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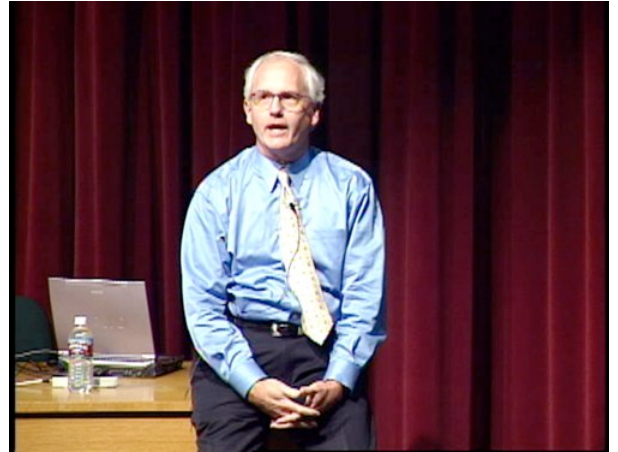
Medical Inventions: Physicians and Entrepreneurs in Partnership

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Video URL: <http://ecorner.stanford.edu/videos/459/Medical-Inventions-Physicians-and-Entrepreneurs-in-Partnership>

According to Yock, physicians characterize needs. Half of the medical inventions depend upon characterizing needs well, he says.



Transcript

Yeah. So I think you've heard the question. You know, what the physicians do is characterize the needs and they are in an incredibly luxurious position in terms of being able to... they are on the front lines and they can see what the needs are and that's of course half of the invention is characterizing the need very well. Typically though, there is a partnership then with an engineer or a group of engineers who actually figured out how to solve that need and there are in most cases, you know, both profoundly significant contributions. The solution wouldn't happen without framing the need correctly but the solutions are non-trivial. I mean the stent solution was a very complex, elegant mechanical engineering problem to be able to deliver this little metal scaffolding to a beating heart through all of the tortuous curves, then have it expand and having had the strength to hold that open, that was a very sophisticated engineering problem.