



Stanford eCorner

Have a Higher Goal than Money

Mark Forchette, *OptiMedica*

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OptiMedica CEO Mark Forchette shares why it's important to have a higher goal than just the attainment of money. Through his work at OptiMedica, Forchette appreciates the larger human impact that he has been able to make. He shares why these experiences convinced him that the greatest reward is found in achieving important goals.



Transcript

Do it for something other than money. I think if you're focused on money and that's your goal, you're going to get it pretty quick and money is just the by-product, I think of really good work. It just kind of shows up if you do things right and if that happens really early then that was kind of a hollow exercise. Having the higher-order goal is really important if you want to drive your career and stay challenged every single day and what to achieve. I'm fortunate to be on the medical device industry because the products that we make impact people and improve their lives and not witness anywhere better than in the slide right here. So when we were developing the femtosecond system, you do all kinds of bench test, lab test, safety studies. All this worked to finally get in the clinic and there does come that day where you use it the first time in humans. And so, we set up our clinical trial in the Dominican Republic and we're screening patients and one particular woman raised her hand said, "I want to be the first." Really? "Why do you want to be the first?" She said, "I want to be the first because I know that if I can help you get this product to market. If I can help you get this into surgery, it would benefit millions of people's vision and improves millions of people's lives. Now, I couldn't have scripted that better.

Those are the moments that you worked for. That's an incredible higher-order thing to feel with your career. So do it for something other than money.