



## Stanford eCorner

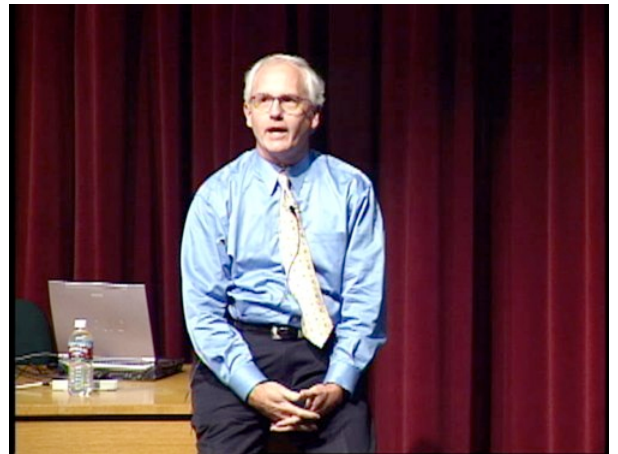
### Scaling Technologies to the Developing World

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Video URL: <http://ecorner.stanford.edu/videos/469/Scaling-Technologies-to-the-Developing-World>

In areas of the world that can't afford new technologies, there is progress in making them available, he says. Yock gives an example of how this is being done. Money is being invested in appropriate technologies as cardio vascular disease is spreading to other developed nations.



#### Transcript

In areas of the world that can afford these fancy technologies, what's going on? There is actually some nice progress in making even this complicated technology available. One example of that is we have our x-ray labs that are typically \$2 million or \$2.5 million labs and there is a technology for having a portable flouro unit that's a several hundred thousand dollar unit that takes good enough pictures to do this fancy stuff and can travel around. So it can be in a truck and so that's just one example. Because coronary artery disease especially is spreading to the rest of the developed world as our dietary habits and lifestyle spread, people are paying attention to those as markets. This is the good news and money is being invested into appropriate technologies for scaling to developing countries. The same is true for all the catheter techniques. I mean there are companies in Europe especially who make much cheaper stents and balloons than what we're talking about here.