

## Susan Aloï

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**From:** Craig Alkire  
**Sent:** Thursday, December 3, 2015 7:49 AM  
**To:** Susan Aloï  
**Subject:** RE: InnovateHER Follow Up

To Whom It May Concern,

Reem Eldawud, founder of Creative Health, LLC, has developed an innovative product called the NoView Needle. This product is an innovative needle cover used to disguise needles from children, helping to alleviate the anxiety of having to get a shot. Reem and her team have obviously put tremendous work into the research and development of the NoView Needle.

We, as judges for this regional stage of the SBA InnovateHER competition, are in full support of our winner, Creative Health, LLC.

The key questions to be answered in our evaluation of the competitors were;

1) Has a measurable impact on the lives of women and families.

Creative Health was given a 9 out of 10. Any device that can help ease the process of a child getting a shot is quite valuable to both parents and doctors. The NoView Needle enables the procedure to be done more quickly (saving the doctor or nurse valuable time) and with less anxiety for the child (and for the parent). We were impressed that Creative Health has already talked to several parents and medical providers for feedback during the design of the product and have incorporated their suggestions, as well as, obtained their support for the product. The NoView Needle appears to be a winner! Moms will love this!!

2) Has potential for Commercialization.

Creative Health was given a 10 out of 10. There is no doubt there is a huge global market for syringes. When considering how many shots are given to children before the age of 10 in the United States alone, one can quickly see the potential for the product. Based on their progress to date, Creative Health should have no trouble leveraging their early success with Morgantown, WV area medical facilities into broader reach in more populated areas. Their initial conversations with Becton, Dickinson and Company (BD) regarding potential licensing also seems quite positive and could be direct path to international sales with the largest manufacturer of syringes in the world!

3) Fills a need in the marketplace.

Creative Health was given a 7 out of 10. Based on their survey of medical staff and parents, there certainly appears to be a need for the NoView Needle in the market. Adding the NoView Needle to the procedure of administering a shot will add some cost. But given the simple design and ease of manufacture of the product, this cost can be kept very low.

Total points awarded were 26/30.

We admired Ms. Eldawud's passion and drive to push Creative Health forward and to pursue development of this product. In particular, the work that has already gone into various tasks, such as working with the FDA to obtain a letter that this product will not require a full FDA evaluation, are critical to the success of this business. Great job!

We are in full support of Creative Health, LLC and back Ms. Eldawud and her team the whole way!!!

Sincerely,  
Craig A Alkire, Colonial Life  
Buck Edwards, Inspiring WV  
Susannah Higgins, SBDC  
Craig A. Alkire

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From: Susan Aloï [aloï\_s@wwwc.edu]  
Sent: Wednesday, December 02, 2015 7:43 PM  
To: Craig Alkire  
Subject: RE: InnovateHER Follow Up

Hi, Craig.  
Just a reminder that I have to submit our application TOMORROW (Thurs, Dec 3)!  
Thanks,  
Susan

Dr. Susan Aloï, Director  
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From: Craig Alkire [mailto:Craig.Alkire@ColonialLife.com<mailto:Craig.Alkire@ColonialLife.com>]  
Sent: Tuesday, December 1, 2015 8:39 AM  
To: Susan Aloï  
Subject: RE: InnovateHER Follow Up

Hi Susan,

Thank you for the email. I will get to the letter this afternoon. On the road in a few to Grafton.