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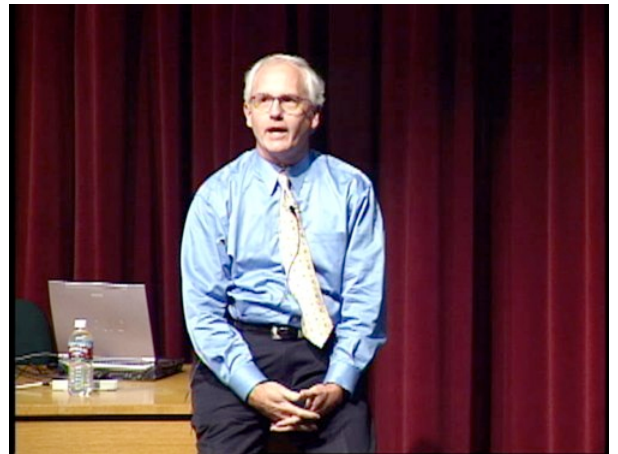
Cardiovascular Disease vs. Bioterrorism

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Video URL: <http://ecorner.stanford.edu/videos/440/Cardiovascular-Disease-vs-Bioterrorism>

Yock focuses on cardio vascular disease, which is a very profound disease - it is the # 1 killer in the western world. About half of all Medtech companies have to deal with cardio vascular diseases, he says.



Transcript

What I'd like to focus you in on cardiovascular disease, that's the area that I work in. And as the image and that the statistics on the top show, this is a this is a very profound disease. This is far and away the number one killer in the Western world. I mean talk about bioterrorism, 800,000 deaths a year from cardiovascular disease so, of course, that makes it an interesting industry, right? I mean it helps your elevator pitch if you walk into the room and say, "Gentlemen, I'm going to make you a lot of money. And by the way, I'm going to add 10 years to your life." It just has an extra compelling grab to it. So as a result, cardiovascular disease is a pretty prominent sector of MedTech. If you look at all of MedTech, it's about 19%. If you just look at disease entity, it's about half; 40% to 50% of MedTech companies have to do with cardiovascular diseases.