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Envisioning the Future in Medtech: Go Where the Puck Will Be

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Yock's final suggestion comes from Wayne Gretzky. How is he so successful? Gretzky knows how to go where the puck will be, he says.

Transcript

All right the final suggestion and then we'll chat a bit is from the great one, from Wayne Gretzky who said the reason that he's so phenomenally successful is he knows how to go where the puck will be. So I want to throw for you the consideration and a few ideas of where I think the puck is going in our area anyway. So this is not very profound but as everyone in the room I bet has a sense for it. We are coalescing between devices and biology and the drug couldn't stand is a good example. Hugely impactful technology that represents a combination of a device and a drug. It makes it very difficult to play in this area from conceptualization, testing standpoint, even FDA. FDA has different pathways for devices and drugs and we're struggling with this. So there's no question that most of the really profound innovations are going to come at this interface. I'd like to be a contrarian. No one suggest that you should keep looking for those simple ideas because we have a never ending future of ideas that are, that we just haven't thought of yet.

That are pretty simple device-based solutions. So, this part is a little bit unusual for people to say. I would actually encourage you to keep thinking about simple devices. And yeah, I learned biology, pay attention to that too but don't take your eye off the fact that there could be something very sweet, very simple out there. Don't go into cardiac surgery right now because the catheters are eventually going to put you out of business. I think that with some exceptions to pediatric surgery. We are relentlessly moving to using catheters for surgery. And what's going to be interesting in the next few years is we've got coronary disease and coronary narrowing is pretty well male. But there are some other big areas, there are rhythm problems atrial fibrillation is the fluttering rhythm in the heart, that's going to yield to catheter techniques, but hasn't been done yet. So that's a good area.

Congestive heart, CHF, these pictures in fact from a technique we're working on to work on the mitral valve and snug it up a little bit with a catheter technique that has a major impact on helping patients or at least if it works, will have major impact on helping patients do better with congestive failure. We're a little more entrepreneurial on the heart and some other areas, so think about other territories and then finally huge areas drug and cell delivering and this is where I am putting my personal energy right now. We just incorporated a company called Venomatrix out of Stanford based on some of our intellectual property and our idea here is that we can use the veins of the heart to deliver cells into an area of the heart that's had a heart attack. So if you've lost heart muscle, we actually think that we'll be able to repopulate that scarred area with fresh heart muscle that'll help the heart beat. So we just started this up venture back and this is I think an area where this is at the biology device

interface and I'm pretty encouraged that this will be an interesting area to work on.