



## Stanford eCorner

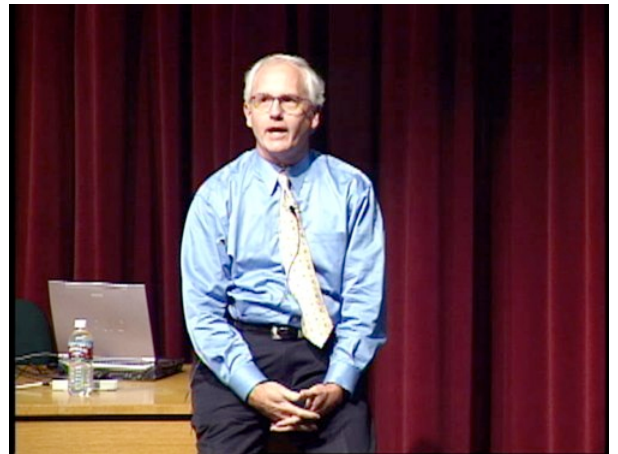
### Who is Leading the Stent Market Today?

Paul Yock, *Stanford University*

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Video URL: <http://ecorner.stanford.edu/videos/465/Who-is-Leading-the-Stent-Market-Today>

Yock emphasizes how dynamic the stent market is because the numbers are just so big.



#### Transcript

So right now, this is a very dynamic thing because the numbers are so big but right now J&Jclearly is leading the pack. They, as I mentioned expect approval maybe 2nd quarter. They already have reimbursement. They did something amazingly, extraordinarily clever in approaching CMS, the Medicare funding agency and getting that new reimbursement that I showed you before FDA approval. That's unheard of. It was extraordinarily well played by the J&Jteam. So, J&Jfirst. The Boston Scientific trials are all favorable. They are expected to be the second in the pipeline. You are correct about the Guidant results and that that is leading in the Guidant camp but again, you know, there are little companies that own drugs and their own intellectual property and this can shift very quickly.

So it'll be a really fun market over the next year.