

Winner of the Johnson & Johnson Award for Best

MEDICAL DEVICE INNOVATION

Opticare &
Opticare Arthro
Eye Drop
Dispensers

Mrs Alison Wilson,
MD of Cameron Graham
Limited, Huddersfield



Baroness Susan Greenfield, Alison Wilson and Chris Norman (J&J)



Opticare and Opticare Arthro are new designs of eye drop dispensers. Alison's invention has an eye drop bottle loaded into an easy grip dispenser barrel which includes a patented double squeeze mechanism to deliver a single drop of eye medication to the centre of the eye. Patients receive the treatment they need, regain their independence, and waste and cost are minimised. Opticare and Opticare Arthro are single patient, repeat use products that are protected by patents, a registered design and a trademark.

It has taken 15 years for this family venture to develop from initial idea to a product that is widely available both on prescription and over the counter. The design and commercialisation phase took five years, getting the product approved for prescription by GPs took three years and approval for prescription by nurses took another two years; but all of this was vital to ensure its widespread use. The marketing that was subsequently needed has been difficult for a small

company to achieve. Fortunately the PR opportunities dramatically increased following the Awards, which raised the product's profile. "The Awards made me feel I was justified in my confidence about the product," says Alison Wilson. "A panel of expert judges agreed with me."

The company is now focusing on increasing its UK sales force and is looking for distributors in the rest of Europe and the US. "I believe in this product 100 per cent," says Alison. "But there is an emotional attachment for me too in that it was my dad's baby; he worked on it from 1991 until his death in 2003 and I would like to see it through to worldwide distribution because he wasn't able to do it himself."

WHY THE JUDGES LIKED THIS PROPOSITION

Alison and her team have made enormous progress against the odds. The solution is simple and addresses a real need, two of the most important markers for success.

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