

# NEW BRITAIN HERALD

## Business

# **BUSINESS SCENE: Giving birth to a revolutionary blood glucose testing device**

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When Bill Petit's wife, Christine, gave birth to a baby boy last weekend I thought about Quick LLC, a privately-owned Farmington-based company. Its four principals, including Dr. Petit, want to give birth to a revolutionary device for blood glucose testing. The "iQuickIt Saliva Analyzer" is a painless, noninvasive way for diabetics to check their blood glucose levels without that annoying and painful finger-pricking.

David Mucci and Ron Clark, doctors at the Hospital of Central Connecticut, came up with the idea of using saliva to measure substances in the bloodstream. Currently, more than 25 million diabetics in the U.S. have to poke their finger several times a day to get measurements.

The other two principals are Petit, former medical director of HOCC's Joslin Diabetes Center, and Scott Fox, president and CEO of Quick LLC.

"Bill will lead us through the clinical phase of the testing," Fox said. "Assuming satisfactory results, we would then produce a market-ready device, which we would submit to the Food and Drug Administration,"

The principals know they are dealing with what might be America's leading health crisis.

A 2007 report from the Centers for Disease Control reveals that high blood sugar now costs the U.S. \$174 billion a year. Various studies indicate that close to 26 million people in the U.S, or 8.3 percent of the population, have been diagnosed with diabetes.

Beyond that, 79 million American adults (about 25 percent of the population) have blood sugar levels that, while in the normal range, are high.

Fox says studies indicate when diabetics continually need to prick their finger they test themselves less often. Their diets suffer, and fewer diabetics take their medications.

"But, if we get them to test more they're going to be healthier," he says. "A mechanism that's painless and noninvasive would encourage that." Quick has filed several patents on this strategy with recognized vendors.

Step one is to raise the initial \$100,000 to get to the clinical testing phase.

“We tested the prototype satisfactorily,” Fox said. “After refinements to the prototype, we will enter the most critical phase of our project: clinical testing in which we measure it with the blood of diabetics.”

Noting that crowdfunding has experienced success, Quick chose to go on [indiegogo.com](http://indiegogo.com) to raise money for the project.

“We wouldn’t have to give up equity and potentially [risk losing] control in the company,” Fox explained. If the company can’t meet its \$100,000 goal through crowdfunding, it will likely have to raise the money in a more conventional way, maybe by bringing in other equity participants.

Mucci says passion drives the four.

“It’s not money,” he said. “This [blood sugar] problem is something we care about. If we bring in equity participants we fear the leading motivation will become money.”

The 60-day campaign that started in late October ends on Dec. 18. Currently, the company is well short of its goal.

The campaign on [indiegogo.com](http://indiegogo.com) invites people worldwide to join the initiative.

For their contributions, supporters will be listed on Quick’s company website, [iQuickItSalivaAnalyzer.com](http://iQuickItSalivaAnalyzer.com), and receive gratitude gifts as well as customized “Thank You” recognition on shareable videos featuring supporter photos and messages.

If the company does not hit its goal, it does not receive any of the money.

For more information about the campaign or to contribute, [visitiQuickIt.com](http://visitiQuickIt.com).

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