

Keck School of Medicine of USC

Department of Translational Genomics
Translational Biotechnology Seminar

Creative Design in Medicine: Lessons from a Medical Device Innovator



Geoffrey Garth

Retired VP,
R&D and Clinical Research
Aspen Medical Products

Wednesday, March 9, 2022

1:00 pm - 2:00 pm

Zoom [Registration](#)

by 03/09 noon with USC email address

Geoffrey Garth graduated with a degree in Creativity & Design from Brown University. He invented the Stifneck™ collar, the first cervical collar designed for pre-hospital care, and set up manufacturing using severely handicapped workers in a sheltered workshop. Stifneck™ became the industry standard within 5 years and commanded an ~80% market share after 10 years. They were the first in the industry to make in-service training videos, and the first to make multiple child sizes. He has over 20 U.S. patents including one from his early days working for the TOMY Toy Company, where he was the first American designer hired. He has also co-taught a class in Creativity and Product Development in the Industrial Design Department at CSULB. His former company, Aspen Medical Products www.aspenmp.com, has created and produced various upper and lower spine braces and been honored as one of the 5 Best Small Companies in California for several consecutive years. He has designed several award-winning products one of which won the 1992 Consumer Product of the Year (IDEA award). Geoffrey has demonstrated to be a major contributor in the field of medical device development.

