

# MEDICAL ALLEY

WHERE TOMORROW'S HEALTHCARE  
IS HAPPENING TODAY



MEDICAL ALLEY  
ASSOCIATION

ANNUAL REPORT  
**2020**

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## Letter from Sheri Dodd, Vice President and General Manager, Medtronic Care Management Services, Medtronic

*2019-2020 Chair of the Medical Alley Association Board of Directors*

If there was ever a year to put behind us quickly, 2020 checks all the boxes. We each have our lived experience with the COVID-19 pandemic and, even when difficult, we often understood that it was tougher on others. As eager as I am to close the books on 2020, it was part of an amazing final year as the Medical Alley Association Board Chair, and so it is with gratitude that I reflect a bit on the shining moments of 2020 and give thanks to this amazing journey.

My father-in-law had a sign in his family room that said, “Free Beer (tomorrow).” This has been the plight of ground shaking healthcare transformation – it’s always the future, and we keep at it because we’re thirsty for the prize. Well, 2020 dumped healthcare transformation in our collective laps, and this community was ready for action. Regardless of your company size, you likely benefited from the COVID-19 Resource Connect tool, the [IMPACT: Medical Alley and the COVID-19 Pandemic](#) Report, the two new [webinar series](#), and the [Medical Alley Podcast](#). These resources

continue to connect members, provide information, and further demonstrates the role that the Medical Alley Association (MAA) plays in supporting this community.

COVID-19 brought an immediate reprioritization to the Medical Alley Association work, but it didn’t slow longer-range goals and key initiatives:

- **2020 Medical Alley Association Board Expansion and Diversification**: We welcomed twelve new Board Members from the following organizations; AiRCare Health, Allina Health, Be The Match, CentraCare, Central Logic, Coloplast, Ecolab, Philips, Starkey Hearing Technologies, StemoniX, The University of Minnesota, and Zipnosis. This Board evolution has been years in the making, and it will continue to evolve in order to reflect our members and needs of this community.
- **Investment and Advocacy**: Medical Alley companies raised over \$1B in capital, which is not only an attractive metric for companies that are looking to establish their business in Minnesota, but also for companies that are here and looking to grow. The association’s advocacy played a meaningful role in the repeal of the medical device excise tax and three approved state bonding projects which include the University of Minnesota Clinical Research Facility Design Financing. Medical Alley hosted private roundtables that connected members directly with key lawmakers, including Governor Tim Walz attending the November board meeting. And the recently released MAA [State Telehealth Policy Framework](#) will guide Minnesota policymakers on how they can continue to support telehealth innovation and ensure appropriate policies are in place to support access and funding to improve the lives of our community.

In a few years, we will be in different cities or different countries and you’ll likely be asked, “Where were you during the 2020 COVID-19 pandemic?” I will be proud to say I was in The Global Epicenter of Health Innovation and Care™ and part of this amazing association. What will make it even better is they won’t have to tell me, “Hey, you’re on mute.”



## **Letter from Jim Rogers, Chief Business Development Officer, Mayo Clinic**

*Current Chair of the Medical Alley Association Board of Directors*

What has been starkly revealed by the COVID-19 pandemic, much of which we knew, is that people want healthcare that works for them. They want an experience that is simple, convenient, and personalized; one that meets them where they are. Unquestionably, the pandemic has not only confirmed – but also accelerated – much-needed innovation, and we are now closer to this goal than ever before.

As with other members of Medical Alley, Mayo Clinic is focused not only on the immediate needs of our patients but also on transforming healthcare through innovation that will meet the evolving needs of consumers. The challenges and unforeseen demands that we collectively confronted this past year have been taxing, but the silver lining is that opportunities have been unearthed, and the solutions have been accelerated.

It is an incredibly exciting time to build upon what has been accomplished and what we know to be true – that it is imperative we remain persistent in harnessing innovation, redefining delivery, and creating a consumer experience that brings together global connections with the sole purpose of making healthcare better for all.

The COVID-19 pandemic has shown us that we have both the responsibility and power to bring about the long-awaited transformation of our industry. We should seize the momentum and continue to solve big problems through teamwork and partnerships.

As I look to the membership of this organization, the Medical Alley Association and this region are incredibly well-positioned to facilitate this transformation. I believe that each of us has the opportunity to propel the growth we are seeing today while looking boldly at tomorrow. Together, we will make it happen. I am extremely proud to have a place at the table in embarking on this promising journey alongside my fellow Medical Alley Association Board of Directors and the members of Medical Alley. The only certainty is continued change, but I am certain this organization and its members are up to the challenge.



## Letter from Shaye Mandle, President and CEO, The Medical Alley Association

To our Valued Medical Alley Association Members and the entire Medical Alley Community:

2020 started like any other year. We were focused on increasing the value of membership, telling the Medical Alley story, and growing the region's influence and impact.

We were looking forward to our sold-out sixth Annual Dinner, presented by Bind Benefits, featuring Michael Phelps and Patrick Kennedy, as well as our full slate of in-person events that bring the leaders in our community together.

On March 13, 2020, the Medical Alley Association team left our office to begin the virtual work experience forced on us by the COVID-19 pandemic. Little did we know that we would finish 2020 without in-person contact with each other or our members.

We immediately focused on what was most important by putting the safety of our team and the support of our members first. As the enormity of the pandemic became clear, we sprang into action, launching Resource Connect, a tool designed to rapidly coordinate the response to PPE shortages, and we shifted our events schedule to virtual content delivery to connect members to resources, policymakers, and each other.

While 2020 has been a year of rapid adjustments and heartache for everyone, I have never been prouder to serve Minnesota's Medical Alley and lead this extraordinary association. Here's what we did together this year:

- Medical Alley early-stage companies raised over \$1B again – in just three quarters.
- More Medical Alley members attended and engaged with our virtual content than ever attended our calendar of in-person events.
- We published **[IMPACT: Medical Alley and the COVID-19 Pandemic](#)** in mid-October to highlight the incredible leadership of Medical Alley companies in the fight against COVID-19. Telling your stories translated to hundreds of Medical Alley press mentions in 2020, an all-time record.
- We worked with Governor Tim Walz's administration to support the pandemic response, and we have continued to connect our member companies with key policymakers to ensure that the Medical Alley perspective is heard both in St. Paul and Washington, D.C. during this fluid policy environment.

While we know that the pandemic is likely to remain the focus in 2021, we will continue to address our members' greatest challenges and tell your stories. We will continue to address the most pressing healthcare issues, including our key initiatives to attract and develop talent and bolster our entrepreneurial ecosystem. Through our Healthcare Transformation Initiative at Medical Alley (HTI-MA), we'll bring leadership to supply chain challenges and opportunities, as well as value-based care and health inequities.

Thank you for your support and leadership through a trying 2020. As we like to say – if you want to see what healthcare looks like tomorrow, visit Medical Alley today. You are the innovators and leaders that make Medical Alley The Global Epicenter of Health Innovation and Care™. We look forward to serving you in 2021.

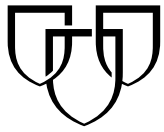
# **MEDICAL ALLEY: THE GLOBAL EPICENTER OF HEALTH INNOVATION AND CARE™**

Medical Alley is The Global Epicenter of Health Innovation and Care™. It is more than just a place with a storied history; it is a vibrant community of innovators, experts, and people passionate about the future of healthcare.

Medical Alley is the birthplace of implantable medical technology, collaborative care delivery, and innovative health plan models. It is honored in the Smithsonian's National Museum of American History as one of America's great "Places of Invention" – the only one for healthcare.

Medical Alley is where tomorrow's healthcare is happening today. A community of leaders known around the world, Medical Alley is driving the transformation of the future of healthcare.

# 150 Years of Healthcare Innovation in Medical Alley



THE NATION'S  
**#1 HOSPITAL**

THE LARGEST PRIVATE  
**U.S. HEALTH  
INSURER**



**\$650M**

RAISED BY MEDICAL  
ALLEY BIOTECHNOLOGY  
COMPANIES SINCE 2010



THE WORLD'S MOST INNOVATIVE  
**HEALTH TECH  
CLUSTER**



THE NATION'S MOST CONCENTRATED  
**MEDICAL TECHNOLOGY  
TALENT POOL**

MORE THAN

**500,000  
JOBS IN MN**



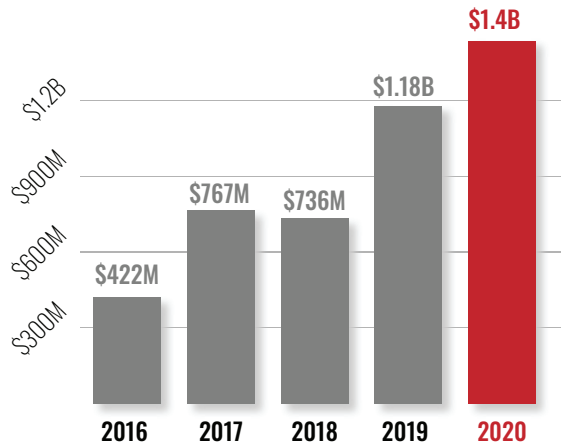
HOME TO MORE THAN

**1,000**

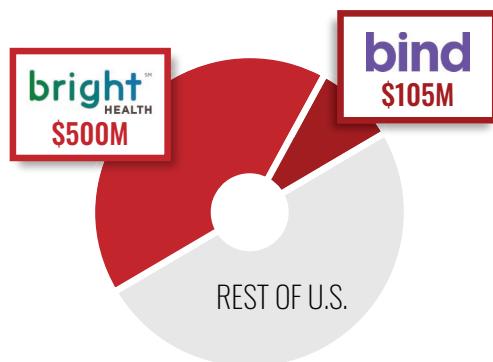
HEALTHCARE ORGANIZATIONS

# Medical Alley Shatters Records, Raising \$1.4 Billion in 2020

## ANOTHER RECORD-BREAKING YEAR OF INVESTMENTS



## HALF OF ALL HEALTH INSURANCE RAISES IN THE U.S. CAME FROM MEDICAL ALLEY



**“MINNESOTA IS A GREAT PLACE TO BUILD AN EMERGING HEALTHCARE COMPANY. THERE’S A DEEP TALENT POOL, A HEALTHY START-UP ECOSYSTEM, AND COSTS ARE LOWER THAN ON THE COASTS. PLUS, YOU’RE OPERATING RIGHT DOWN THE STREET FROM WORLD-LEADING MEDTECH AND HEALTHCARE PLAYERS.”**

– Kirk Nielsen, Co-Founder and Managing Partner



**“MANY INNOVATIVE HEALTHCARE COMPANIES CALL MEDICAL ALLEY HOME. THE EXISTENCE OF KEY PROVIDER, PAYER, AND MED DEVICE LEADERS, AS WELL AS SEVERAL FORTUNE 500 COMPANIES AND NUMEROUS STARTUPS IN ONE COMMUNITY IS UNIQUE, AND I’M CONFIDENT THE INVESTMENT MOMENTUM WE’VE SEEN IN RECENT YEARS WILL CONTINUE.”**

– Aly Lovett, Partner



## International Expansion

Medical Alley continues to be a top destination for international companies seeking to enter the U.S. market and establish a presence. These expansions bring new capabilities and talent to the region, and the fact that companies – from around the world – are turning to Medical Alley truly illustrates that we are The Global Epicenter of Health Innovation and Care™.

In 2020, 12 international companies from nine different countries chose to open an office in Medical Alley. For nine of those companies, this is their first U.S. office – and they chose Medical Alley.

These expansions bring new capabilities and talent to the region, and the fact that companies – from around the world – are turning to Medical Alley truly illustrates that the region is The Global Epicenter of Health Innovation and Care™.



Medical Alley was the logical location for iUFlow's expansion in the U.S. **The wealth of talent in the urology space, central location, and number of active investors set us up for success.**

– Gil Hidas,  
CEO & Co-Founder



HTEC chose to expand into Medical Alley to be **part of a community that is truly leading healthcare innovation.** The potential to work with companies on the frontier of health, and help them realize and materialize new visions, is incredible. We are genuinely excited to see what the future brings.

– Andrew McGee,  
Market Development Specialist



# Key International Partnerships

Medical Alley has built strong international partnerships, ultimately leading to new connections and increased expansion.



## Spotlight on Europe

The [MedTech Bridge](#) partnership was established between Denmark and Medical Alley in 2019 to create opportunities for Danish medical device and digital health companies looking for new partnerships and business in the United States, specifically here in Medical Alley.

In 2020, a variety of partnerships were facilitated through the strong existing relationship that the Medical Alley Association has with MedTech Bridge, including multiple Danish health technology firms engaging with Medical Alley-based service providers to guide their U.S. commercial strategy, ultimately bringing new business to the region.



Danish AI health technology company Radiobotics formed a partnership with Medical Alley-based Virtual Radiologic to develop and commercialize advanced technologies in imaging.



MedTech Bridge facilitated a relationship between Hennepin Healthcare and Neurescue, a Danish cardiac medical device company, for clinical research.

Our **newest partnership** is with the MedTech Alliance for Global Internationalization (MAGIA), a partnership of four leading European clusters in health innovation.

We will continue to work with MAGIA to support U.S. market entry through Medical Alley, bringing more investment and jobs to the region, as well as new life-saving technologies.

**“MAGIA, A EUROPEAN MEDTECH ALLIANCE, CHOSE TO PARTNER WITH THE MEDICAL ALLEY ASSOCIATION. AS FOUR LEADING HEALTH TECHNOLOGY CLUSTERS, WE SEE A GREAT ADVANTAGE TO COLLABORATE WITH A RENOWNED AMERICAN ASSOCIATION THAT CAN HELP OUR COMPANIES TO BRING NEW AND DISRUPTIVE TECHNOLOGIES TO THE U.S. MARKET.”**

– Damien Diop, EU Project Leader



## Spotlight on Australia

Medical Alley and Australia have longstanding ties dating all the way back to the development of the pacemaker.

Eleven Australian health technology companies have established a presence in Medical Alley over the past five years, providing more than 150 jobs in Minnesota. Australian companies in Medical Alley have raised nearly \$500 million in capital, investing in the workforce and local suppliers.

At the beginning of March, Medical Alley Association Vice President of Intelligence, Frank Jaskulke, traveled to Australia to further the Medical Alley / Australia connection through MTPConnect, an Australian non-profit that works to strengthen the growth of the medical technologies, biotechnologies, and pharmaceuticals sectors. Frank was able to share guidance on breaking into the U.S. market through **MTPConnect’s 2020 Seminar Series** but had to cut his trip short as the COVID-19 pandemic began. Despite the shortened trip, Medical Alley was able to connect with the medtech sector across Australia, furthering the deep ties the two have with each other.



# THE MEDICAL ALLEY ASSOCIATION

Founded in 1984, the Medical Alley Association (MAA) is the central nervous system of the most diverse and influential healthcare community in the world.

The Medical Alley Association supports and advances the global leadership of the region's healthcare industry, and its connectivity around the world.

No other association has the depth, breadth, and strength of healthcare membership. With representation from every sector of healthcare, and a Board of Directors comprised of leaders from across the healthcare ecosystem, the Medical Alley Association represents the leaders and companies who are committed to envisioning the new patient experience, building economic models for value-based care, and redefining the medical supply chain, ultimately transforming the future of healthcare.

## OUR MISSION

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

## OUR VISION

**We will elevate Medical Alley as The Global Epicenter of Health Innovation and Care™.**

# The Medical Alley Association By The Numbers

RECORD GROWTH IN



629

MEMBERS STRONG



MEMBERSHIP INCREASED

13%

15 FOUNDATIONAL MEMBERS

14 SUSTAINING MEMBERS

A MEMBERSHIP REPRESENTING THE FULL

HEALTHCARE SPECTRUM



# The Medical Alley Association 2021 Board of Directors

The Medical Alley Association Board of Directors is composed of leaders from every sector of healthcare. These leaders are at the forefront of driving the future of healthcare, and their leadership extends beyond just Medical Alley.



**JIM ROGERS**  
Chief Business Development  
Officer, Mayo Clinic  
**Board Chair**



**JODI HUBLER**  
CEO & Managing Director /  
President, Lemhi Ventures /  
Bind Benefits  
**Vice Chair**



**NICOLE WALKER**  
Partner, Baird Capital  
**Treasurer**



**JEFF MIRVISS**  
Executive VP & President,  
Peripheral Interventions,  
Boston Scientific Corporation  
**Secretary**



**TIM FRISCHMON**  
Principal, Furst Group  
**Nominating and  
Governance Chair**



**SHERI DODD**  
VP & General Manager,  
Medtronic Care Management  
Services, Medtronic  
**Executive Committee  
Member**



**JAMES HEREFORD**  
President & CEO, Fairview  
Health  
**Executive Committee  
Member**



**TOM LINDQUIST**  
CEO, Allina Health | Aetna  
**Executive Committee  
Member**



**CRAIG SAMITT**  
President & CEO, Blue Cross  
and Blue Shield of Minnesota  
**Executive Committee  
Member**



**JERRY BEYL**  
Vice President, Healthcare  
Solutions, FedEx



**RUSTY FIELD**  
President, Upsher-Smith  
Laboratories, LLC



**ANGIE FRANKS**  
CEO, Central Licq



**JOAN GABEL**  
President, University of  
Minnesota



**ED HEDBLOM**  
Leader Evidence & Access,  
Medical & Clinical Affairs, 3M



**KENNETH HOLMEN, MD**  
President & CEO, CentraCare



**LEE JONES**  
Founder, President & CEO,  
Rebiotix Inc.



**ANN LADD**  
Shareholder, Fredrikson &  
Byron, P.A.



**CHRIS LANDON**  
Senior Vice President and  
GM, Medical Devices, Philips



**SHAYE MANDLE**  
President & CEO, The  
Medical Alley Association



**DARREN MOQUIST**  
CEO, Central Region  
UnitedHealthcare Employer &  
Individual, UnitedHealthcare



**JON PEARCE**  
CEO, Zipnosis



**KYLE ROLFING**  
Co-Founder, Bright Health



**AMY RONNEBERG**  
CEO, Be The Match



**BRANDON SAWALICH**  
President & CEO, Starkey  
Hearing Technologies



**CHRIS SMITH**  
Senior VP & General  
Manager, Ecolab



**MIKE SPICER**  
President, Medical Business,  
Cantel



**TOM VANDERHEYDEN**  
Board Member, NightWare



**MANU VARMA**  
Senior VP & President,  
Chronic Care Division,  
Coloplast



**JACLYN WAINWRIGHT**  
CEO, AiRCare Health



**PENNY WHEELER**  
President & CEO, Allina  
Health



**PING YEH**  
CEO, StemoniX



# LEGISLATIVE INFLUENCE

As The Global Epicenter of Health Innovation and Care™, Medical Alley companies continue to lead in devising innovative therapies, updated value-based agreements, and new models for care delivery.

For innovation and growth to happen, it is imperative that the right policies are in place in order to foster an environment in which businesses can thrive.

We are proud to advocate on behalf of our Medical Alley members, and we continue to bring decision makers together to ensure that the voices of Medical Alley companies are heard by policymakers, both here in St. Paul and in Washington, D.C., so that this storied region can continue to innovate, grow, thrive, and succeed for the betterment of healthcare worldwide.

## State Advocacy

### Historic 2020 Legislative Year

The 2020 Minnesota Legislative Session was not immune to the effects of COVID-19 and would go on to hold a record seven special sessions by the end of the year.

When the COVID-19 pandemic began, the Medical Alley Association quickly pivoted its legislative priorities to address pandemic policy issues.

We worked closely with government officials – at all levels of government – to ensure proper designations for our members so that they could continue their critical research and clinical trials, along with ensuring that manufacturing companies essential to producing equipment in the fight against COVID-19 would remain open and have the necessary PPE to keep their employees safe.

In October, the Minnesota Legislature passed a \$1.87B bonding bill. Throughout these negotiations, we strongly advocated for three bonding projects on behalf of our members, all three of which were included in the final bill:

- The University of Minnesota Clinical Research Facility Design Financing
- Runway Improvements at Rochester International Airport
- City of Maple Grove / Hennepin County – Highway 610 Improvements

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In the early days of the pandemic, we learned that one of our international suppliers had suspended operations due to their country's strict stay-at-home orders. **We immediately reached out to the Medical Alley Association, and they were able to leverage their congressional relationships to help reopen the supplier**, thereby allowing us to continue to produce pulse oximetry units, a crucial tool in the fight against COVID-19.

– Dave Hemink,  
Chief Executive Officer



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Through the Medical Alley Association's relationships with policymakers, they were able to ensure that time sensitive R&D efforts could continue during early shelter-in-place orders, **allowing us to continue our work on behalf of patients throughout a difficult time.**

— Dr. Jeff Ross,  
Chief Executive Officer



**“THE MEDICAL ALLEY ASSOCIATION’S ADVOCACY ON BEHALF OF THE ENTIRE MEDICAL ALLEY REGION IS CRITICAL FOR ITS LONG-TERM VIBRANCY AND SUCCESS. MAA’S SUPPORT OF KEY INFRASTRUCTURE PROJECTS, SUCH AS THE ROCHESTER AIRPORT EXPANSION, FURTHER ENSURES THAT MEDICAL ALLEY REMAINS THE HEART OF THE TRANSFORMATION OF HEALTHCARE.”**

– Piper Nieters Su, Division Chair, External Relations



In mid-December, during the final special session of 2020, the state legislature passed a bill that provides technical changes to previous COVID-19 relief bills, including extending the coverage expiration date for telemedicine services from February to June 2021. Prior to this bill’s passage, our Policy and Advocacy Director Lilly Melander testified before the Minnesota House Health and Human Services Finance Committee in support of this extension, and we are glad to see that these important items were included in the final bill.

## Medical Alley Day at the Capitol

We hosted our annual Medical Alley Day at the Capitol on February 24, 2020 – one of the last in-person gatherings we were able to have before the COVID-19 pandemic.

Every year, this day serves to bring together legislators and Medical Alley companies through individual legislator meetings, an exclusive luncheon with key policymaker leaders, and a Medical Alley Showcase in the Capitol Vault.

Medical Alley Day at the Capitol serves as another example of how we continue to connect policymakers with Medical Alley companies, ensuring that key decision makers are hearing directly from companies that are leading the charge in transforming healthcare.



Events in photos took place prior to COVID-19 pandemic



GrandPad appreciates the opportunity to showcase our product in front of lawmakers, and **Medical Alley Day at the Capitol does a fantastic job at making those connections**, ensuring that our voice is heard.

– Jay Hansen,  
Head of Business Development



The Medical Alley Association **brings member companies together with lawmakers in a variety of ways**, and Medical Alley Day at the Capitol is a great example of this, allowing the opportunity for Starkey to showcase our industry leading hearing healthable technology.

– Michael Scholl,  
Chief Compliance Officer & Executive Vice President of Corporate Relations



## Medical Alley Healthcare Ecosystem Hearing: Powering the Evolution of Healthcare

In early March before the pandemic started, four early-stage Medical Alley companies **testified** before the Minnesota Senate Committee on Health and Human Services Finance and Policy on the transformation of healthcare in Medical Alley.

## State Telehealth Policy Framework

Even before COVID-19, the Medical Alley region led in the integration and adoption of telehealth, and telehealth policy remains a priority as it continues to be a critical component of providing quality care during the pandemic and beyond.

In mid-October, we released our **State Telehealth Policy Framework** to provide policymakers with a lens through which to analyze existing and future telehealth policies. This framework serves as another important chapter in Medical Alley's history of leadership, and we will continue to advocate for patient-friendly, forward-looking telehealth policies at both the state and federal levels.

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For innovation to continue, it's so important to have someone advocating for policies that will ensure this success doesn't stop. Because of the Medical Alley Association, **Nuvaira was able to share with state policymakers how Medical Alley companies are driving the transformation of healthcare.**

— Dr. Dennis Wahr,  
President & Chief Executive Officer

**NUVAIRA™**

“  
”

The Medical Alley Association is an excellent advocacy group and getting the opportunity to address the Minnesota Legislature was an honor for NightWare. This hearing focused on medical device innovation in Minnesota and is **one of many valuable opportunities Medical Alley has provided NightWare throughout our development.**

— Grady Hannah,  
Chief Executive Officer

**NightWare™**

## Patient Advocacy

Patients are at the core of Medical Alley. Every day, Medical Alley companies work hard to improve patient outcomes and pursue innovations that will change lives, ultimately transforming the future of healthcare.

We continue to advocate for more accessible treatments and cures by urging lawmakers to remove barriers for patients on medical assistance to allow for them to participate in clinical trials. Often times, participants in clinical trials do not reflect the broader population, and it is imperative that we expand access to more patients in order to increase the efficacy of new and emerging treatments.

We strongly advocated for legislation that the Minnesota state legislature ultimately passed at the end of regular session that would safeguard clinical trials for those on medical assistance. This brings us one step closer to ensuring that clinical trials are inclusive and reflective of the population, leading to better treatments for all.

**“THE MEDICAL ALLEY ASSOCIATION’S COMMITMENT TO IMPROVING ACCESS AND OUTCOMES FOR ALL PATIENTS IS GREATLY APPRECIATED. THEY WERE A KEY PARTNER AND SUPPORTER OF LEGISLATION TO REMOVE FINANCIAL BARRIERS TO CLINICAL TRIAL PARTICIPATION, ALLOWING MORE MINNESOTANS TO BENEFIT FROM THE LATEST RESEARCH AND INNOVATION.”**

*– Emily Myatt, Minnesota Government Relations Director*



## Federal Advocacy

Building on our successful advocacy throughout 2019 on issues such as the repeal of the medical device excise tax, we continued to expand our presence and actively work on behalf of our members in our nation's capital throughout 2020.

We worked closely with members of the Minnesota delegation on legislation focused on bringing additional investment into Medical Alley and giving innovators immediate access to select tax credits and deductions so they can continue with their life-saving work during the pandemic. We also connected the Minnesota delegation with work being done by Medical Alley Association members, including those working on solutions that could help COVID-19 patients in recovery, as well as those targeted to help improve on existing health disparities.

We also submitted multiple formal comments on proposed rules from the Centers for Medicare and Medicaid Services (CMS). Our comments were focused on bringing the perspective of the entire healthcare ecosystem forward, with suggestions on how the proposed regulations could be adjusted to increase access, improve patient outcomes, and lower the overall cost of care.

We recently hired **The Petrizzo Group**, a lobbying group based in Washington, D.C., to help us grow the reach and influence of the Medical Alley region and our members. With a new administration and closely divided congress, it is a good opportunity to bring the insight and expertise of Medical Alley to policymakers and regulators from around the country.



The Medical Alley Association's tireless advocacy on behalf of its members and their patients continues to provide support to Minnesota-based companies and medtech employees. **The awareness and support of Minnesota's congressional delegation, at the state and national levels, is largely due to their bipartisan bicameral efforts, and is a huge asset for our medtech industry.**

– Nadim Yared,  
President & Chief  
Executive Officer,

**CVRx**<sup>®</sup>

## Medical Alley In The News



**Companies Gear Up for Biden Administration with Lobbyist Hiring Spree**



**Minnesota Companies Reach Out to Biden Transition Team to Help with Pandemic**

## Access to Policymakers & Key Decision Makers

The Medical Alley Association facilitates connections and interactions between policymakers and our members, ensuring that Medical Alley companies' voices are heard.

### Value-Based Healthcare Roundtables with U.S. Representatives Angie Craig and Dean Phillips

In 2020, we hosted two private roundtables on value-based care with U.S. Reps. Angie Craig and Dean Phillips. In February, the U.S. representatives joined a group of Medical Alley leaders in-person. In August, the group convened again to further the discussion started in February but this time, virtually and through the lens of COVID-19.



*Events in photo took place prior to COVID-19 pandemic*

### The Value of Clinical Trials for Cancer Patients in Minnesota with State Senator Michelle Benson and Former State Representative Hunter Cantrell

Prior to COVID-19, we hosted a [talk](#) that brought together State Senator Michelle Benson and former State Representative Hunter Cantrell with leaders and patients from across the healthcare spectrum to discuss the value of clinical trials for cancer patients in Minnesota.



*Events in photo took place prior to COVID-19 pandemic*

## Medical Alley in Washington, D.C.

We also traveled to Washington, D.C. before the pandemic to bring the perspective of Medical Alley to federal lawmakers.

We met with U.S. Reps. Angie Craig, Tom Emmer, Ilhan Omar, Dean Phillips, and Pete Stauber, along with staff from the other Minnesota House and Senate offices.

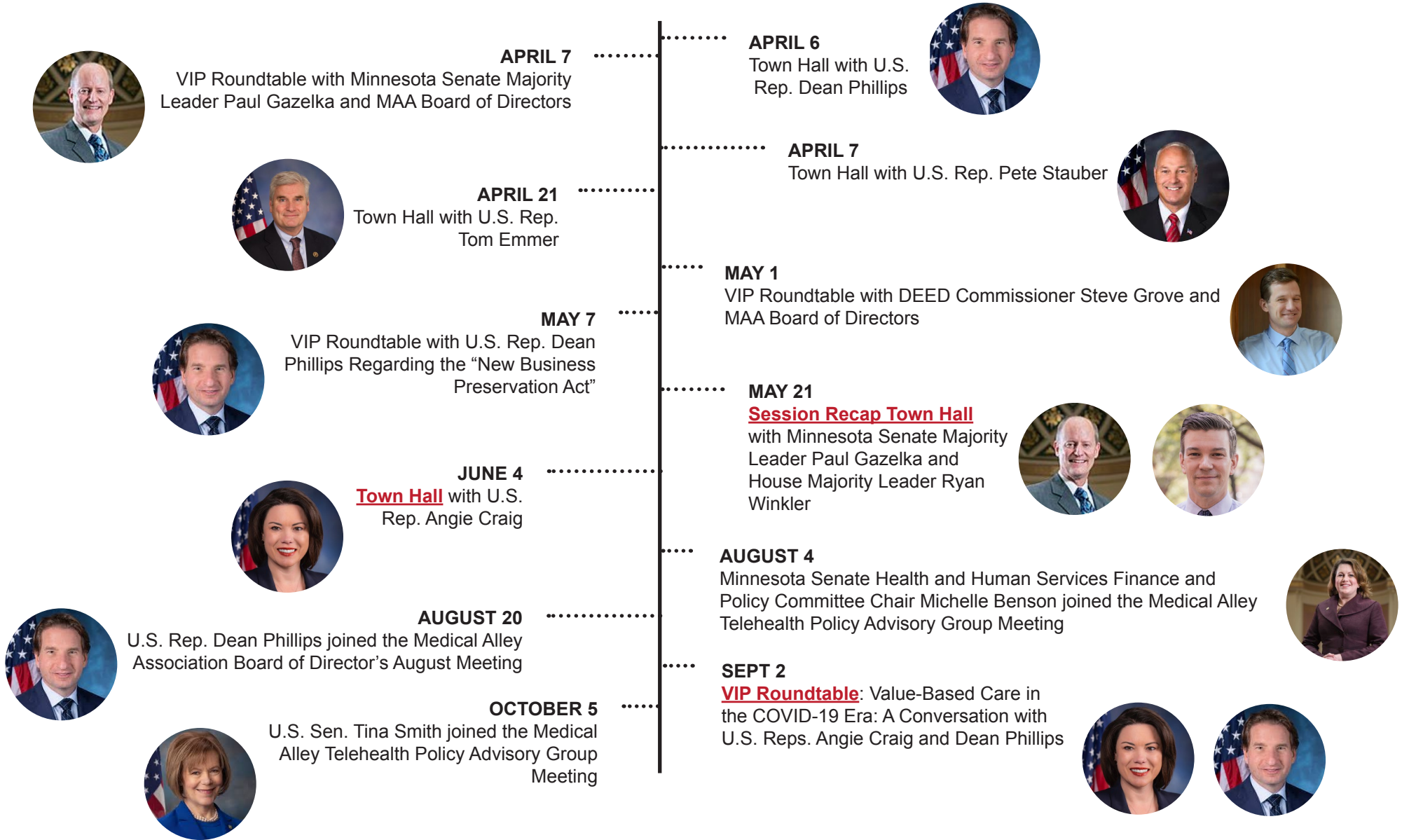


*Events in photos took place prior to COVID-19 pandemic*

## Centers for Medicare & Medicaid Services (CMS) Announces Rule Targeting Patient Access to Innovative Technology

We welcomed former CMS Administrator Seema Verma to Minnesota in August for a socially-distanced tour of University Enterprise Laboratories and a roundtable discussion on spurring innovation in healthcare following CMS' announcement of a new proposed rule, Medicare Coverage of Innovative Technology. U.S. Rep. Tom Emmer joined, as well as leaders from several Medical Alley companies.

# Virtual Town Halls & Roundtables with Legislative Leaders and Key Decision Makers





# MEDICAL ALLEY CONTINUES TO LEAD THE FIGHT AGAINST COVID-19

Medical Alley is home to so many of the companies making headlines around the world in the battle against COVID-19, and the region continues to be at the forefront.

Over this past year, the Medical Alley community has led the fight against COVID-19, developing new tests and therapies, hosting clinical trials, and delivering the vital PPE and ventilators needed to save lives.

During the pandemic, many familiar companies captured headlines: Ecolab, FedEx, Mayo Clinic, Medtronic, 3M, and many others.

**What do all of these leaders have in common? They can be found right here, in Medical Alley.**

Minnesota's Medical Alley has long been known as The Global Epicenter of Health Innovation and Care™, and, through this last year's challenges, the region has demonstrated exactly why the world turns to Medical Alley to solve the biggest problems.

In mid-October, the Medical Alley Association published [\*\*IMPACT: Medical Alley and the COVID-19 Pandemic\*\*](#) to showcase Medical Alley companies and their efforts in continuing to meet the demands of a COVID-19 world, delivering the highest quality products, tapping into innovative new models and partnerships to ramp up production of supplies, and transforming healthcare to adapt to this crisis and beyond.

We are proud to serve the incredible leaders and organizations that have shaped the world's response to COVID-19, and we will continue to fight for the health technology and care sectors to ensure that Medical Alley companies can continue their groundbreaking and transformative efforts.

# Resource Connect & COVID-19

We launched the COVID-19 Resource Connect tool to rapidly coordinate the response to PPE shortages by matching manufacturers willing to shift production to the most needed supplies, or those with available supplies on-hand, with frontline healthcare providers in need.

During the first two weeks of Resource Connect while the state organized to determine their procurement needs, we quickly supported requests coming in via the online tool, moving critical equipment to providers and cataloging capabilities and interests of others who could be activated to assist in the response if necessary.

We are proud to have served the community in this capacity during the early days of the pandemic, and we continue to remain in close contact with state leaders to move supplies and equipment as necessary.



## Resource Connect In The News



**Backlog of COVID-19 Tests Is Eliminated  
With Mayo's Help**



**Twin Cities Organization Launches Medical  
'Matchmaker' During COVID-19 Pandemic**



**Minnesota Manufacturers Answer Call To  
Produce Medical Products In Short Supply**



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The Medical Alley Association worked closely with us to secure vital PPE and other life-saving equipment in the early days of the pandemic. **They facilitated connections that allowed us to receive test swabs, ventilators, and sanitizer during a crucial period where it was nearly impossible to source the necessary supplies anywhere,** and we are truly grateful for their assistance.

– Mary Edwards,  
Vice President, Public Policy



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Through a connection via the Medical Alley Association, CentraCare received a large donation of PPE from another Medical Alley member company during a critical time in the fight against COVID-19. **We are so appreciative of those in the Medical Alley community willing to help and for the Medical Alley Association's ability to make these important connections.**

- Dr. Ken Holmen,  
President & CEO




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”

So proud to be a member of Medical Alley, at The Global Epicenter of Health Innovation and Care™, for their incredible contributions that **have helped people move through this pandemic more safely.**

- Kathleen Skarvan,  
President & CEO  
**ELECTROMED, INC.**

“  
”



The Medical Alley Association was able to quickly connect us with a local hospital who was in need of supplies we were looking to donate. We are so glad that **the association was able to facilitate that connection and that we were able to assist those in our community.**

– Joy King,  
Executive Director  
& Chief Advancement Officer



# THE MEDICAL ALLEY ASSOCIATION DELIVERS

The Medical Alley Association is the nerve center of the vibrant community that is Medical Alley. During a normal year, we typically host a variety of in-person events to bring together thousands of leaders to network and collaborate.

2020 was obviously different.

When the pandemic began, and it became clear that it was no longer safe to meet in-person, we quickly pivoted to virtual offerings to ensure that our members – and the community – were able to continue to connect.

We launched two new webinar series – **Bringing The Future Forward** and **What Now, What Next** – to provide critical information as it relates to the pandemic, along with **The Medical Alley Podcast**.

While nothing can ever fully replace in-person events or meetings, our two webinar series and podcast episodes have delivered important intelligence to the community, not only on how COVID-19 has accelerated change in the healthcare industry, but also to provide critical resources as organizations continue to navigate this new world. We are proud to have brought together leaders from every sector of healthcare, from all sizes of companies, on a myriad of topics, for these exclusive conversations during this challenging year.



# Events and Virtual Offerings

Our year kicked off with Women in Health Leadership, a quarterly event that we have hosted for nearly a decade. The event, hosted in-person before the pandemic, featured Erica Barnes, Executive Director of Chloe's Fight Rare Disease Foundation and a sold-out crowd of over 200 attendees.

## JANUARY 20, 2020 WOMEN IN HEALTH LEADERSHIP

FEATURING



**Erica Barnes**  
Executive Director



CHLOE'S FIGHT RARE DISEASE FOUNDATION  
Because every child deserves the chance to fight.



*Events in photos took place prior to COVID-19 pandemic*

**“INCREDIBLY UPLIFTING AND POSITIVE EXPERIENCE BOTH AS A WOMAN, LEADER AND ENTREPRENEUR IN THE MEDICAL DEVICE SPACE!”**

*– Women in Health Leadership Attendee*

**“THIS SERIES CONTINUES TO DELIVER! EVERY TIME I LEAVE THESE EVENTS, I LEAVE WITH NEW INSIGHTS, NEW ENERGY, AND NEW FRIENDS.”**

*– Women in Health Leadership Attendee*

# EXCLUSIVE CONVERSATIONS FROM HEALTHCARE'S LEADING ORGANIZATIONS

Medtronic MN SBIR Omcare.

Kindeva DRUG DELIVERY AiRCare HEALTH FAIRVIEW

Aldevron CentraCare™

BlueCross BlueShield Minnesota DEPARTMENT OF LABOR AND INDUSTRY AMPLI

ELECTROMED, INC. bind

Boston Scientific PreferredOne®

Allina Health | aetna®

excelera ZIPNOSIS

GRAVIG Ochsner BEST BUY Health

BE THE MATCH mymeds ECOLAB®

biotechne SANVELLO pops

HABITAWARE 3M learntolive

UEE Nortech stryker

THE PETRIZZO GROUP NONIN Chanl Health

# 18%

GROWTH IN  
ATTENDEES  
SINCE 2019

REACHING MORE THAN  
**5,000**  
HEALTHCARE LEADERS

JUNE 17

Supply Chain Operations in the Age of COVID-19: What We Know & Where We Go



**Craig Broman**  
Chief Operating Officer,  
CentraCare



**Christine Meidinger**  
Vice President of  
Operations, Nonin Medical



**Scott Munson**  
Global Supply Chain  
Leader, 3M

⋮

JULY 23

Return to Work Preparedness Plans: A Practical Discussion



**Nicole Blissenbach**  
Assistant Commissioner,  
Minnesota Department  
of Labor and Industry



**Diane Rucker**  
Executive Director,  
University Enterprise  
Lab

⋮

AUG 12

Making a Commitment and Following Through on Building a Diverse, Equitable, and Inclusive Company



**Roxane Battle**  
Vice President of Advocacy  
& Community, Sanvello



**Ebony Travis Tichenor, MBA, PHR**  
Director, Global HR & EEO  
Policy, Programs & Audit,  
Boston Scientific



**Dr. Rajiv R. Shah**  
Founder & CEO, MyMeds

⋮

APRIL 2

Stop the Spread: How to Protect Employee Health During COVID-19



**Jay D. Miller**  
President & CEO,  
Nortech Systems, Inc.



**Linda Homan, RN, BSN, CIC**  
Senior Manager of  
Clinical Affairs, Ecolab

JUNE 23 & 25

Coming Together to Address the Crisis in Mental Health



**Jodi Hubler**  
President, Bind  
Benefits



**Asheesh Saksena**  
Former President,  
Best Buy Health



**Jaclyn Wainwright**  
CEO, AiRCare  
Health

AUG 4

Straight Talk on Health Inequities: This Crisis Must Be Addressed



**Craig E. Sammit**  
President & CEO,  
Blue Cross and Blue  
Shield of Minnesota



**Christopher Warlick, MD, PhD**  
Assistant Professor  
in Urology, M Health  
Fairview

FEATURING PANELISTS FROM SIX  
**FORTUNE 500**  
 ORGANIZATIONS

BRINGING  
 TOGETHER  
 LEADERS FROM

37  
 TOP  
 HEALTHCARE  
 ORGANIZATIONS

SEPT 30

The New Normal? Caring For Your Team and Keeping Your Culture Intact



**Dale Cook**  
 CEO, Learn to Live



**Kathleen Skarvan**  
 President & CEO, Electromed, Inc.



**Matt Walter**  
 Vice President Human Resources, Diabetes, Medtronic

NOV 12

Raising Capital from Medical Alley's Largest Early Stage Investor



**Pat Dillon**  
 Director, Minnesota SBIR/STTR



**Sameer Kumar**  
 CEO, HabitAware



**James Kent**  
 CEO, Amplio

NOV 23

Medical Alley's Cellular Therapy Revolution



**Michelle Berg**  
 President, GMP Nucleic Acids, Aldevron



**David Eansor**  
 President, Protein Sciences Segment, Bio-Techne



**Amy Ronneberg**  
 CEO, Be The Match

DEC 16

How the Biden Administration and a Closely Divided Congress Will Impact Medical Alley and Healthcare



**Megan Burke**  
 Vice President, The Petrizzo Group



**Bobby Patrick**  
 VP, Strategic Growth & Policy, The Medical Alley Association



**T.J. Petrizzo**  
 President & CEO, The Petrizzo Group

SEPT 29

Is the Digital Health Revolution Here Today, Gone Tomorrow?



**Dr. Sameer Badlani**  
 CIO, M Health Fairview



**Nichole Melton Mitchell**  
 COO, Allina Health | Aetna



**Jon Pearce**  
 CEO, Zipnosis

OCT 29

Virtual Marketing. Real Sales: Going to Market in Today's Environment



**Elisabeth Johnson**  
 Head of B2B Marketing, Gravie



**Brandon Schnitker**  
 Director of Marketing, Stryker



**John Vasilakos**  
 Global Head of MTS Business Development & Senior Research Immunologist, Kindeva Drug Delivery

NOV 19

The Patient Will See You Now: Moving from Patient to Consumer Centricity



**Lisa Lavin**  
 Founder & CEO, Omcare



**Jared Sieling**  
 Founder & CEO, Chanl Health



**Lonny Stormo**  
 Co-Founder & CEO, Pops Diabetes Care

DEC 9

COVID-19 and Specialty Pharmacy: Impacts and Responses to High-Risk Patient Populations



**Sheena Babin, PharmD, CSP**  
 Director of Pharmacy Clinical Services & Business Development - Specialty Pharmacy, Ochsner



**Meredith Holt**  
 National Vice President of Health Systems, Excelera



**Samir Mistry**  
 Vice President of Pharmacy, PreferredOne



# THE MEDICAL ALLEY PODCAST

The Medical Alley Podcast was launched as another way for us to showcase the stories of our members and demonstrate the ways in which they are leading the future of healthcare.

*Leadership Through a Crisis* profiled Medical Alley leaders about their experiences guiding their organizations through the early days of the pandemic.

*From Challenge to Champion* highlighted leaders who used personal challenges and tragedies as fuel for action, ultimately leading to the creation of innovative new companies and care solutions.

And we've also repurposed our webinars into podcasts to make it even easier to consume our content.

Make sure to subscribe to The Medical Alley podcast [here](#) for these exclusive conversations.

# HEAR FROM THE LEADERS OF HEALTHCARE'S MOST NOTABLE ORGANIZATIONS



## The Path Forward

While 2020 challenged us all, Medical Alley continues to move forward. Over the past couple of years, the Medical Alley community has defined our biggest challenges, and the Medical Alley Association has prioritized delivering solutions to these challenges. As we enter 2021, we will continue to support the issues associated with the pandemic, while delivering on the commitments we have made to the community. Here is what you can expect from the Medical Alley Association in 2021:



### The Silicon Valley of Healthcare – Branding Campaign

In 2021, we will tell the story of Medical Alley. Working with proud Medical Alley member company Media Bridge Advertising, we will launch a national campaign, targeted at key influencers, healthcare leaders, investors, and entrepreneurs to further solidify Medical Alley as The Global Epicenter of Health Innovation and Care™.



### Medical Alley Starts

We are committed to being a catalyst for the growth of our entrepreneurial ecosystem. Medical Alley Starts will assist entrepreneurs in lowering the costs to start, scale, and pivot new ventures in Medical Alley. In 2021, we will launch programs that will provide additional services that will positively impact Medical Alley's ability to attract capital, talent, and support the growth of new ventures.



### Talent Attraction & Development

In 2020, we built strong relationships with human resources and talent leaders within the Medical Alley region to understand the changing talent needs to keep and grow Medical Alley's leadership position. In 2021, we will work with leaders to develop the necessary actions to meet this challenge, including using our branding campaign to attract talent to Medical Alley.



## Advocacy & Public Policy

In 2020, we quickly stepped up to deliver the voice of Medical Alley addressing the challenges of the pandemic. We established Resource Connect to support the state. We established a Telehealth Policy Committee to weigh in on the significant opportunities for changes in policy forced by the pandemic. In 2021, that momentum will continue. We will continue to work with Governor Walz and our state legislature to improve our competitive position. We are engaging the Biden Administration to bring the expertise and input of our members to the changing federal landscape. We have also engaged a Washington-based consulting firm to assist in capturing a broader audience outside of the Minnesota congressional delegation.

## Healthcare Transformation Initiative at Medical Alley (HTI-MA)

In 2020, we worked with Accenture to complete phase one of the Healthcare Transformation Initiative at Medical Alley (HTI-MA), which included many interviews with leaders both within and outside of Medical Alley to uncover the realities of today's healthcare and how we can work together to move healthcare forward toward value-based care.

As the pandemic continues to shape new opportunities for the acceleration of healthcare transformation, Medical Alley will define the projects and working groups that can inform the most significant opportunities for change. In 2021, we will examine the healthcare supply chain and the impacts of health inequities.

## International Business Development

Medical Alley is becoming the location of choice for global innovators seeking a U.S. presence or market entry. In 2021, we will further expand our efforts and partnerships with targeted countries.

# BECOME A PART OF THE COMMUNITY THAT IS TRANSFORMING HEALTHCARE

The Medical Alley Association provides a unique connection to a community of leaders that are powering the evolution of healthcare.

Members gain access to exclusive content and insights, public policy expertise, and opportunities to meet and collaborate with other leaders in the healthcare ecosystem. The Medical Alley Association helps companies accelerate their growth and amplify their messages. We champion the unique qualities of Medical Alley to attract the attention, talent, and capital that fuel future success.



## AMPLIFYING MEMBERS' STORIES

The Medical Alley Association works hard to amplify member company's successes. We share press releases on our website, in our weekly newsletter, and across our social channels to increase the profile of member companies.



## INFLUENCING PUBLIC POLICY

The Medical Alley Association ensures our members' voices are heard both in St. Paul and Washington, D.C. With deep ties across every level of government, we influence, educate, and build strong coalitions to improve the business environment to ensure that health technology and care companies in Medical Alley can thrive.



## SAVING MEMBERS MONEY

All Medical Alley Association members have access to the BIO's Business Solutions Program through our partnership with the Biotechnology Innovation Organization (BIO). The BIO Business Solution's Program is the largest cost-savings program for the life sciences industry, with the average member saving nearly six figures.



**“AS A NEW COMPANY IN 2020, KINDEVA DRUG DELIVERY (SPUN OUT OF 3M IN 2020) HAS FOUND MEDICAL ALLEY TO BE AN IMPORTANT RESOURCE AS WE BUILD OUT OUR TEAM. WE LOOK FORWARD TO ENGAGING WITH MEDICAL ALLEY ON PUBLIC POLICY ISSUES IN 2021.”**

– Aaron Mann, Chief Executive Officer



**“AS A RAPIDLY GROWING EARLY-STAGE COMPANY, THE MEDICAL ALLEY ASSOCIATION HAS PROVIDED US WITH INFORMATION, REFERRALS, AND ACCESS TO TOP TALENT. MORE IMPORTANTLY, THE ASSOCIATION REPRESENTS THE INNOVATIVE COMPANIES AND LEADERS IN THE MEDICAL ALLEY REGION AND, FOR THAT, ODONATA IS PROUD TO BE A PART.”**

– Ann Holder, Chief Executive Officer



**“WHAT THE MEDICAL ALLEY ASSOCIATION HAS BROUGHT TO THE TABLE IS AN UNDERSTANDING OF THE MARKETPLACE AND THE SERVICES WE OFFER. THE UNPARALLELED REGIONAL CONNECTIONS HELP YOU BUILD CONNECTIONS, IMPROVE YOUR BRAND, AND POSITION YOUR COMPANY FOR SUCCESS.”**

– David Shenberger, Vice President, Marketing



### **ACCESS TO TOP TALENT**

As Medical Alley continues to grow, attracting top talent to this region remains a top priority, and [the Medical Alley Association Job Board](#) helps fill that need. All Medical Alley Association members have the ability to post an unlimited number of job postings on our MAA Job Board at no additional cost, which is the most trafficked page on the MedicalAlley.org website.



### **CONNECTING THE DOTS**

The Medical Alley Association provides connections that move business forward – from connecting businesses to new partners, new customers, experts, or talent, the association is the hub of those connections.

**JOIN THE MOST INFLUENTIAL  
HEALTHCARE COMMUNITY  
IN THE WORLD!**



# THANK YOU TO OUR FOUNDATIONAL MEMBERS

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# THANK YOU TO OUR SUSTAINING MEMBERS

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