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The Future of Medicine is in Buffalo

FOR IMMEDIATE RELEASE

BUFFALO, N.Y., October 23, 2017 – Mr. Jeremy M. Jacobs and the Jacobs Institute (JI) are proud to announce the release of *The Future of Medicine*. The book provides a glimpse into the next quarter-century of medicine and healthcare, featuring rapid technological, scientific, and computing advancements that are certain to impact the ever-changing industry.

Mr. Jacobs said, "We thought this would be a good subject, and it turned out to be a great one. We feel the results are tremendously meaningful to our investment in medicine in Western New York. *The Future of Medicine* offers a futuristic point-of-view that we believe should be incorporated into the medical community's short and long-range planning."

The book was created by a group of futurists, with decades of experience assessing the current state and future possibilities of our society. The report identifies trends in the healthcare industry, technology, data-mining, as well as socio-demographic factors, such as online education and the explosion of the middle class in other countries. The predictions were made through months of interviews, conferences, and research.

The Future of Medicine book was commissioned by Mr. Jacobs and the Jacobs Institute, to rally and prepare local medical communities for the impending future. A team of researchers, writers, analysts, and physicians collaborated to assess current and potential advances in the medical and healthcare industries. JI's chief executive officer, Bill Maggio, was enthusiastic about the report, "As a driver of innovation, the JI was a natural source to initiate a conversation about how medicine and healthcare will be advanced in the future, and the tremendous potential to leverage current technology and human assets to impact medical innovation. If we embrace an open-minded approach to the business of healthcare delivery, the possibilities are endless. *The Future of Medicine* does exactly this."

Dr. L. Nelson Hopkins, MD, JI chief scientific officer, believes the future of medicine is here in Buffalo. "From genetics to cancer treatment, and stroke intervention devices to data mining and robotics, Buffalo is home to cutting-edge research and novel ideas that will be game-changers in the next 10-25 years. The pace at which medicine and healthcare can and will evolve is astounding. The time is ripe for ideas and innovation without roadblocks, that will literally change the course of human lives."

The Jacobs Institute is hosting an event on October 26, 2017, that will feature demonstrations of aspects of the book including virtual reality; robotic surgery; genomics; advanced imaging; and 3D-printed vascular flow models by the JI for medical simulation, device testing, and clinical training.

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About the Jacobs Institute

The Jacobs Institute is a non-profit organization whose mission is to accelerate the development of next-generation technologies in vascular medicine through collisions of physicians, engineers, entrepreneurs, and industry. The JI's vision is to improve the treatment of vascular disease in Western New York and the world, while fostering local economic development. The JI fosters medical collaboration and innovation through partnerships with the University at Buffalo (UB), Kaleida Health, and industry, to be a fitting tribute to the work and memory of Lawrence D. Jacobs, M.D. Additionally, the JI's i2R, or Idea to Reality Center, will help take ideas for vascular medical devices and move them through the proof-of-concept process. Finally, the JI also increases physician and industry knowledge of vascular surgery through clinical education programs.

The JI occupies more than 20,000 square feet of space on the fifth floor of the building that houses Kaleida Health's Gates Vascular Institute (GVI) and University at Buffalo's (UB's) Clinical and Translational Research Center downtown. The Jacobs Institute moved into its space in September 2012 and has 12 employees.

To learn more about the Jacobs Institute, please visit our web site at: www.jacobsinstitute.org or follow on Twitter @JacobsInstitute or on Facebook at <https://www.facebook.com/jacobsinstitutebuffalo>