



ETHICON ENDO-SURGERY
A DIVISION OF JOHNSON & JOHNSON
MAMMOTOME AND ODYSSEY

A family of mobile biopsy and surgical system products that utilize common components.

CHALLENGE

Ethicon, a division of Johnson & Johnson, wanted an adaptable mobile solution that would provide a family look for three of its state-of-the-art products: the Mammotome breast biopsy system, the Odyssey electronic scalpel, and the L-Card laser ablation system.

MPE was tasked with designing a family of custom products that would promote product branding and provide organized storage of foot pedals and disposable hand pieces.

SOLUTION

MPE designed mobile platforms with shared components for the Ethicon family of products. Leveraging existing tooling for the front facade tied both the Odyssey generator and the Mammotome Breast Biopsy product. This modular solution helped to hold down development and tooling costs, create a family appearance for the carts, and increase the speed-to-market.

RESULTS

By creating a highly ergonomic environment for the products, the MPE carts not only supported device usage but helped drive sales of the disposable and ancillary devices needed during the biopsy and surgical procedures. As such, MPE moved beyond a conventional design/build partnership to play a value-added role in furthering Ethicon's success with this major product line.



Mammotome

Odyssey

DESIGNED TO MOVE YOU