

## IP Policy Forum: Forward-Looking View of Healthcare Innovation, From a Leading Life Science Venture Capitalist

G. Steven Burrill

Follow this and additional works at: <http://scholarship.law.marquette.edu/iplr>



Part of the [Intellectual Property Commons](#)

---

### Repository Citation

G. Steven Burrill, *IP Policy Forum: Forward-Looking View of Healthcare Innovation, From a Leading Life Science Venture Capitalist*, 18 Marq. Intellectual Property L. Rev. 17 (2014).

Available at: <http://scholarship.law.marquette.edu/iplr/vol18/iss1/12>

This Prefatory Matter is brought to you for free and open access by the Journals at Marquette Law Scholarly Commons. It has been accepted for inclusion in Marquette Intellectual Property Law Review by an authorized administrator of Marquette Law Scholarly Commons. For more information, please contact [megan.obrien@marquette.edu](mailto:megan.obrien@marquette.edu).

FORWARD-LOOKING VIEW OF HEALTHCARE INNOVATION, FROM A LEADING  
LIFE SCIENCE VENTURE CAPITALIST

G. STEVEN BURRILL, CEO  
BURRILL & COMPANY  
LIFE SCIENCES, VENTURE CAPITAL



Healthcare is in the midst of its most dramatic transformation in its history. The transformation is being driven by a confluence of factors. At the macro level, an aging population around the world, growing prosperity in emerging economies, and the rise of chronic disease is putting new demands on healthcare systems. Though the rate of growth of healthcare spending around the world has slowed in recent years, the longer-term march toward unsustainable levels of spending has forced governments to rethink the way healthcare is paid for and delivered and to scrutinize therapies through a new lens of value.

The sole practitioner, once the heart of healthcare in the United States, is giving way to care through integrated systems where nurse practitioners and physician assistants increasingly serve as a patient's first point of medical contact. Evolving scientific understandings of the molecular mechanisms of disease and the biology of health and wellness is leading to a new age of precision medicine. The convergence of information technology, communications technology, and medical technology is leading to a digital health revolution that at one end promises new insights into how to best treat and protect against disease, to surveillance tools that allow unprecedented ability to monitor patients in their daily lives and allow doctors to intervene at the earliest signs of change in an individual's health. At the same time, these technologies are allowing for new ways of delivering care, whether it is a medical exam through a video screen or an operation using robotics where the surgeon is thousands of miles away from the patient. And as cost continues to

shift toward the patient and recognition grows of the importance of engaging people in maintaining their own health and wellbeing, increasing resources are being developed to provide new tools to individuals to monitor their own health, make better informed decisions about care, and bring much needed transparency to costs.

Innovation will be critical to addressing the challenges before us, not just in drugs and devices, but in all aspects of healthcare services. As pricing pressures increase, we will also need to take steps to ensure incentives for investing in and developing innovative solutions are in place and that what is produced does not just provide incremental improvements that provide enhanced abilities for greater costs, but instead disrupts the old ways of doing things and provides true value.