



MEDICAL INDUSTRY LEADERSHIP INSTITUTE (MILI)

February 2020

KEY UPDATES

Join MILI in Washington DC!



Washington D.C., March 10 - 13, 2020

Given how involved government can be in the medical industry, a strong understanding of how health policy is developed and enacted at the federal level is essential for smart industry leaders. Attendees will discover what goes on inside government, understand the impact of health data and its role in policy, learn from insiders about the activities of medical industry firms in D.C., and network with leaders and staff from the Administration, Congress, and advocacy/lobbying organizations focused on health care issues.

The trip will start with a MILI-hosted networking event on March 10 followed by 2.5 days of visits. Past visits have included US. Department of Health and Human Services, Healthcare Leadership Council, Pfizer, UnitedHealth Group, National Economic Council, The Morning Consult, FDA, and more.

Registration Fees
Current Students: \$50
Affiliates: \$100

Participants will be responsible for all personal expenses (hotel, flight, meals, etc.).

Student scholarships are available! [Click here to apply](#)

Register for the DC trip

Congratulations to Professor Stephen Parente!

Professor Stephen Parente, the Minnesota Insurance Industry Chair of Health Finance is now the Associate Dean of Global Initiatives, effective January 20, 2020.

Steve is a Professor in Finance and an expert on health finance and the medical industry worldwide, who is frequently called upon for his expertise by government departments. He will be bringing extensive leadership experience at the Carlson School, having served as the Associate Dean of MBA and MS programs from 2014-2017 and as the longest serving Director of the Medical Industry Leadership



Institute from 2006-2017. Steve has been extensively involved at CGI through the years, introducing the MILI Valuation Lab in Sweden and China and teaching in the DBA program in China. Most recently, he became the Academic Director for the newly established Medical Industry MBA with Tongji University in Shanghai.

Congratulations Dr. Archelle Georgiou!



MILI Industry Advisor and EIR named Starkey Hearing Technologies Chief Health Officer

Starkey Hearing Technologies' President Brandon Sawalich recently announced that Dr. Archelle Georgiou, MILI's Industry Advisor and Executive in Residence, will be Starkey's first and only Chief Health Officer. Dr. Georgiou will help Starkey Hearing Technologies continue their commitment to helping those with hearing loss not only hear better, but to live better, healthier lives with her focus on putting hearing health in the forefront of health across the medical profession. [Read more](#)

Save the Date!

Volunteer with MILI, MILIisa and MILI Affiliates at Hope Chest for Breast Cancer's Fillies Race for Hope at Canterbury Park on Sunday, June 7th. Hope Chest is a local Twin Cities non-profit that provides emergency assistance to support local breast cancer patients and their families. Please consider joining us at the races for a day of fun and volunteering at their annual fundraiser. Details and sign-up to come!

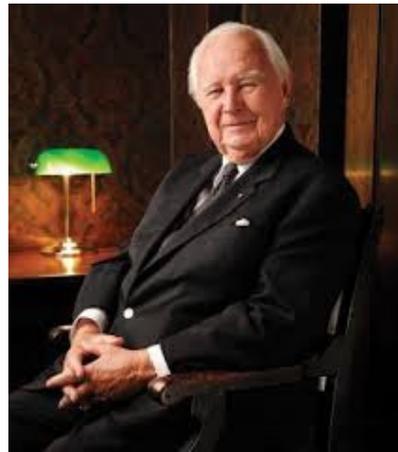
MILI STUDENT NEWS

Accepting Nominations for the 2020 Carl Platou Leadership Award

MILI hosts an exciting opportunity for current MBA students to participate in the 11th annual leadership competition that honors the legacy of MILI partner, the late Carl N. Platou. Evoking Mr.

Platou's inspirational vision and leadership in the medical industry, the competition recognizes three MBA students who have displayed strong leadership capabilities and innovative thinking throughout their time with the Carlson School's MBA Program. First, second and third place winners will be recognized with monetary prizes and invited to lunch with the Platou Family.

Nominations must be submitted by Monday, March 16, 2020 at 12:01 pm CST



[Submit Nominations!](#)

EIR Happy Hour Event: Paul Gam & Randy Nelson

Join us Tuesday, February 18th for a discussion on healthcare policy & trends
(space is limited sign up below)



Paul Gam



Randy Nelson

Paul Gam is co-founder and CEO of Zurich Medical, which develops proprietary cardiac and vascular devices that are easier and more cost-effective to use, and are designed specifically to serve health care environments that are resource constrained. He also serves on the Board of Trustees of Blue Cross and Blue Shield of Minnesota and is a partner of Grace Associates, a strategic advisory firm.

Randy Nelson is the Senior Director of Business Development at Heraeus Medical. He was previously the founder and President of Evergreen Medical Technologies, Inc., a contract development and manufacturing company for medical devices. Mr. Nelson has been responsible for the development of medical devices for over 30 years at both emerging and larger medical device companies.

[Sign-up here!](#)

MILI FACULTY RESEARCH & NEWS

The Road Forward - Bi-Partisan Healthcare Reform Solutions

On January 13, 2020, the Business School Alliance for Health Management (BAHM) hosted a webinar on Bi-Partisan Healthcare Reform Solutions. Panel

participants included MILI's Academic Director Pinar Karaca-Mandic as well as Rob Huckman (Harvard Business School), Will Mitchell (University of Toronto), and Kevin Schulman (Stanford University) for a discussion on proposals outlined in the Special Issue of Health Management, Policy & Innovation that are designed to bridge the partisan divide on U.S. healthcare reform.

MILI and SoPE Co-Host Lecture with Dr. Rahul Koranne



MILI partnered with Society of Physician Entrepreneurs (SoPE) to host a lecture and discussion focused on innovation in healthcare delivery with Dr. Rahul Koranne, Carlson Adjunct Assistant Professor. Dr. Koranne provided his insights, perspectives, and candor around opportunities and barriers for innovation in healthcare as well as the current state and future look for healthcare delivery.

Dr. Koranne was recently named the president and CEO of the Minnesota Hospital Association (MHA) after serving as MHA's senior vice president of medical affairs and chief medical officer since 2015.

MILI AFFILIATE NEWS

Monthly Alumni Happy Hour February 12th

Want to network with MILI affiliates and colleagues in the medical industry? Been in healthcare but potentially interested in learning about other functions/jobs/companies/industries? Or know any other alumni that are interested in getting into the healthcare field? Join MILI Affiliates at our monthly happy hours for casual networking and discussion.



When: 6:00pm – 8:00pm (every 3rd Wednesday)

Where: **Pryes Brewery**

No sign-up required, just look for the MILI Affiliate sign!

Congratulations Stacy Eichenlaub!

Stacy Eichenlaub, MBA '07 was instrumental in formation of the MILI student association (MILIsa) and has been an active alumni ever since. Since graduation, she has been responsible for a variety of medical device products, primarily in cardiology. Stacy is currently leading the angiography portfolio at ACIST Medical as the Principal Portfolio Manager. The company's current product, CVi, has been on the global market for 20 years and is considered instrumental in providing the "map" interventional



cardiologists use to diagnose and treat patients for a variety of transcatheter procedures. She is currently collaborating with physicians, R&D, and her internal clinical and sales stakeholders to bring the future diagnostic platform to the market.

Stacy received the ACIST Marketing Excellence Award for 2019 at the January global sales meeting in Phoenix, AZ, and will be attending the annual Renaissance trip to Hawaii. She is honored and humbled to win and knows that she would not have achieved this award without the collaboration and positive momentum

occurring among all the people working hard in her franchise to impact the lives of millions of patients annually. It is very rewarding and she feels fortunate to be in a role that is a culmination of 20 years of medical technology experience in a variety of different roles.

ACIST Medical is striving to be the global diagnostic partner of choice for interventional procedures with their angiography, physiology, and imaging suite of technologies and is based in Eden Prairie, MN.

Affiliate Profile - Arjun Kataria



Arjun Kataria is a MILI Affiliate and a Carlson MBA '17 graduate. He now works for Optum as a Business Analyst Consultant who supports a broad variety of reporting projects across Post-Acute Care (PAC), Medicare, and Medicaid programs and with external clients. He focuses on operational, clinical and compliance reporting for clinicians and leadership. He is also working on introducing software automation across the products he supports to improve operational efficiency and care delivery. Before joining Optum, Arjun was an AmeriCorps

member, spent time as a public school teacher for students with special needs, and worked on EHR implementations as a technical and strategic consultant. His long term goal is to become a subject matter expert in payer-side healthcare, and improve care delivery for disenfranchised communities.

Arjun is also very involved in his community. He is the Chairperson on the associate board of the Greater Minneapolis Crisis Nursery, which provides support for children and families in crisis. He has been mentoring through the MILI program for two years, and mentors high school students through BestPrep, an organization that helps prepare students for business and career skills.

UPCOMING EVENTS

February

MedTech Women Present: Product Innovation

How does product innovation happen? What are the varied approaches and how do dynamic women leaders bring creativity and excellence to the forefront to develop best in class products?

When: Thursday, February 13, 2020, 6:30pm – 8:30pm

Where: [800 LaSalle Avenue | Suite 2800, Minneapolis, MN 55402](#)

[Register here](#)

15th Annual Carlson MBA Charity Auction

This year we are raising money for our amazing beneficiary, [Avenues for Youth](#), a local organization that partners with youth experiencing homelessness to help them achieve their dreams.

MILI Affiliates and Faculty will have several experiences up for auction, including:

- Late June Weekend Camping and Canoe Trip with Mike Finch
- Appetizers and drinks with Pinar Karaca-Mandic and Vuk Mandic followed by a private lecture on "*Observing the Universe with Gravitational Waves*" by Professor Vuk Mandic
- Lake Minnetonka Sail and Pub Run with Steve Parente
- Dinner with former White House Doctor, Dr. Connie Mariano, at Bachelor Farmer

When: Saturday, February 22, 2020, 7:00pm – 11:00pm
Where: TCF Bank Stadium's DQ Club Room
[Buy your tickets today!](#)

Emerging Opportunities Forum: Securing Intellectual Property

When: Tuesday, February 25, 2020, 4:00pm – 5:30pm
Where: Carlson School of Management, Room 2-206
[321 19th Avenue South, Minneapolis, MN 55455](#)
[Details & Registration](#)

Women In Entrepreneurship Conference

When: Friday, February 28, 2020, 10:30am – 3:00pm
Where: Carlson School of Management, 3M Auditorium
[321 19th Avenue South, Minneapolis, MN 55455](#)
[Register here](#)

Check the [MILI website](#) for additional details and events!

STAY CONNECTED

Share Your News with MILI

Do you have good news you'd like to share with the MILI community? [Let us know](#) and we will include it in our next monthly newsletter!



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