



Australian Institute
for Commercialisation



→ Case Study: Niagara Therapy



niagara

Fast Facts

- New medical device for the management of upper arm lymphoedema
- New global brand
- Novel approach to commercialisation



The Australian Institute for Commercialisation (AIC) is a leading service organisation helping innovators achieve commercial success. Around Australia, the AIC helps business, research organisations and governments convert their ideas into successful outcomes.

The Idea

The Australian Institute for Commercialisation (AIC) has worked with Niagara Therapy to help commercialise a new medical device targeting upper arm lymphoedema – long term swelling of the upper arm.

Niagara has been operating in Australia for over 35 years, delivering a range of products based on the company's patented 'Cycloid Vibration Therapy'. The products have been shown to help improve blood circulation, improve Lymphatic Drainage, relax muscles and improve nerve-muscle communication.

The Opportunity

The AIC facilitated a one-day workshop with the Niagara Board and management team to develop an appropriate commercial model for Niagara's new medical device, including the review of its IP position, identifying potential collaborations and investigating the most appropriate commercialisation pathway.

This was followed up with a marketing and branding workshop to develop a clear product launch strategy. The new product was very different to Niagara's previous products and required a novel approach to commercialisation. The medical device has been demonstrated through clinical trials to reduce and relieve symptoms of upper arm lymphoedema.

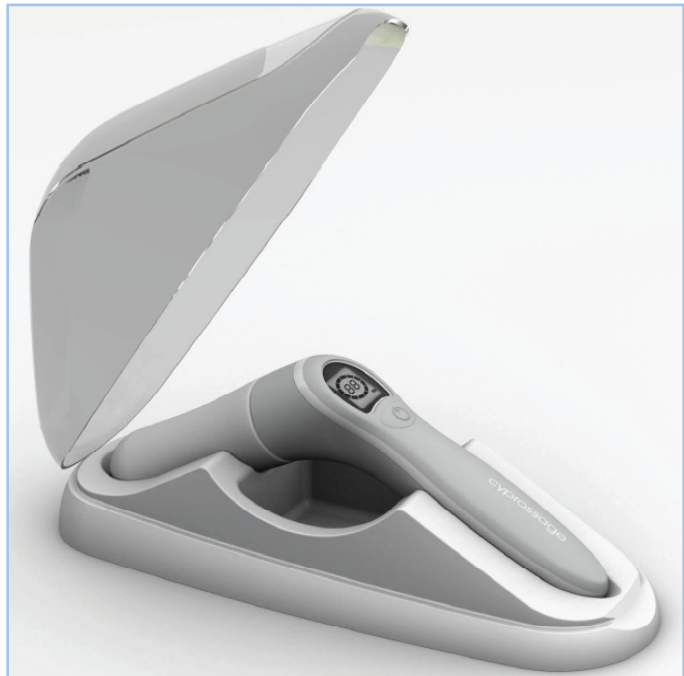
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The Outcome

The AIC developed an action plan with a set of recommendations to maximise the commercialisation of the new medical device and assisted with Niagara's marketing and product launch strategy.

The AIC's input resulted in the development of a new brand called Lymphease® to better define the new medical device.

This project is an example of Australian-developed innovation that has the potential to improve the lives of people worldwide who are suffering from upper arm lymphoedema.



The new medical device for lymphoedema from Niagara Therapy - Lymphease®

www.lymphease.com



Brisbane | Sydney | Melbourne | Adelaide

Head Office

1 Clunies Ross Court, Eight Mile Plains, QLD 4113

PO Box 4425, Eight Mile Plains, QLD 4113

t: 1300 364 739 | f: +61 7 3853 5226

e: info@ausicom.com | w: www.ausicom.com