



**MEDICAL
INDUSTRY
LEADERSHIP
INSTITUTE**

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA



The Carlson School of Management's Medical Industry Leadership Institute (MILI) is shaping the future of the medical industry and driving innovation through cutting-edge leadership education, research, and market development.

MILI achieves this mission by offering a best-in-class MBA program with specialized knowledge of the medical industry. Our students join the leadership-track programs of the largest and most creative medical industry firms, ranging from insurers to healthcare providers, consultants to medical technology manufacturers.

We are committed to creating opportunities for mutual student and industry benefit through experiential learning that enables and accelerates new innovations. Our classes cover hands-on product development, financing, market research, and management plans—cultivating the next generation of leaders for the ever-evolving healthcare landscape.

MILI is, above all, a collaborative forum that supports the medical industry and those who lead it at every stage. MILI's vast connections create consistent top-level engagement among students, entrepreneurs, policymakers, business leaders, and financiers all focused on the advancement of the medical industry on a sustainable global scale.

“MILI prepares students for the reality of the healthcare system. Classes help students understand the complexity of the industry and teach them to balance the competing priorities between health, healthcare, and business.”

ARCHELLE GEORGIU / PRESIDENT • *Georgiou Consulting, and MILI Executive in Residence*



MILI COMMUNITY

By bringing together members of the medical industry community, MILI creates collaborations and partnerships to inspire innovation and prepare leaders for the advancement of the entire healthcare industry.

LEARN

Courses

MILI and the University of Minnesota offer a wide variety of courses intended to enhance students' understanding of the medical industry and to prepare them for successful and rewarding careers. The Medical Industry Valuation Laboratory is MILI's signature course, bringing together students from across the University to conduct rapid market assessments for new medical innovations.

Faculty

MILI faculty members bring a wealth of experience from both academia and industry combining research prowess with practical insights to deliver valuable lessons to the next generation of healthcare leaders.

Students

MILI connects students from different colleges across the University. These emerging leaders engage in a wide array of professional, educational, and innovative events focused on different sectors of the medical industry.

COLLABORATE AND INFLUENCE

National Industry Council

Comprised of senior-level executives from a variety of global and national firms, the council supports MILI, its mission, and the Carlson School. Member firms and their representatives provide leadership in several key areas, such as joint venture research projects, national outreach, general advocacy and ambassadorship, and guidance on the development of programs.

Executives in Residence

MILI's Executives in Residence (EIR) program invites highly accomplished leaders from the public, private, and nonprofit sectors to enhance the academic environment by sharing their professional expertise. Our executives in residence are doctors, executives, entrepreneurs, researchers, and more.

Affiliates

Comprised of alumni of the Medical Industry specialization and industry professionals, affiliates are a network of professionals who share their experience and expertise, not only with each other but in close partnership with students.

NATIONAL INDUSTRY COUNCIL MEMBER FIRMS INCLUDE:

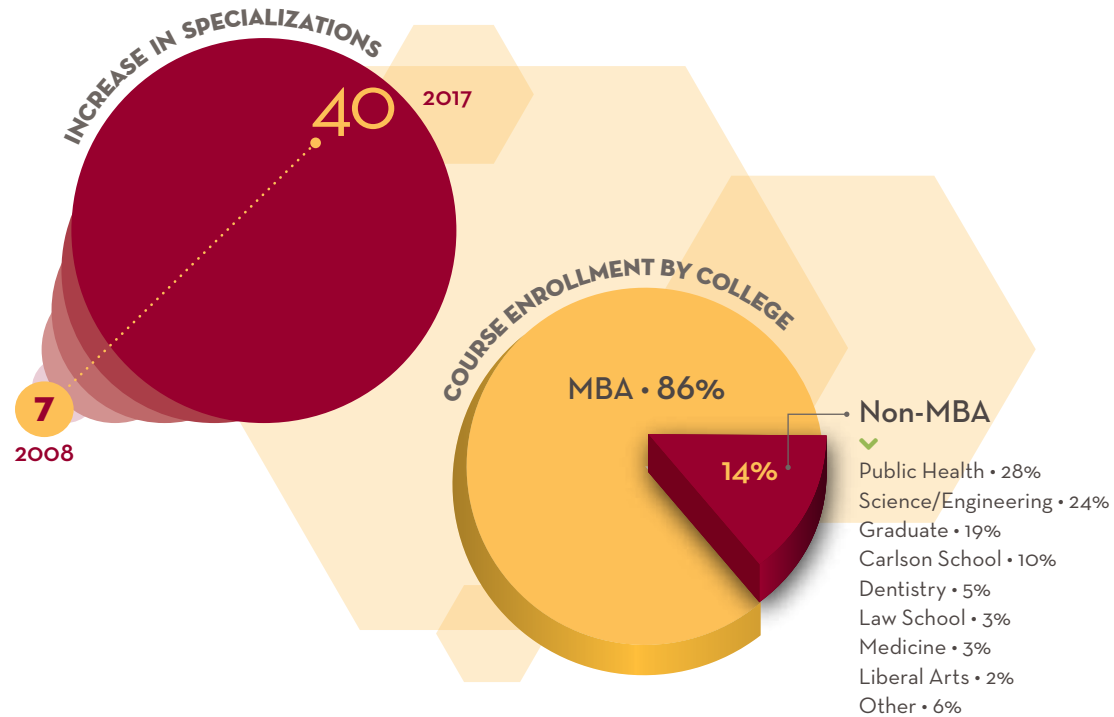
Accenture	Dorsey & Whitney LLP	McKesson
Bates White	Evergreen Medical Technologies	Medtronic
Blue Cross and Blue Shield of Minnesota	HealthPartners	Merck & Co.
Boston Scientific	Mayo Clinic	Pfizer
		UnitedHealth Group

LEARN

Specialize in a Growing Industry

The Medical Industry specialization prepares students for leadership-track careers in functional areas of the medical industry, including finance, marketing, consulting, operations, and information technology.

Each year, on average, 30 students earn their Medical Industry specialization, with the majority of those students coming from the Carlson School. MILI courses draw students from 13 of the 18 colleges at the University.



Our academic program allows students to:

- Understand the landscape of the entire medical industry in preparation for leading initiatives with a broad impact on business and society
- Engage in detailed analysis of specific topics, firms, and industry sub-sectors
- Study with leading scholars engaged in cutting-edge research in partnership with firms located in the Twin Cities and around the world
- Develop skills and knowledge through supervised experiential learning opportunities

Take Courses

MILI courses span all sectors of the industry, from healthcare delivery and innovation to new medical technology. Students will gain an understanding of the overall medical industry and how the different sectors interact in the Healthcare Marketplace overview course. From there, they can delve into a variety of courses covering topics such as physiology, reimbursement, public-private sector interactions, healthcare information technology, policy, pharmaceuticals, and medical devices.

Students learn from world-class faculty who boast real-world experience and expertise. They are doctors and executives, researchers and consultants, bringing a variety of perspectives that will provide students with a well-rounded understanding of the medical industry.

Visit z.umn.edu/MILIFaculty for full faculty biographies.

Engage with your Peers

The Medical Industry Leadership Institute Student Association works to develop and promote a sustainable network of students and local and global professionals. This network creates opportunities for success in the medical industry while also fostering intellectual inquiry, interdisciplinary exchange, and a collegial, supportive environment through:

- Networking events
- Lunchtime discussions with high-level executives
- Local company tours
- Mentorship programs

“I have watched the growth of this program and its remarkable impact on students in preparing them to hit the ground running as they enter healthcare companies. MILI benefits both the graduates and their employers.”

SUSAN ALPERT / FORMER SENIOR VICE PRESIDENT AND CHIEF REGULATORY OFFICER • Medtronic / Current PRINCIPAL • SFA Consulting, and MILI Executive in Residence

“The MILI program offers courses spanning all of the pertinent subject matter to prepare you for a new, or advanced, career in healthcare. The Healthcare Marketplace course is absolutely critical for anyone considering a career in health or just seeking to expand their knowledge of the healthcare system in the U.S. In my case, the Pharmaceutical Industry course was paramount in my preparation for a new career in pharmaceutical marketing.”

BROC A. MORGAN, '16 MBA / ASSOCIATE PRODUCT MANAGER • Cardiovascular Professional Marketing, Bristol-Myers Squibb

TEST YOUR SKILLS

Business School Alliance for Health Management Case Competition

MILI connects with other leading U.S. and international business schools through the Business School Alliance for Health Management (BAHM), a consortium of select programs offering healthcare concentrations. BAHM supports member schools through an annual case competition, shared student resources, a research journal, and more. Each year at the BAHM case competition, students converge for an in-depth exploration of a multifaceted problem facing the medical industry. Carlson School teams compete against groups from some of the top business schools in the country and have routinely placed in the top two.

Platou Leadership Competition

The Carl N. Platou Leadership Competition honors its late namesake, a visionary healthcare executive, by recognizing standout MBA students who are pursuing the Medical Industry specialization. Evoking Platou's inspirational leadership in the medical industry, the competition rewards students who have displayed strong leadership capabilities and innovative thinking.



“Most case competitions, they're like a day, a weekend, maybe a week. This was three months of research and strategizing. It's been so rewarding, because if I look back three months ago, there's no way I knew what I know now. It's not even just the knowledge but the networks you gain and the thought process.”

ALEX FENG, '18 MD-MBA • part of the Carlson School team that placed second at the 2017 BAHM Case Competition



ALEX FENG AND HEIDI DICKSON, FINISHED SECOND IN THE 2017 BAHM CASE COMPETITION.

2016 BAHM CASE COMPETITION, HOSTED BY MILI AND THE CARLSON SCHOOL.

EVEN AFTER CARL PLATOU'S PASSING IN 2012, STUDENT WINNERS ARE RECOGNIZED AT A LUNCH WITH HIS FAMILY, ALLOWING THEM TO HEAR PERSONAL STORIES ABOUT HIS LIFE AND CAREER.

DANNY PLOOSTER, '17 MHA-MBA, 2017 PLATOU LEADERSHIP COMPETITION FIRST-PLACE AWARD WINNER.

“I want to have a meaningful impact on the shift to value in healthcare. I want to make providers and patients come together to make living a healthy life simple. I know that today our system is broken in many ways, but there are a lot of incredible, passionate people working to fix it. I want to be a part of that solution.”

DANNY PLOOSTER, '17 MHA-MBA • 2017 Platou Leadership Competition first-place award winner

ACCELERATING INNOVATION THROUGH EXPERIENTIAL LEARNING

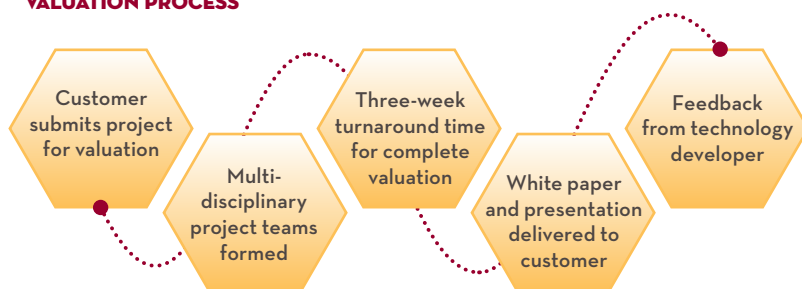
Valuation Lab

MILI's Medical Industry Valuation Lab conducts rapid market assessments for new medical innovations. Students in the course produce over 30 analyses per year, helping assess lifesaving ideas and streamlining the time to market for critical new products. The Valuation Lab has a wide audience, from students in eight different colleges at the University who want to gain hands-on, real-world experience, to clients and inventors who want a top-to-bottom evaluation of their medical technology and its prospects in the market, to recruiters looking for future employees.

By working together on cross-functional teams, students from different programs and backgrounds help each other fill gaps in experience. Don't know much about intellectual property? No problem, a law student can give you a brief lesson. Wondering what the pancreas does? Ask your medical student colleague. Will trying to build this invention defy the laws of physics? The engineer in the class can tell you. Not sure how to write your report? Technical writers from the College of Liberal Arts can assist. Never completed a market assessment? Ask your MBA teammate. Each team member not only has important skills and knowledge to share—they are able to learn just as much from their classmates.

After weeks of intellectual inquiry, the students prepare a mock client presentation for faculty critique, and, as the project closes, they give final recommendations to their clients. The hands-on experience developing strategies for translation of basic research into measurable improvement for patients benefits not only students but society as a whole.

VALUATION PROCESS



VALUATION COMPONENTS

- Technology
- Market Size/Potential
- Competition
- Intellectual Property
- Regulatory Analysis
- Technical Evaluation
- User Evaluation
- Finance/Reimbursement
- Recommendation

“The Valuation Lab prepares students to explore the complex intersection of business and science. It provides unmatched experience evaluating the potential for new technologies to be translated into commercial products.”

MARK MULVAHILL, '17 MBA, MSC CHEMISTRY / SOFTWARE ENGINEER • *Swoop Search*

COLLABORATE AND INFLUENCE

National Industry Council

Leaders from across the medical industry bring essential perspectives to MILI's National Industry Council. Council members offer guidance to ensure MILI's curriculum prepares students to meet industry needs and facilitate contact with industry firms to enhance graduate placement. The council, which includes representatives from a variety of medical industry sectors as well as banking and consulting organizations with medical ties, also advises on the development of programs that are relevant and timely to the business community.

Executives in Residence

MILI Executives in Residence (EIR) teach courses, connect the University and business communities, and generate fresh ideas borne out of their experiences in the medical industry. They come from a variety of backgrounds and bring different areas of expertise but share one thing in common: a commitment to passing on their knowledge and shaping the future of the medical industry.

MILI Affiliates Program

The MILI Affiliates Program brings together both alumni of the Medical Industry specialization and industry professionals around a mission of connecting and empowering individuals who have a passion to develop and expand the medical industry for the betterment of others and their communities. Members represent all sectors, from devices to insurers, care deliverers to research institutions, and everything in between. Together they share a common interest of working with each other, the medical industry, and their communities.

➤ Visit z.umn.edu/MILIAffiliates for more information, including a membership application.



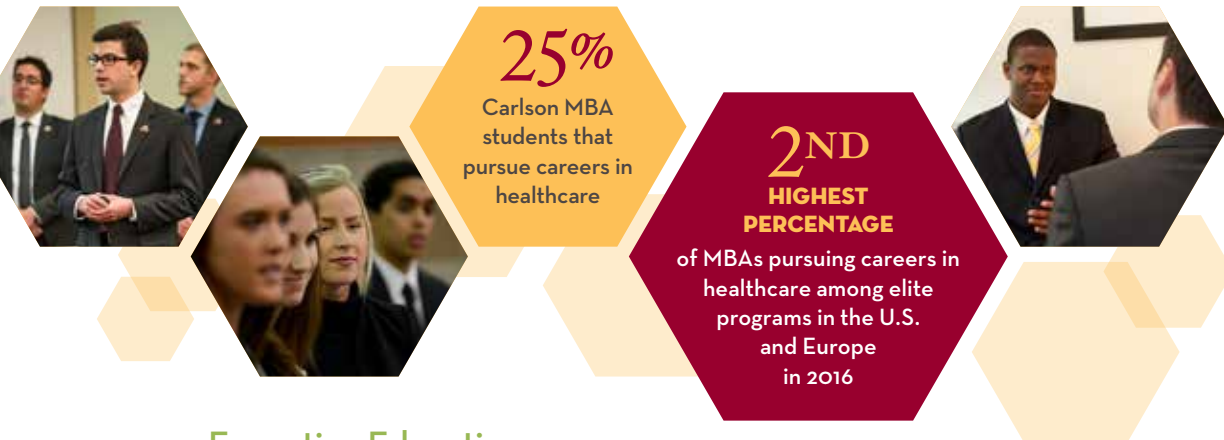
“My passion for MILI is driven by its mission and the engaged, diverse group of individuals it attracts. My experiences with MILI as a student—both in and out of the classroom—gave me the skills and confidence to analyze and navigate just about anything within the medical industry, which so many individuals and communities depend on.”

DANE STIMART, '16 MBA / GLOBAL PRODUCT MANAGER • *Medtronic*

Hire our Students

The Carlson School Graduate Business Career Center (GBCC) works closely with employers to connect students with professional opportunities that fit their skills, experience, and career goals. Healthcare is the top industry of choice among Carlson MBA students, so the GBCC is eager to engage with companies across the field. By working with the GBCC, companies can strengthen their brands on campus and connect with talented future employees.

➤ Visit z.umn.edu/HireMILI to learn more about the GBCC and connect with staff.



Executive Education

Keeping pace with an ever-changing industry requires a commitment to lifelong learning. MILI's Executive Education courses help healthcare professionals stay up to date, expand their skill sets, and forge valuable connections. Participants study the global healthcare landscape, analyze specific topics, companies, and industry sectors. They also work alongside peers, colleagues, and world-class academics on experiential learning projects with firms from around the world.

➤ Visit z.umn.edu/ExecMILI for more information and to learn about specific Executive Education opportunities.

Sponsor MILI

MILI is funded through the support of the National Industry Council, Valuation Lab partners, alumni, and friends, all of whom are committed to ensuring today's business students are equipped with an understanding and passion for healthcare. Their generosity allows MILI to offer unrivaled classroom experiences and events around the topics that are shaping the future of the medical industry.

➤ Support MILI: z.umn.edu/SupportMILI

“The EIR program benefits MILI, the students, the Carlson School, and the executives themselves. The interactions have been a win for everyone.”

THOM GUNDERSON / FORMER SENIOR RESEARCH ANALYST • Piper Jaffray, and current MILI Executive in Residence

Business Card

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