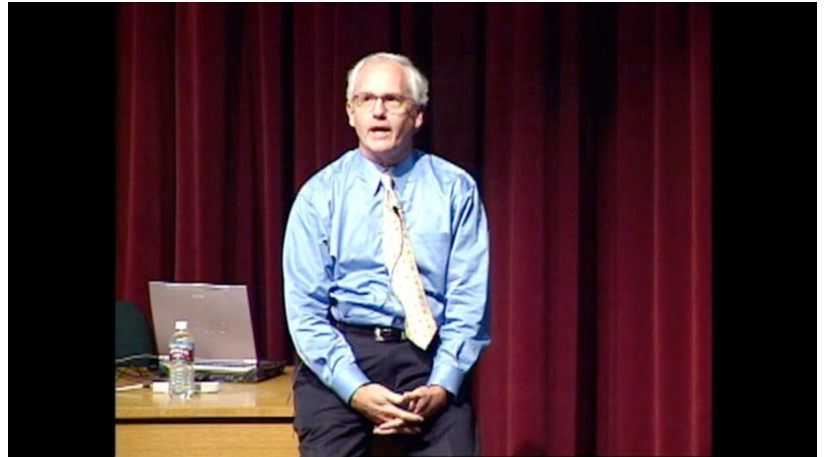


URL: <https://stvp.stanford.edu/blog/videos/cardiovascular-disease-vs-bioterrorism>

Yock focuses on cardio vascular disease, which is a very profound disease - it is the # 1 killer in the western world. About half of all Medtech companies have to deal with cardio vascular diseases, he says.



## Transcript

What I'd like to focus you in on cardiovascular disease, that's the area that I work in.. And as the image and that the statistics on the top show, this is a this is a very profound disease.. This is far and away the number one killer in the Western world.. I mean talk about bioterrorism, 800,000 deaths a year from cardiovascular disease so, of course, that makes it an interesting industry, right? I mean it helps your elevator pitch if you walk into the room and say, "Gentlemen, I'm going to make you a lot of money.. And by the way, I'm going to add 10 years to your life." It just has an extra compelling grab to it.. So as a result, cardiovascular disease is a pretty prominent sector of MedTech.. If you look at all of MedTech, it's about 19%.. If you just look at disease entity, it's about half; 40% to 50% of MedTech companies have to do with cardiovascular diseases...