innovation to hands-on development. In addition, Insight will offer one-on-one support sessions, in MATTER’s rapid prototyping workshop and be available weekly to members during pre-established office hours focused on a variety of professional disciplines spanning research, strategy, engineering, design and development.

“We’re proud to partner with Insight in our mission to accelerate innovation and entrepreneurship in healthcare technology,” says Steven Collens, CEO of MATTER. “Insight’s history of successfully advancing innovation at some of the world’s leading companies makes

them a valuable partner to us, and exposure to their expertise will afford our members a clear market advantage.”

To learn more about MATTER, or to apply to be a member, visit

www.matterchicago.com.

About Insight Product Development

Insight is a design innovation consultancy that uncovers innovation opportunities for clients, designs the technologies and experiences that support them, and drives their development through commercialization. Headquartered in Chicago, our award-winning innovations span dozens of industries, reach more than 30 countries, have earned hundreds of patents, and favorably impacted millions. Our work is informed by a decades-long product development heritage serving highly regulated industries with the most exacting standards. Insight culture allows our multi-discipline team to work as an agile unit to consistently deliver better business outcomes for clients. For more information visit www.insightpd.com

About Insight Accelerator Labs

Insight Accelerator Labs (IAL) is the first medical device accelerator in the Midwestern United States, and was launched by Insight Product Development in early 2013 with three distinct goals: to help drive innovation and business growth, fuel the momentum of Chicago’s health tech start-up ecosystem, and improve people’s lives by advancing meaningful technology toward commercialization. For up to 18 months, IAL member startups receive expert mentoring, product development services from one of the most experienced development teams in the world, grant and award application assistance and extensive infrastructure support to translate their technology into commercial success. For more information, visit www.insightpd.com/insight-labs

About MATTER

MATTER is a community of healthcare entrepreneurs and industry leaders working together in a shared space to individually and collectively fuel the future of healthcare innovation.

MATTER’s mission is to proactively connect and promote collaboration between entrepreneurs, scientists, physicians and industry partners in order to bring next-generation products and services to market that improve quality of care and save lives. For more information, visit www.matterchicago.com and follow [@matterchicago](https://twitter.com/matterchicago).