



Media Jockey

A Newsletter from Xanthus Communications

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Featured Expert: Buddy
Ratner, Ph.D.

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PR Tip

Your website should convey clear and strong messaging about you and your business. Other than paying for placement to boost search relevance on Google, the best way to drive traffic to your website is to get picked up in the media.

News Tip

Print vs. Broadcast. We have seen our clients get more traffic to their websites as the result of regional daily newspaper coverage than their appearances on national TV. It's the clickability factor. It is easy for a reader to click from a news site to your website.

Issue: # 3

August 2007

Expertology---The New Reality.

Dear Friends and Colleagues:

Greetings! I recently met with a surgeon who is considered to be one of the top in his field. Aside from his medical degree, he has two specialized masters degrees from top-tier schools. He really is an expert. He doesn't want to do publicity, but feels as though he ought to. He wants to continue to be perceived for the reality of who he is. He feels that even though he has a thriving practice, those other doctors who are not as highly reputable, and do not have his credentials, will overtake the public's perception of who is truly the expert because his competitors have promoted themselves, and he has not.

What matters now is the public's perception of who is an expert. That expert status is carefully crafted and cultivated over time. It does not happen by accident. People are not featured and quoted in the media by accident. It's PR people who put them there. Essentially what we are dealing with is reality and perception. Perception is now the new reality. And it must be managed.

This month we are proud to feature one of the nation's leading research scientists, Buddy D. Ratner, Ph.D. who is widely considered among his peers to be one of the founding fathers of modern bioengineering. In 2002, Ratner was elected a member of the National Academy of Engineering (NAE). The NAE is part of the National Academy of Sciences (NAS) that was created by the US Congress in 1863. The purpose of the NAS is to advise the US leadership in scientific and technical matters that influence top policy decisions. For more information, please see <http://www.ratnerbiomedical.com>.

Best Regards,

Broadcast is ephemeral and only as good as the time it was transmitted. Print will stay out there forever.

Patricia Vaccarino,
Managing Partner
patricia@xanthuscom.com

Elizabeth Suman
Media Analyst
elizabeth@xanthuscom.com

[Visit our website to learn more about Xanthus experts.](#)

Expert Quote

"Hypothesis driven research is closely tied to the ability to reject your own hypothesis. Your duty as a researcher is to attempt to disprove your own idea. If you can't do it, then maybe the concept is good. By working diligently you find out what's right and what's not."

-Buddy D. Ratner PhD,
Expert in Bioengineering

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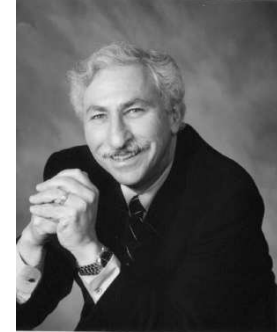
My Fat Friend

Featured Expert

Buddy D. Ratner Ph.D. | Expert in Bioengineering

Dr. Buddy D. Ratner is one of the founding fathers of modern bioengineering and most recently was elected a Fellow of the American Association For the Advancement of Science (AAAS). Dr. Ratner is the Michael L. and Myrna Darland Endowed Chair in Technology

Commercialization, Professor of Bioengineering and Professor of Chemical Engineering at the University of Washington. He received his Ph.D. (1972) in polymer chemistry from the Polytechnic Institute of Brooklyn.



Professor Ratner is a past president of the Society for Biomaterials, a fellow of the American Institute of Medical and Biological Engineering (AIMBE), a fellow of AVS The Science and Technology Society and a Fellow, Biomaterials Science and Engineering (FBSE). He served as president of AIMBE, 2002-2003. He was vice president of the Tissue Engineering Society International (TESI) 2003-2005. Dr. Ratner is the author of more than 400 scholarly works. His research interests include biomaterials, tissue engineering, polymers, biocompatibility, surface analysis of organic materials, self-assembly, nanobiotechnology and RF-plasma thin film deposition. His many awards include the Clemson Award for Contributions to the Biomaterials Literature, the C.M.A. Stine Award in Materials Science (AIChE), the Medard W. Welch Award (AVS) and the 2005-6 C. William Hall Award of the Society For Biomaterials.

World-renowned scientists, a who's who of tissue engineering, bioengineering and biomaterials, constitute the Scientific Advisory Board of the Ratner BioMedical Group. Scientific founder, Buddy Ratner, Ph.D., of the University of Washington, is joined by Anthony Atala, MD., of Tengion; Paul Citron (former VP at Medtronic); James Anderson, MD., Ph.D., of Case Western Reserve University; and Bob

fat friends, and when friends are fat everyone tends to get even fatter. The story of My Fat Friend was the top story of the day on July 25th in the *New York Times*, the *Wall Street Journal*, *AP*, *Reuters*, *Gannett*, Network TV, and the major online news content aggregators. Since the study was funded for 32 years and the results are similar to the findings one could glean from visiting a fast food restaurant and observing that fat people like to be with other fat people so they can spend more time eating fatty food in a relaxed and guilt-free support network, we think this story should really be called **My Awesome Fat Research Grant**.

Mart."

For questions or comments, please reply to patricia@xanthuscom.com

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Nerem, Ph.D., of the Institute for Bioengineering and Bioscience at Georgia Tech. Please see <http://www.ratnerbiomedical.com>

Featured Media Outlet

Spotlight on: [Medical Device & Diagnostic Industry \(MD&DI\)](#)

Publication Type: Magazine

by Elizabeth Suman

Founded in the wake of the Medical Device Amendments of 1976, *Medical Device & Diagnostic Industry* ("*MD&DI*") developed as a comprehensive insider's guide to the regulatory side of the medical device industry in response to a new need for information. Revolving around peer-reviewed articles and industry-related features, *MD&DI* is a publication "you can rely on if you're making big decisions as a device manufacturer," says Sherrie Conroy, who has worked on *MD&DI* for the past nine years, and held the title of West Coast Editor for the last two.

From regulatory hurdles a Director of Quality faces in the process of acquiring FDA approval to the software a design engineer needs for the manufacturing process to the specific metal or plastic materials that could be used to build the device, *MD&DI* seems to be the go-to-guide for manufacturers of medical devices.

While *MD&DI* is a specialized publication for a specialized industry, it is highly democratic from philosophy to execution, a trait perhaps best illustrated by the publication's peer-review process. That *MD&DI* depends on advertising and yet maintains a rigorous review process for peer-written articles, including a minimum five readers per article, is a source of pride for *MD&DI*. "This brings what we think is the integrity and quality of the magazine," comments Conroy, who has seen articles *MD&DI* has rejected appear later on the pages of the publication's three or four competitors.

In addition to holding its content to high standards, *MD&DI* functions as a resource for companies both big and experienced and small and start-up by offering articles that deal with basic as well as advanced issues.

MD&DI is available in both print and online format. The print version boasts over 50,000 domestic subscribers. To subscribe, visit the Table of Contents of the *MD&DI* website. The magazine is audited and subscriptions must qualify.

-Elizabeth Suman

MD&DI Stats

About: "MD&DI has been the magazine of choice for medical device manufacturers in North America for nearly three decades. With a blend of staff-written news and analysis and in-depth technical articles contributed by industry experts, MD&DI covers all of the key aspects affecting healthcare manufacturing today."

Essential Facts:

Name: Medical Device & Diagnostic Industry (MD&DI)

Mission: "The goal of MD&DI is to help industry professionals develop, design, and manufacture medical products that comply with complex and demanding regulations and market requirements."

Publication Type: Magazine (print and digital)

Subject Matter: Medical device manufacturing

Founded: 1979

Location: Los Angeles and New Jersey

Editorial Director: John Bethune

West coast Editor-in-Chief: Sherrie Conroy

East Coast Editor-in-Chief: Eric Swain

Print Cycle: Monthly

Circulation: Largest circulation in the device industry; 50,540 print; 10,000 digital

Website: <http://www.devicelink.com/MD&DI/about.html>

Current Issue: http://www.devicelink.com/MD&DI/current_issue.html

Subscriptions: MD&DI is free to qualified U.S. subscribers and \$150 for qualified international subscribers. To

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Xanthus Communications | 357 Garfield Street | Seattle | WA | 98109

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