



Stanford eCorner

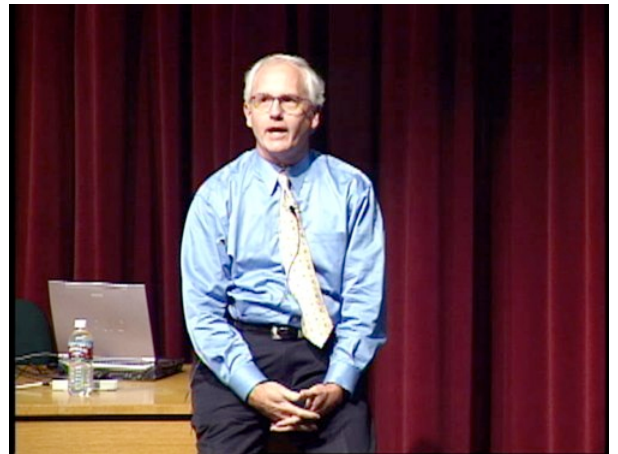
MedTech: Keep it Simple

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Video URL: <http://ecorner.stanford.edu/videos/453/MedTech-Keep-it-Simple>

Yock states that the most important thing he learned in his in whole career was that in medtech, you have to keep it simple. The reason is that people in MedTech seem to have less skill, and even less patience than a typical kid in an 8th grade shop class.



Transcript

So this is the most important thing I've learned in my whole career of technology development. In Medtech, you have to keep it simple. The reason you have to keep it simple is that the folks like me who do these procedures have substantially less skills than a typical kid in an eight-grade shop class. Okay, that's a dirty little secret but it's true. We have even less patients for doing procedures. So the procedures have to be simple. I alluded to the fact already if you put in a complex procedure that needs dosing, brachytherapy is the radiation treatment and we had to have the right doses and it was from a process standpoint is a very complex because we're not licensed to handle radioactive materials. Cardiologists are not. There's a special licensing thing so you have to get a special license or you have to call that guy up from the basement to come be in your case. I mean, the logistics of this are really truly awful.

It ain't going to work. It has to be simple.