

## CIGHT Seminar Series



### **Bala Manian, PhD**

*Founder of Reamatrix, Inc.*

**“Driving Affordability through Innovation - The Promise and Reality”**

**Friday, June 10<sup>th</sup>**

**Cook 2058**

**1:00-2:00PM**

In addressing the healthcare/clinical diagnostic needs of the resource poor settings, the focus today is all about technology and on technology innovation to drive affordability and the robust delivery of goods and services to when and where it is needed. Often such activities have failed to take into account the local economic factors on the ground, the political and bureaucratic barriers that need to be overcome and the compelling self-interest of the community where the solutions are to be delivered. These factors are as important as the technology driving the solution.

Rather than approaching the problem as a charitable philanthropic activity, is it possible to use innovation in technology development, not only to address the cost economics of service rendered, but also to generate local economic activity that can pay for those services on a sustainable basis? During this talk Dr. Bala Manian will share with the audience, his Indian experience over the last decade addressing this problem.