Discussion Notes

Artificial Heart

1. company(competitor)

①http://www.syncardia.com/

②http://bivacor.com/

2.cost

<http://www.ncbi.nlm.nih.gov/pubmed/10311835>

Estimates of the cost of the artificial heart include charges for the surgical procedure, device and console, and continuing medical surveillance. These estimates range from a low of $100,000 to a high of $300,000 per patient in the initial year.

3. customers

Customers: patients

Agent: hospital

4. Selling Model

Patients go to hospital. Hospitals collect the data and cells from patients’ bodies. Hospitals send these data and cells to Star Tech. Star Tech build the heart model for each patient and print the heart with 3d printing. Star Tech send the heart to the hospital. Doctors in the hospital transfer the patients’ heart.