



## Stanford eCorner

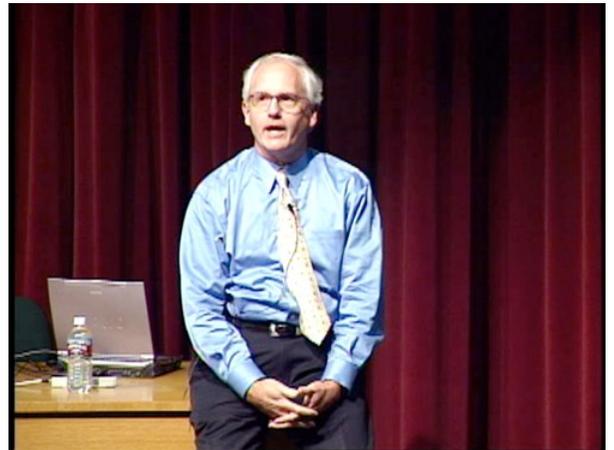
### Guidewire Catheter: John Simpson

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Video URL: <http://ecorner.stanford.edu/videos/444/Guidewire-Catheter-John-Simpson>

John Simpson, a Stanford trainee in cardiology, thought the catheter system didn't work so he worked in his kitchen in Menlo Park to develop a catheter that is easier to use. He used a guidewire to travel down into the coronary artery . With money from Fogarty and Ray Williams, an angel investor, he started a company called ACS, which grew into Guidant.



#### Transcript

This is my favorite slide in my whole collection. You can see Professor Gerunzig in the back and this is just after he has done his third or fourth angioplasty in the world. And he's visited by a bunch of people from around the world. You can see Professor Gerunzig is also experimenting with that other cardiovascular therapy - red wine, but in the front, the guy that's labeled was a Stanford trainee in cardiology named John Simpson. And John has the pictures of the procedure in front of him and he's thinking to himself that catheter system you've designed is just not, it just doesn't work. And John Simpson went home and in the kitchen a couple of miles from us here in Menlo Park, developed this catheter which is a much more easy to use. The key inside he had was that you should use that guide wire to travel down into the coronary artery. So he developed this prototype literally in his kitchen, and then he went to Dr. Fogarty and got some money to do a startup. And they didn't have quite enough money between them and so, at a Stanford football game, there was a fellow parking cars, a man named Ray Williams who had co-founded the Amdall and had some money and was sort of a prototype Silicon Valley angel.

Between three of them, they put together the money to start a company called ACS, which grew into Guidant. He may recognize his building from 101. The Guidant is a multibillion dollar, vascular company that started off of this inside of John Simpson's.