

# Insights From David J. Wilson, President of Cordis Corporation

As Cordis Corporation joins Cardinal Health, the Cordis President reflects on the company's legacy of innovation and shares goals for the future.



*David J. Wilson is the Worldwide President of Cordis Corporation in Fremont, California.*

**David, you started your career at the Johnson & Johnson Family of Companies with Cordis Corporation, followed by multiple leadership roles within the Johnson & Johnson Family of Companies. Now, you are leading Cordis Corporation, while becoming part of Cardinal Health. What do you think about this move to Cardinal Health?**

After 20 years with the Johnson & Johnson Family of Companies, including over 11 years with Cordis Corporation, I'm tremendously excited to be leading Cordis at this moment in time. Cordis is known for delivering meaningful, innovative products to patients and customers, and I am proud to have spent the earlier part of my career in the Cordis Research & Development labs. Cordis is now joining a corporation, Cardinal Health, that deeply values our people and their work, our global capabilities, and our strong customer relationships. The Cordis business is a priority for Cardinal Health. Cardinal Health is looking forward to working with Cordis to continue building on our market reputation and expanding our growth.

**Cordis has a long legacy of innovation and of bringing many firsts to the cardiovascular field. How do you envision Cordis innovating in the future?**

Today, Cordis is a recognized leader in the development and manufacturing of interventional vascular technology with its more than 50-year history of delivering pioneering products to treat millions of patients worldwide. We will build on this rich history working together with Cardinal Health, utilizing their complementary skills and new expertise. Recognizing the important role we play across the cardiovascular market, Cardinal Health is

eager and committed to investing in the Cordis business to drive growth and innovation, and in turn, enhance patient care. Leveraging Cordis' deep experience in product innovation and Cardinal Health's business and operational expertise, we will be uniquely positioned to continue meeting the evolving needs of our customers and their patients.

**The United States health care industry has been going through significant changes over the past several years. Which of these changes has had the most profound impact on Cordis and its plans for the future?**

Health care is changing faster today than at any time in the past. With an aging population and an increase in chronic illnesses, there's greater demand for innovative yet affordable solutions for quality health care. At the same time, in order to deliver better patient care, hospitals today need to provide more access to more patients while being operationally efficient.

For over 50 years, Cordis' mission has been to advance less-invasive therapies, leading to better experiences for patients by innovating across both products and education. This rich legacy of innovation will continue to strengthen the Cordis brand worldwide going forward. Cordis, with Cardinal Health, is committed to doing much more to help health care providers increase access by addressing delivery of care and operational efficiencies that will be critical in this evolving industry. This will also include expanding our high-quality training and service, as well as ensuring our strong clinical acumen.

**Physicians are trading private practice for hospital employment, hospitals are becoming larger, and medical device companies and insurance companies are merging at unprecedented levels. What does this significant consolidation mean to the industry and Cordis?**

Integrating primary care physicians, specialists, and hospitals into consolidated health care delivery organizations is a strategy intended to help deliver better clinical outcomes at a greater value. Medical device companies are taking a similar approach, by bundling complimentary



David J. Wilson contributing to a specialized catheter design while working in Cordis R&D in 1996.

products and services. There is more we can learn about the effectiveness of integrated health care delivery systems, as well as the consolidation we are seeing in the medical device and insurance companies. At the core of these consolidations is the need for efficiency and coordination of care. It is clear this trend will continue.

Cordis already has a solid reputation in the interventional cardiology and endovascular space, and we plan to continue delivering technology-driven innovation! With Cardinal Health, we also have a significant opportunity to focus on operational efficiencies with information-enabled systems (eg, RFID). Investment in the infrastructure of delivery systems will result in cost savings seen through inventory holding cost reduction, the decrease of inventory levels, and the elimination of costs associated with expired or lost products. This should allow Cordis to drive better patient care, while also helping our customers with efficiencies that support better access for more patients.

#### **With products spanning aortic endografts to chronic total occlusion (CTO) devices, where do you see Cordis' growth opportunities?**

While we believe the next phase of health care will focus on innovating *both* technology and services, in the short term we have some promising technological advances for the treatment of both abdominal aortic aneurysms (AAAs) and CTOs resulting from peripheral artery disease.

An estimated 24 million people worldwide are afflicted with AAAs, and millions more suffer from CTOs in

peripheral arteries. The INCRAFT® AAA Stent Graft System, which has been cleared for use in Europe and Canada, brings an innovative advancement to the field of endovascular aneurysm repair, entering a growth segment that further diversifies Cordis' strong portfolio of products. The INCRAFT® System is currently approved for investigational device use only in the United States and is being evaluated in a pivotal clinical trial in the United States and Japan (the INSPIRATION Trial), which completed enrollment in 2013.

The latest additions to our CTO Crossing Portfolio underscore Cordis' longstanding commitment to advancing care for the complex critical limb ischemia patient. This began in 2005 with the acquisition of Lumend, Inc. Our workhorse solutions, the FRONTRUNNER® XP CTO Catheter and the AQUATRACK® Nitinol Guidewire, are now supported with our most recent additions, the OUTBACK® Elite Re-Entry Catheter and the soon-to-be launched ELITECROSS™ Support Catheter, which has been cleared for use in the United States. We look forward to continuing the expansion of these new lines and coming up with new complementary products.

Significant technological strides have been made in the treatment of aortic aneurysms and CTOs, and more work needs to be done to provide the most comprehensive offering of products to help treat these conditions.

#### **With Cardinal Health's acquisition of Cordis complete, can you share with us what this means for the entire business?**

I truly believe this is a very exciting time for Cordis and Cardinal Health. Cordis is a leader in interventional vascular technology and plans to continue building on our rich history as part of Cardinal Health. This transaction brings together two remarkable players in the health care industry to deliver greater access to quality products, creating an unmatched offering in the cardiovascular space.

From high-quality daily use products to reliable, trackable inventory and logistics with deep analytic capabilities, the Cordis and Cardinal Health venture will result in comprehensive offerings for the entire episode of care. As we move forward, our customers and the patients they serve remain our highest priority. We are excited and look forward to ensuring a continuation of our high-quality, innovative products and exceptional customer service. ■

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