



MEDICAL ALLEY ASSOCIATION

2017



**MINNESOTA IS THE GREAT STATE OF HEALTH;
MEDICAL ALLEY IS THE CAPITAL**

150 YEARS OF HEALTHCARE INNOVATION



MEDICAL ALLEY ENSHRINED IN THE SMITHSONIAN

Honored alongside Silicon Valley as one of America's great "Places of Invention"



Medical Alley CEO & President Shaye Mandle,
Congressman Erik Paulsen and Medtronic CEO Omar Ishrak



MEDICAL ALLEY DRIVES MINNESOTA'S ECONOMY!

167K

DIRECTLY/INDIRECTLY EMPLOYED

\$120K+

AVERAGE ANNUAL COMPENSATION

931

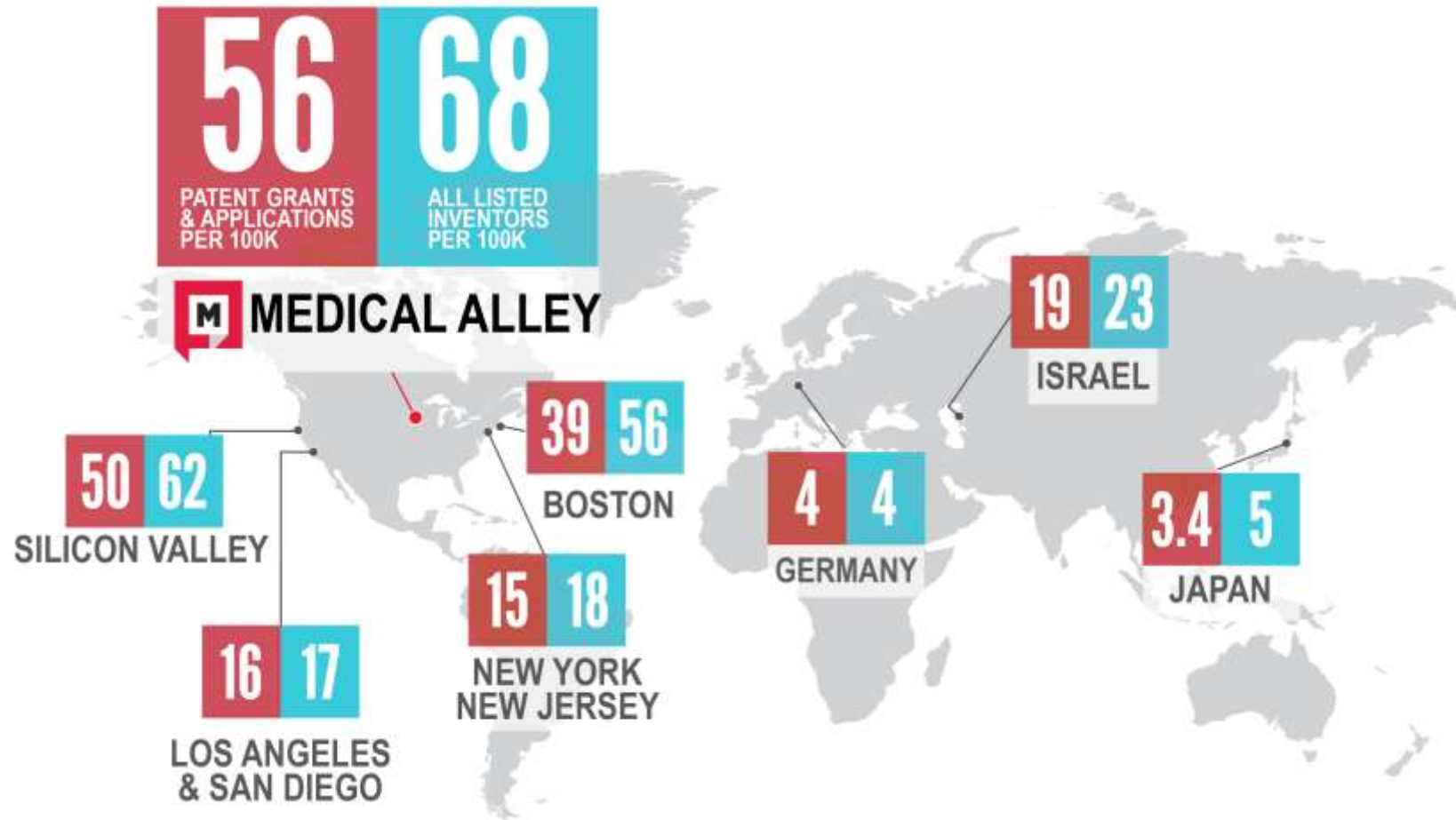
HEALTH
TECHNOLOGY
COMPANIES

\$23B

ANNUAL ECONOMIC IMPACT
ON MINNESOTA

WORLD'S #1

HEALTH TECHNOLOGY CLUSTER FOR INNOVATION



#1 STATE

IN HEALTHCARE PERFORMANCE

#1	MINNESOTA
#4	MASSACHUSETTS
#23	CALIFORNIA
#40	TEXAS

Scorecard on State Health System Performance, 2014

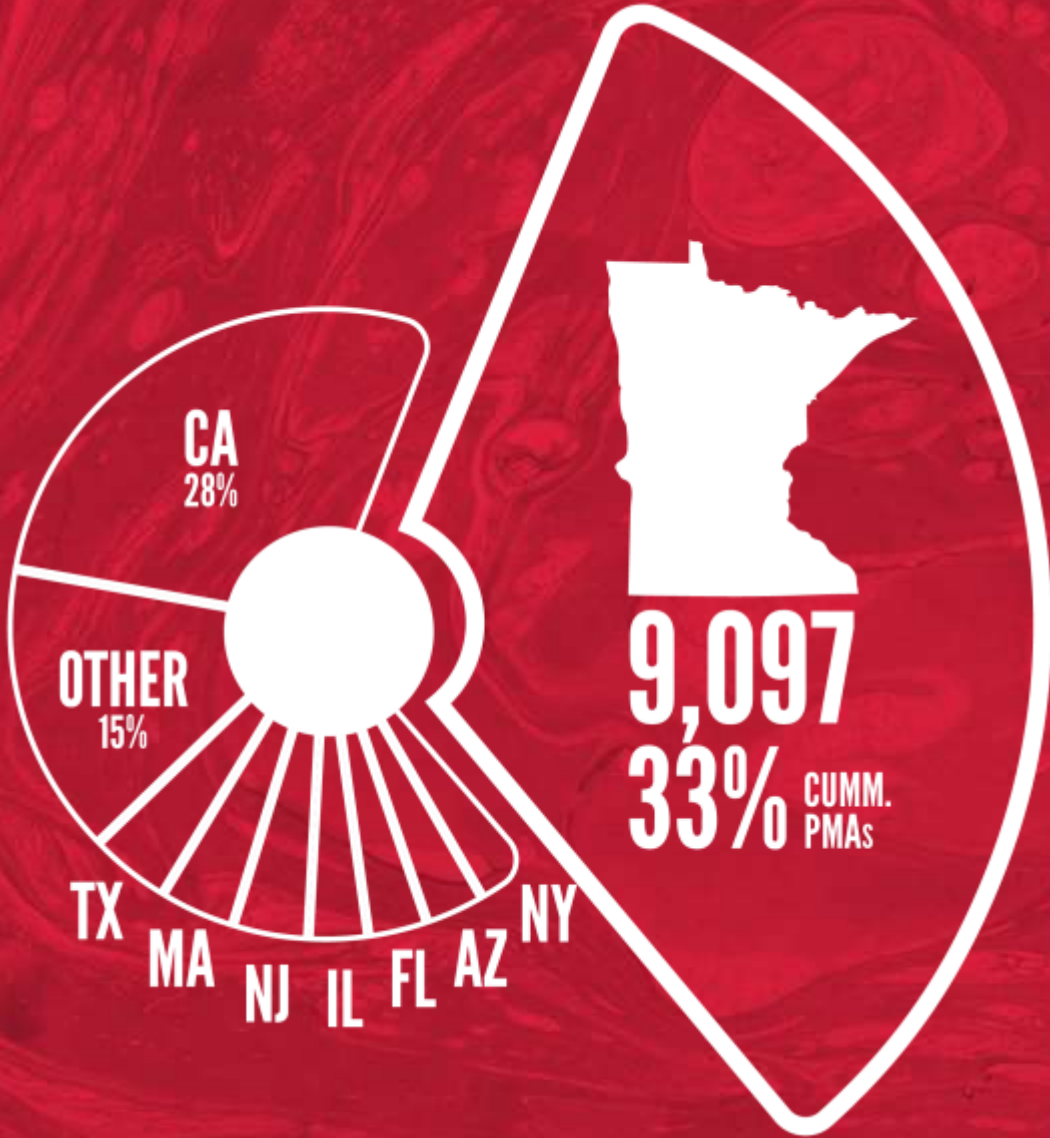
HOME OF THE WORLD'S **#1** HOSPITAL



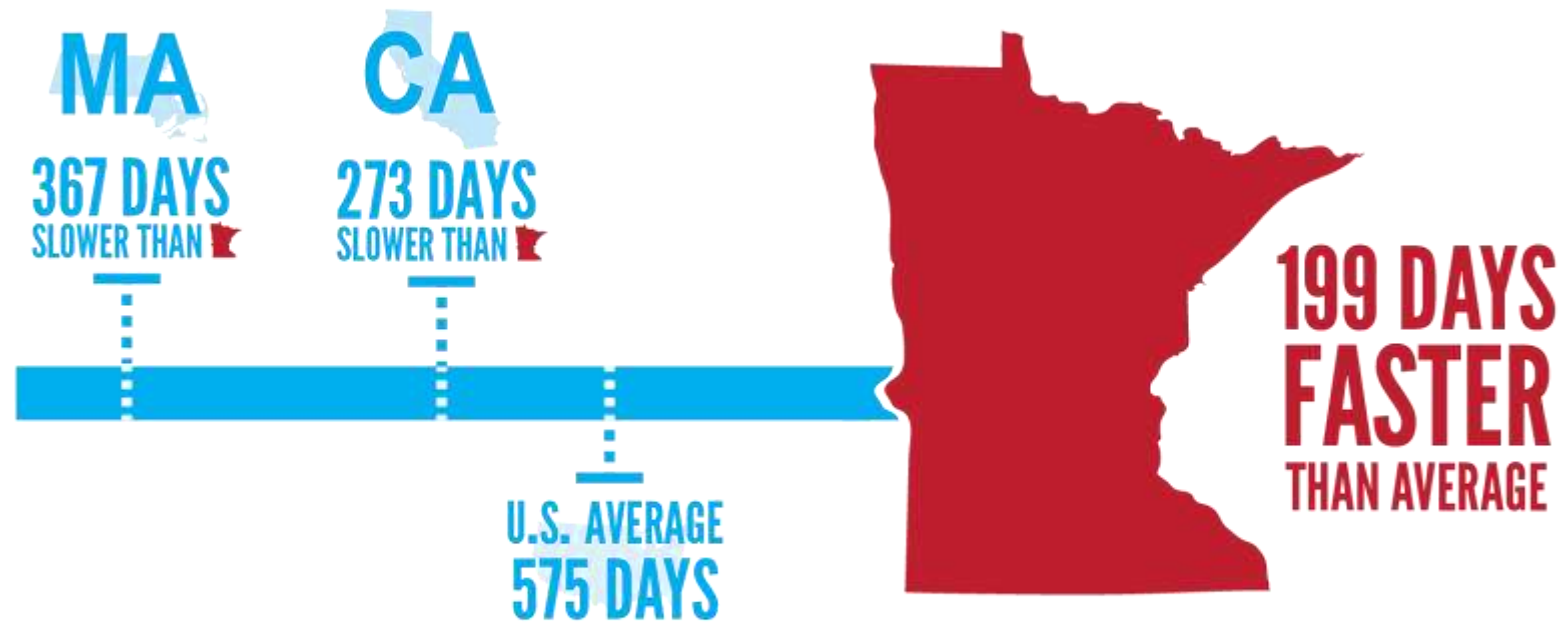
U.S. News and World Report 2016-2017

MINNESOTA

HAS DEVELOPED MORE
COMPLEX MEDICAL DEVICES
THAN ANYWHERE ELSE. EVER.

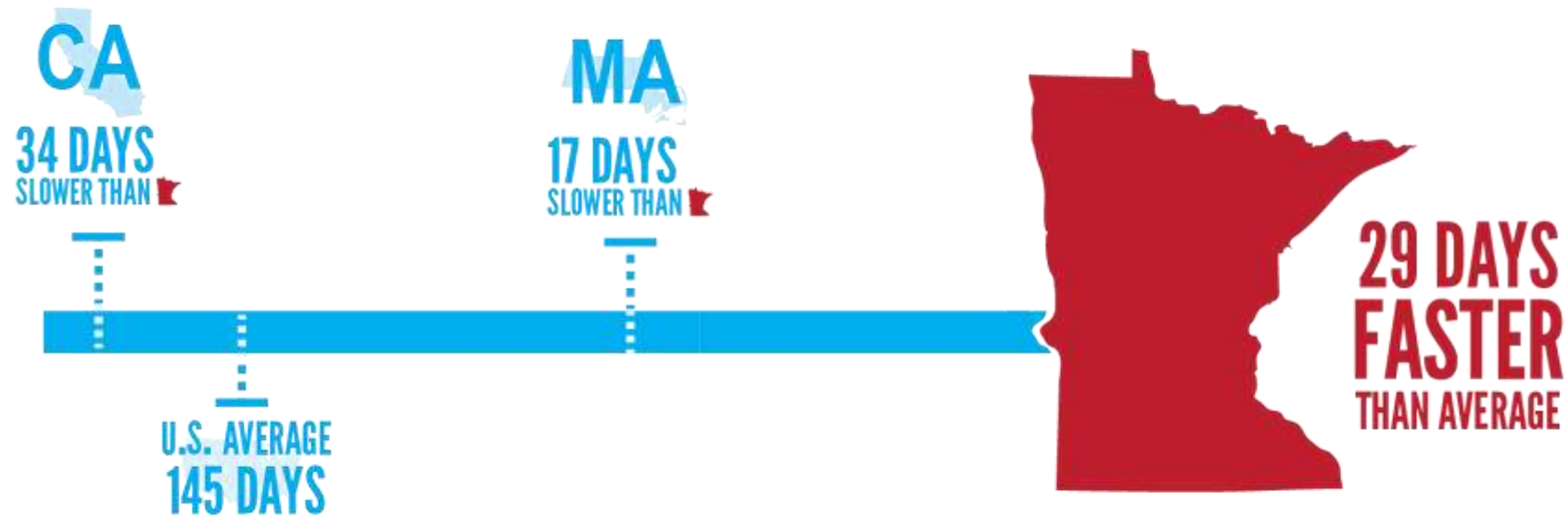


MINNESOTA GETS YOUR COMPLEX PRODUCTS TO MARKET FASTER



PREMARKET APPROVALS

MINNESOTA GETS YOUR 510(K) PRODUCTS TO MARKET FASTER



510(K) CLEARANCES



MEDICAL ALLEY
ASSOCIATION

**POWERING THE EVOLUTION
OF HEALTHCARE**

Mission

We champion and facilitate an environment that enables health technology and care organizations to innovate, succeed, and influence the evolution of healthcare.

Vision

We will elevate Minnesota's Medical Alley as the global epicenter of health innovation and care.



600+

TOTAL MEMBERS

BIO PHARMA • DIAGNOSTICS • DIGITAL HEALTH
MEDICAL DEVICES • PAYORS • PROVIDERS



MEDICAL ALLEY
ASSOCIATION

FOUNDATIONAL MEMBERS



SUSTAINING MEMBERS



TODAY'S MEDICAL ALLEY ASSOCIATION

WE ARE the collective voice and expertise of **MEDICAL ALLEY**; the strategy, implementation and execution vehicle of the **MEDICAL ALLEY COMMUNITY**.

WE DELIVER the collective influence, intelligence and interactions that support **MEDICAL ALLEY'S** global leadership.



MEDICAL ALLEY
ASSOCIATION

DELIVERS

INFLUENCE INTELLIGENCE INTERACTIONS

We're about ROI **AND** a strong sense of community.

MEDICAL ALLEY'S FUTURE: LEADING THE CONVERSATION



MEDICAL ALLEY OBJECTIVE #1

Minnesota's Medical Alley is recognized by key opinion leaders as **THE** global epicenter of health technology and care.



MEDICAL ALLEY OBJECTIVE #2

Medical Alley's leadership & expertise leads the creation of a new healthcare industry, defining tomorrow's solutions, collaboration models and value.



MEDICAL ALLEY OBJECTIVE #3

**Medical Alley is a magnet for the new
healthcare ecosystem – talent, investors,
entrepreneurs, clinicians.**



EXPANDING THE ALLEY

**DIGITAL HEALTH
INVESTMENTS HAVE GROWN**



MINNESOTA DIGITAL HEALTH
COMPANIES HAVE HAD OVER

\$1.38B_{IN}
EXITS



PHARMACEUTICAL AND BIOTECH HAS GROWN BY

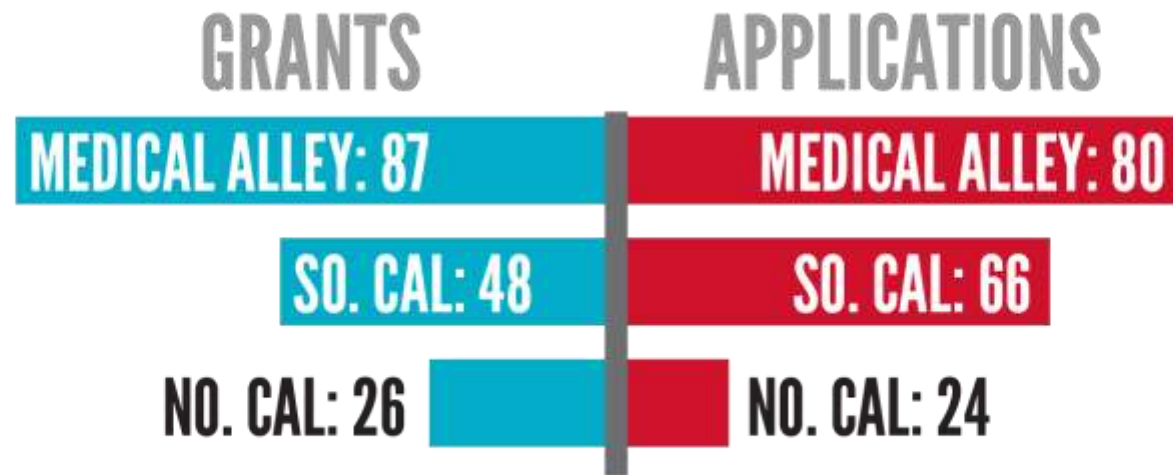
nearly
1,000 jobs & **1,000,000** sq ft

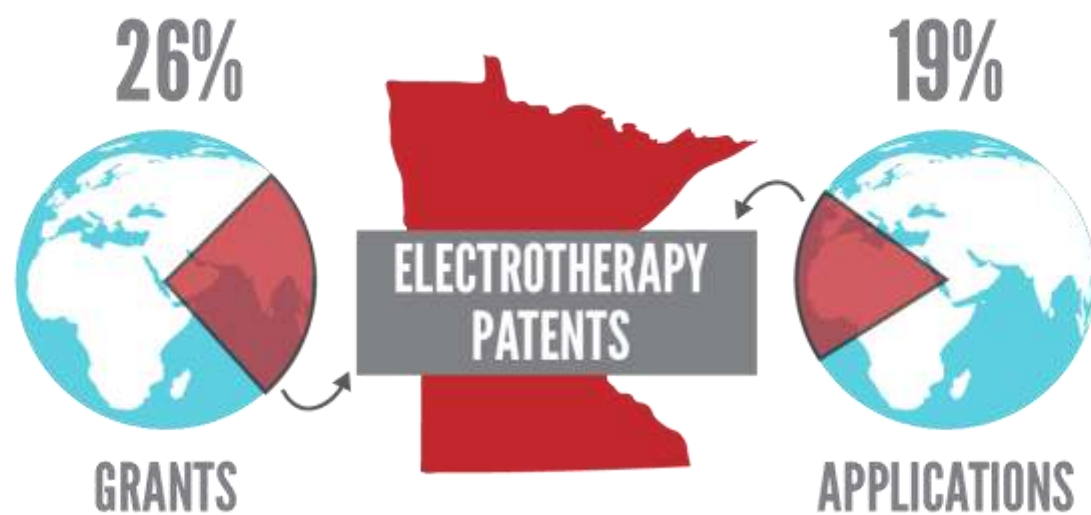
SINCE 2012



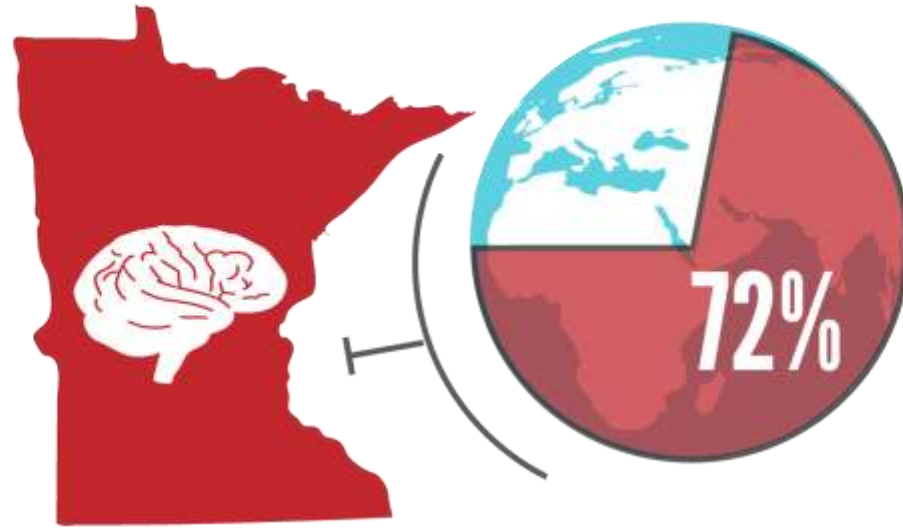
MEDICAL ALLEY

LEADS THE WORLD WITH 23% OF ALL PACEMAKER PATENTS





MINNESOTA IS THE MOST
INNOVATIVE CLUSTER
FOR ELECTROTHERAPEUTICS



MINNESOTA COMPANIES HOLD A
72% SHARE OF THE **\$3.5B**
NEUROMODULATION GLOBAL MARKET

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ELEVATING THE ALLEY

2017 Campaign:

MEDICAL ALLEY IS THE GLOBAL EPICENTER OF HEALTH TECHNOLOGY & CARE

Messaging & Brand Definition:

Targeting Health Technology and Care Industry Leaders

Delivery of Leadership Content:

Industry Leadership Experts & MAA Original Research

Claim Leadership of Spaces, Trends, Shifts:

Digital Health, Business Model Shifts



2017 Campaign:
MEDICAL ALLEY IS THE GLOBAL EPICENTER OF HEALTH TECHNOLOGY & CARE

Destination for Talent:

Ecosystem promotion, Talent Recruitment, Outcome Measurements

Destination for Investment & Entrepreneurs:

Aggressive recruitment of investors and entrepreneurs

Destination for Innovation:

Aggressive promotion of opportunities in leading-edge innovation.

- Regenerative Medicine
- Destination Medical Center
- Digital Health/Personalized Medicine
- Device/Drug/Services Innovation Leaders



2017 & BEYOND

MEDICAL ALLEY DEFINES FUTURE HEALTHCARE SOLUTIONS & VALUE

Taking on “The Big Issues”

New Definitions, Collaboration Models, Pilots: Unparalleled Sector Engagement; Conventions to define challenges, break down silos, define value, drive transformation.

- Regulatory & Reimbursement Shifts
- Value Definition and Clarity
- Pilots for Innovation, Collaboration, New Test-beds
- Shift Culture, Risk Aversion

Recognized as the Key Driver of the Digital Health and Services Revolution: Full engagement with our Digital Health companies and advancement of success stories

- Redefining Medical Alley’s unique ecosystem
- Define Digital Health Excellence
- Attract New Capital & Talent
- Make it Mainstream in Minnesota





IN 2019:

**MINNESOTA'S MEDICAL ALLEY IS
THE GLOBAL EPICENTER OF HEALTH TECHNOLOGY AND CARE**

“There are few places in the world like Minnesota, where entrepreneurs, doctors, business leaders, government officials, professors, and others have done so much together to advance mankind’s ability to take care of itself. This comes from a rare willingness on the part of our scientists and hospital directors to work with industrial leaders and entrepreneurs to innovate and launch new medical products and systems that result in healthcare cost reduction for the world.”

- Lee Berlin, Founding Chairman, Medical Alley in 1984



MEDICAL ALLEY
ASSOCIATION

**POWERING THE EVOLUTION
OF HEALTHCARE**