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Spotting a Gorilla Hiding in Plain Sight

Several years back an attention researcher at Harvard Medical School conducted a now famous study, The Invisible Gorilla Study. It was based on studying radiologists, who are often considered super human in finding even the slightest variation or detail that might mean life or death. Sometimes, they appear to see the things that would often appear to be invisible to others. But yet, the researchers wanted to find out how often these “super humans” missed things that were literally right in front of them.

The researcher took a photo of a man in a gorilla suit angrily shaking his fist and superimposed it on a radiology scan. Next, he asked the radiologists to look for cancerous nodules. He wanted to see if the radiologists would see the matchbook size gorilla right in front of them. **An astonishing 83 percent of the radiologists MISSED the image!** In other words, the radiologists were so focused on finding or spotting a specific thing that they missed the gorilla staring back at them.

At SciMed Partners, clients often come to us with “gorillas hiding in plain sight.” Because they are so focused on a single objective, a single solution, or blinded by preconceived notions, clients miss that big old gorilla right in front of them. It’s often a case of being so close to the situation that critical information goes under the radar.

We find missed opportunities, alternative solutions, or even red flags by being outside objective observers. It’s not magic; it’s simply being able to step outside of a situation and see that specific thing that the client may have inadvertently missed. It may be something about the market, the technology, or even the intellectual property, but it can make or break a company or new product introduction. For help finding those “gorillas hiding in plain sight,” contact us at **650.248.2820** or email our CEO, Susie Faries, at **sfaries@scimedpartners.com** (Website: www.scimedpartners.com)

SciMed Partners helps companies, investors, and entrepreneurs by offering both strategic and tactical consulting services. Focus areas include medical devices, healthcare IT, diagnostics, biotech, and green/clean/sustainability.

SciMed is strategically located in one of the world’s centers of innovation, the San Francisco Bay Area and Silicon Valley with satellite offices in Denver, CO and Charlotte, NC. **www.scimedpartners.com 650.248.2820 Email: bizdev@scimedpartners.com**