



## Stanford eCorner

### Biggest Pharmaceutical Products in Industry Today

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February 26, 2003

Video URL: <http://ecorner.stanford.edu/videos/410/Biggest-Pharmaceutical-Products-in-Industry-Today>

Ringold informs us that drugs for lowering blood pressure and those to lower cholesterol are among the leading pharmaceutical products today--and these are not treating a disease. The fundamental opportunity lies in the surrogate market, he says.



#### Transcript

Going back to cholesterol and blood pressure, one of the other things that you recognize is that those have created two of the largest markets in the pharmaceutical industry. So drugs that lower blood pressure and drugs that lower cholesterol are among the leading, in fact cholesterol lowering drugs are the biggest pharmaceutical products in the market today. And guess what? They are not treating a disease. They are treating the surrogate marker. You're not waiting until someone has a heart attack to put him on a cholesterol lowering drug. You're not waiting for someone to have a stroke to put them on a blood pressure lowering drug. So not only is a better diagnosis of risk for disease and early intervention, it's created a huge market. So I would love to treat the surrogate marker for Alzheimer's. I don't want to wait until someone has, you know, 70% loss of cognitive function to start treating them. So when you discover these risk factors or early bio markers associated with disease or disease risk, you want to get in there and fundamentally change healthcare by treating early.

Thinking of a very good friend, wouldn't it have been nice if 25 years ago when a good friend was feeling some tingling in her legs could have a blood test and say, "Gee, you have early MS." Let's intervene now before these lesions progressed to the point where you're in a wheelchair, right? That's a fundamental opportunity to provide much better healthcare. So, yes we've built this company ultimately to reward our investors but that, you know, if that's all we wanted to do we probably would've opened, you know, more Krispy Kreme outlets. I mean in today's market, that would've been a better ROI than almost anything you could think about.