

Published on *Medical Design Technology* (<http://www.mdtmag.com>)

[Home](#) > Why Bother? Is the Fight Really Worth It?

Why Bother? Is the Fight Really Worth It?

Emily L. Cross, Ph.D., Director of Media and Communication, TecMed Inc.

In some eyes, TecMed, Inc. might be considered the world's longest standing medical 'start-up.' Even CEO Alan Leszinske claims that the name 'start-up' might be a bit erroneous since the company has been in full swing for nearly 2 decades. Yet, categorically and by definition, the medical device technology company is, indeed, still a start-up.



This begs the question that the TecMed, Inc. team deals with on nearly a daily basis: "Why bother? Is this fight really worth fighting?" After nearly two decades in the trenches, outsiders would be quick to agree that it is time to close down the lab doors and call it a valiant effort. Yet, asking CEO Alan Leszinske, or any of the dedicated TecMed, Inc. team, the fight has only begun and the 18 years of dedication has been more than worth the effort.

In the realm of technological development, where 1/10,000 of a difference in a measurement is the extent of success or failure, a slow moving process of development and refinement seems only appropriate. The intellectual property developed and currently available for market has been an excruciatingly long and expensive process that has resulted in a level of blood glucose measurement instrumentation that is decades more advanced and accurate than any other technology currently available, and even possibly under development.

So, if you ask anyone from top leadership to anyone on the development or marketing team if a 20 year venture into the development of their technology was 'worth it,' the response will be overwhelmingly positive. CEO Alan Leszinske states that "When you believe in something deeply and you have the science to back-up your claims, even claims that people say are impossible and crazy, giving up is never an option. When you know you have a missing piece of a puzzle that can save lives, you know your work isn't done until the people who can most benefit from it have it. We do it for people...and you just don't give up on people when you know you have the key to helping." The TecMed, Inc. team also notes that the financial opportunities embedded in the adoption of the patented technology is also well-beyond motivation to continue moving forward. As a significant amount of private funding has been invested into the company, the global adoption of TecMed's IP will pay out in exponential dividends. In the world of business, the opportunity to make money through a life passion with industry changing potential is more than enough reason to push ahead and fight another day in the trenches of technology development.

Passion perhaps is the answer to the question “Is this fight really worth fighting?” Yet TecMed Inc. also have proven, patented technology that makes their pipe dreams of an accurate, continuous, real-time blood glucose monitoring system a reality that is ready for market. So, as your small medical device technology businesses grow and experience the seemingly impossible roadblocks they are sure to encounter, perhaps the answer is following the advice of the “old guy” in town. Their business model is driven by passion, yet supported with a foundation of knowledge and trust and an unwavering belief in their vision and the science that makes their vision a reality.

To answer the question, “Why bother? Is the fight really worth it?” perhaps the golden answer is best stated by Alan Leszinske, “If you aren’t willing to fight, you are definitely in the wrong business.” Clearly, TecMed, Inc. is in the right business.

Source URL (retrieved on 06/10/2014 - 12:23am): <http://www.mdtmag.com/blogs/2014/06/why-bother-fight-really-worth-it>