

Mass High Tech, The Voice of New England Innovation, specializes in covering the region's incubation of next generation technologies and the people and companies behind our innovation economy. New England's technology and life sciences executives and engineers rely on MHT to track the pulse of local market forces, to identify new trends, detect emerging competition and uncover new opportunities.

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MIT BIOFLASH
BioFlash delivers the day's life sciences headlines to the desktops of executives and entrepreneurs working throughout New England's innovation economy. Opt-in for FREE at www.masshightech.com/subscribe

A wrist band sensor designed by Rosalind Picard and her team at Affectiva has shown evidence that it can measure the severity of epileptic seizures.



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Last Update: Friday, April 27

Affectiva wrist sensor helps epilepsy patients

A low-profile wrist sensor designed by MIT Media Lab researchers may help neurologists collect better data on their patients with epilepsy, as well as let patients know when they need to seek medical care.

Experimental versions of the sensor showed early evidence that it can gauge the severity of epileptic seizures as accurately as electroencephalograms (EEGs) attached to the scalp, according to tests by researchers at MIT, Children's Hospital Boston, and Brigham and Women's Hospital that were reported in the

journal *Neurology* this week.

Further studies at both hospitals will use sensors produced by Affectiva, a company co-founded by MIT professor Rosalind W. Picard, who also is director of the Affective Computing Research Group at the MIT Media Lab. Affectiva, with headquarters in Waltham and Santa Clara, is developing sensors to gauge emotions and was started to commercialize the work in Picard's lab.

— Lori Valigra

MIT DAILY TECHFLASH
TechFlash delivers the day's tech business headlines to the desktops of more than 18,000 subscribers. Opt-in for FREE at www.masshightech.com/subscribe

Last Update: Tuesday, May 1

Doctor launches startup, creates iPhone app to treat OCD

Dr. Kristen Mulcahy, director at the Cognitive Behavioral Institute in Falmouth, has created an application to treat obsessive compulsive disorder.

Mulcahy has been treating patients with OCD for 15 years using exposure and response prevention, and has applied that same treatment to a mobile app, Live OCD Free. Mulcahy launched the Falmouth-based startup Pocket Therapist LLC with funds she received from her mother, Carolyn — who died a little more than two years ago — and with support from six others, including former actor Jim Frangione, who provides the voice of some of the characters in the app.

The \$80 app available in the iTunes App Store enables users to set up exposure hierarchy (challenges), set times to practice and not give in to compulsion, and rate their anxiety.

The treatment is a specific form of therapy, and the only evidence-based treatment for OCD, Mulcahy said. There are an estimated 4 million to 7 million people in United States with OCD, and many of them don't receive treatment, Mulcahy said.

"That was the huge reason why I thought about developing this app," she said. "There is such a huge need for those who don't have access to a therapist."

— Patricia Resende

CURRENT MASS HIGH TECH EVENTS

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MHT will honor a group of innovative women who are on track to be future leaders in New England's tech and life sciences sectors.

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Views from the front lines of the New England tech economy

The 80/20 Rule: Is it reality or is it an incongruity?



Ken Cheo
Principal at Winfree Business Growth Advisors

If you look at any sales force you'd find that they break down this way: 10 percent produce substantially more than all of the rest, 10 percent are hardly producing, and the rest are average. Why does

everyone accept this as reality? There are many reasons for this. Everyone knows it is a challenge to hire and retain top producing talent. Over the years good tools for personality profiling have helped, but will not guarantee success. At the end of the day we all hire people we like, and we like ourselves the best so we hire people that are like us. This is good if you are great at sales but not so good if you are not.

Move over Al Gore, it's time to honor the king of email



Patricia Resende
Managing Editor

He may not have had the most touchdowns or sold the most albums, but without Ray Tomlinson, who sent the first network email, businesses would not have one more channel in which to close a deal,

teens would be at a loss and hackers would be bored.

If you haven't heard, Tomlinson was recently inducted into the Internet Hall of Fame during the Internet Society's Global INET 2012 meeting in Switzerland for his invention of email. That's right, Tomlinson is responsible for sending the first network email in 1971.

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