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## QUOTED. Aug. 15, 2018. Kevin Brown.

by

Kevin Brown, physicist and global VP of scientific research for device-maker Elekta, says his company has rejected some product ideas because they ultimately wouldn't be profitable. See what he said here.

"I don't think it is possible to separate the commercial and the clinical, in reality. If the idea doesn't have a clinical value, it won't really be a commercial success. If a product brings a lot of value to the patient, then the clinician will value it, and it will be prioritized in terms of their implementation. On occasion, there are those ideas that are likely to have clinical value, but may not be accepted that well. When the idea of CBCT [cone beam-computed tomography] integration was first proposed, there were quite a few people who were cynical about it being successful. They thought it was too expensive, too complicated, and it wasn't until we started to demonstrate to the clinicians what the technology could provide that they started to see it could have some value to them in terms of the way they treated their patients. There was a period of skepticism that we have to go through." –Kevin Brown, physicist and global VP of scientific research, Elekta AB

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