

Proposal Criteria Questions

As you prepare your proposal, please keep in mind the questions below. Some may not be applicable to your stage of development but will ultimately need to be addressed to successfully bring a treatment to the clinic.

Does this project align with a clinical need?

- Will this project result in a new treatment that meets a critical unmet clinical need?
- Will this project improve an existing treatment by making it safer, more effective, more convenient, more comfortable, more accessible, lower cost, and/or more rapid?
- Is this study exploratory/observational or hypothesis driven?

How will this project impact patients?

- Will this project materially increase the number of patients treated with focused ultrasound? How many?
- Will this project result in a new indication that can be reimbursed and widely available in 5 to 7 years?
- How long will it take to complete and how much will it cost until the study impacts patients?

How will this project be approved and reimbursed?

- Will this project facilitate regulatory approval or reimbursement?
- Will this project create new knowledge?
- How much will users be willing to pay for this new product or treatment?

What will the impact on the field of focused ultrasound be?

- Will this project have a profound impact on the field in terms of awareness amongst the public and medical communities?
- Will this project result in rapid presentation and publication of results?
- Will this project benefit one manufacturer or multiple?

Is there demand for this project?

- Where is the demand for this project coming from? Clinicians, scientists or patients?
- Are there donors interested in supporting this project?
- Are there co-funding sources such as related foundations, academic institutions or industry? Who?

How will this project translate into the clinic?

- If this project is related to mechanism of action, will it translate into a clinical indication (s) of unique value?
- How much time and effort will it take to translate the results of this project to the clinic, and by whom?
- Are there commercial organizations that will manufacture and distribute the product of this research? Who

IT'S ALL ABOUT THE PATIENTS