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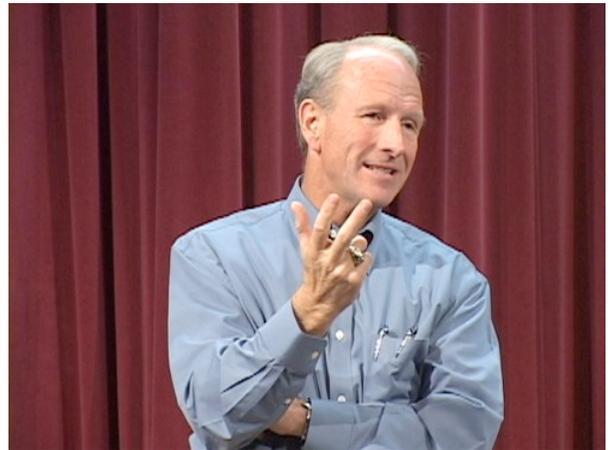
Patient Adoption Curve

Lonnie Smith, *Intuitive Surgical*

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Video URL: <http://ecorner.stanford.edu/videos/1488/Patient-Adoption-Curve>

Smith discusses how patients have adopted Intuitive Surgical's new technology.



Transcript

There are two sides of any adoption curve, right? There's supply and demand, right? This is on the demand side, it's probably word of mouth. Certainly we use the internet. There are webcasts of procedures that major universities or major hospitals webcasts a procedure and so you can watch it. People who are, you have a problem, the patients, the early adopter disease states we best address are ones where you have a little time where the patient can research it or somebody can research their options for them. It's amazing especially with prostate cancer because this occurs in a certain age of man, right? These people talk. I was at ACS, American College of Surgeons two weeks ago in San Francisco and a VC I have known for a long time and have been on some boards with came up to me and said, Lonnie, and he didn't invest by the way, I've just had a real visible experience with your system. He says, the guy who crossed the street just had a prostatectomy and he's still laid up, it's been over a month. The guy next door to me had one about 12 months ago and he went down to Southern California and had it done with your system and he was in his garden the next day. He says those stories get told over and over again but hospitals advertise, they use billboards, they use TV. In 2000, we were on the cover of Life Magazine, Medical Miracles of the Next Millennium.

We don't have any problem getting lots of coverage but hospitals, we encourage them to promote the procedure. Docs will have seminars where patients can come and understand the data. There's a lot of work we're doing primarily on kind of viral marketing techniques but the internet is the most powerful tool we have. Then it can really be used for a couple of things. One, we have it for patient phasing websites but we also have surgeon phasing websites, trying to give them the latest techniques and training videos and training instructions.