

## upstarts

# Product Placement

Interrad Medical comes up with a better way to hold catheters in place —under the skin | BY Nancy Crotti

**D**r. Michael Rosenberg had treated one too many children who had a catheter pull out accidentally. An interventional radiologist at the University of Minnesota, Rosenberg would have to re-insert the catheter, suturing it in place while the child was under general anesthesia. At best, the sutures were irritating; at worst, they could tear the skin.

“It was a major, big deal all the way around for everyone -- for the patient, for the staff, for the family,” he says. “I thought, ‘There’s got to be a better way to keep these catheters in place.’”

Dr. Rosenberg started brainstorming alternatives with other interventional radiologists in the late 1990s. “I thought, ‘Why mess with the skin? Why don’t we try to hold the catheter in below the skin?’”

David Hunter, MD, partially retired director of Interventional Radiology at the University of Minnesota, agreed there had to be a better way. “We had various ideas amongst the interventional radiologists

that we thought would be significant improvements in existing products,” Hunter says. “The problem was, we had no expertise in terms of making prototypes.”

There were more reasons besides simple discomfort to consider holding the catheter in place. Adhesives used for that purpose could also be irritating. And it was invariably difficult to clean the skin around the catheter, increasing the risk of infection.

Dr. Rosenberg came up with an idea for an anchor that would deploy just beneath the skin in a fatty layer that had no nerve endings, so it would not be painful to the patient. He worked with other interventional radiologists and ultimately medical device engineers to design what would become SecurAcath,



Michael Rosenberg, MD, chairman, chief medical officer; Joe Goldberger, president and CEO

a subcutaneous catheter securement system that is the first product of Interrad, a Plymouth medical device company founded in 2004. Dr. Rosenberg is now a practicing interventional radiologist with St. Paul Radiology and medical director of Interrad, while Dr. Hunter is a medical advisor.

Dr. Rosenberg persuaded an old friend, Joe Goldberger, to head up Interrad. Goldberger came from a family owned company in Minneapolis called Goldberger Foods Inc., where he worked extensively with the

“THIS IS A VERY BIG DEAL BECAUSE WE’RE TALKING ABOUT A DEVICE THAT ENCOMPASSES MILLIONS AND MILLIONS AND MILLIONS OF PLACEMENTS A YEAR.”

—JOE GOLDBERGER, PRESIDENT, CEO, ON INTERRAD MEDICAL’S SECURACATH UNIVERSAL DEVICE DESIGNED TO ADJUST TO AND ATTACH TO THE SHAFT OF ANY MANUFACTURER’S CATHETER.

### BIZBRIEFING

**Interrad Medical**

**Headquarters:** Plymouth

**Inception:** 2004

**Funding:** Private

**Employees:** Nine

**Description of company:**

Medical device manufacturer

**Website:**

[www.interradmedical.com](http://www.interradmedical.com)

**Management team:**

Joe Goldberger: president and CEO; Jeff Killion: vice president and chief marketing officer; Michael Rosenberg: MD, chairman and chief medical officer.

United States Department of Agriculture. That experience with federal regulators would come in handy at Interrad, which is now working with the federal Food and Drug Administration to obtain clearance for Interrad products to be marketed to doctors and hospitals. Jeff Killion, now vice president and chief marketing officer of Interrad, worked for Baxter Healthcare in Chicago, SciMed (part of Boston Scientific) and Velocimed, which was bought by St. Jude Medical in 2005.

The first SecurAcath product will be used to secure PICC lines, or peripherally inserted central catheters, which are inserted in a vein and designed to stay in place for a prolonged period of time. The product is undergoing clinical trials at area hospitals according to Killion. "Our product can stay in as long as the catheter is in," he explains.

Interrad officials plan to start selling the SecurAcath PICC kit this year and hope acceptance of their first product will pave the way for a second product with broader applications. It's a SecurAcath Universal device designed to adjust to and attach to the shaft of any manufacturer's catheter, and would work not only with PICC lines, but also with CVC (central venous catheters), dialysis and drainage catheters, according to Goldberger. Interrad plans to file for FDA clearance for the Universal device later this year.

"We believe that device will ultimately be the bigger volume device because of the flexibility it offers," Goldberger says. "This is a very big deal because we're talking about a device that encompasses millions and millions and millions of placements a year. With the success of a device like ours, it will signal a major change in care."

The process has been quite an experience for Dr. Rosenberg. "It was like giving birth to something," he says. "I always had ideas about things, but this was the first thing I brought to fruition." **MB**

Nancy Crotti is a regular contributor to *MinnesotaBusiness Magazine*.

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