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NEWS & UPDATES

Newsletter & Email Update!

Happy Fall!

To reduce clutter in your inboxes, we are working to consolidate our email messages. MILI will continue with bi-monthly newsletters and, on alternate months, we will be sending out a MILI Events email. The events email will keep you up-to-date with all of the exciting programs hosted by MILI and our partners in one convenient spot! As always, please keep an eye on our social media for up-to-the-minute posts.

- Jessica Haupt, Managing Director

November Fireside Chat: The Voters Have Spoken. Now What? A Discussion with Medtech Leaders

This past Monday, we hosted our November Fireside Chat with medical industry leaders - John M. O'Brien, President and CEO of the National Pharmaceutical Council, and Clayton Hall, Executive VP of Government Affairs at the Medical Device Manufacturers Association. The discussion focused on what the election means for the med tech and pharma companies both large and small.

To watch the recording of this Fireside Chat, click here!
For previous Chat recordings please visit our website

December Fireside Chat: The Emerging Healthcare Delivery Ecosystem - Foundational Trends Reshaping the Way Healthcare is Organized and Delivered in the US
Hear from experts and Carlson alum Capistrant and Pederson as they share their insights on major healthcare trends and what the next generation of healthcare leaders can do to address them.

**Date & Time:** December 6, 2022, 5:00 - 6:00 PM  
**Location:** Virtual - Register [HERE!](#)

**MILI Mentorship Program**

We are excited to announce that this year our MILI Mentorship Program matched 49 students with industry mentors in our 7th year of 1:1 mentorship! The inaugural year of the MILI Women & Allies Mentorship Circles is also kicking off with six circles meeting each quarter to discuss some of the biggest issues women face working in healthcare.

**Tepper-Vertex Business Case Competition**

Team Carlson participated in the national case competition organized by Tepper School of Business and sponsored by Vertex Pharmaceuticals. Team Carlson earned a spot as a finalist.
and was invited to Boston at Vertex Pharma Headquarters for a two-day event. More than 25 teams participated in the competition from top Business Schools in the United States, including NYU Stern, Duke Fuqua, Kellog-Northwestern, and Tepper-Carnegie Mellon University.

The case challenge posed was to develop a US market strategy for the launch and beyond of Vertex's advanced cell + device program aimed at improving the lives of diabetes Type 1 Patients. Ikram Khan, MBA'23, Quy Nguyen, MBA'24, Cyrus Rezvanifar, MBA'23, and Nida Yamin, MBA'24, impressed judges with their idea of a patient-centric approach and strategic placement of treatment centers across the high diabetic patient load cities. They decoded the healthcare data set shared by Vertex to identify prospective patients and plan to open treatment centers to treat Type-1 Diabetes patients. The team further advised on the phase-wise opening of the treatment centers by aiming to capture 10% of the market.

Team Carlson came in fourth place among the top five finalists! Ikram Khan said, “The team would like to extend its gratitude and thank you to Mike Finch from MILI Valuation Lab. His guidance and feedback was invaluable.”

Congratulations Team Carlson!

MILI Monthly Profile

Peter Goelz, MBA Candidate

Peter Goelz is a second year MBA candidate at the Carlson School of Management where he is specializing in MILI, marketing, and strategy. Prior to attending Carlson, Peter spent over a decade in Washington, DC where he attended American University and spent seven years working as a government relations consultant focusing on the healthcare industry.

His clients included pharmaceutical innovators, med tech and med device companies, patient and provider advocacy organizations, the National Institute of Health, and the American Diabetes Association. During his time advising healthcare industry clients, Peter developed a passion for working towards increased access and affordability to medical products aimed at enhancing patient health and well-being. Last summer, Peter took that passion to Medtronic where he spent time as an MBA Summer Associate on the Ear, Nose and Throat operating unit while working on a marketing and strategy project.

At Carlson, Peter serves as Vice President of the Medical Industry Leadership Institute’s Student Association (MILisa) under the leadership of President Bill McCue. Bill and Peter are excited at the prospect of growing the MILisa board to include first-year MBA candidates and are actively planning MILisa events including company site visits, medical industry marketing panels, and a trip to the University of Minnesota’s Visible Heart Lab. Outside of work and school, Peter enjoys playing tennis and golf, running, and talking politics.

What is the most interesting thing you have read or seen this week?
During the earliest parts of the pandemic, I reignited a passion for tennis. I believe strongly that there is nothing more important from a mental health perspective than staying active. This week, after attending the U.S. Open in New York City, I read an old GQ profile of Frances Tiafoe who I’m hoping becomes the next big thing in tennis. He is an incredible athlete who comes from inspiring circumstances. Having lived so much of my life in DC where he grew up, it’s hard for me not to root for him.

If you could dedicate your life to solving one problem, what would it be?
Having spent time advocating on behalf of individuals with diabetes, I would love to contribute to the development of better treatments or cures for the condition. Nearly 12
percent of Americans have diabetes at a cost of around $327 billion annually. Individuals with diabetes incur costs of around $17,000 per year. If we could find ways to combat this condition more effectively, the impact on patients’ personal and financial well-being would be dramatic.

**How are you currently engaging with MILI and why do you find it valuable?**

The Carlson School’s Medical Industry Leadership Institute is one of the things that appealed to me most as I was considering MBA programs. Having grown up in Minnesota, it has been so much fun to be back and to immerse myself in the Twin Cities’ incredible medical industry. It’s funny — the medical industry culture here in the Twin Cities reminds me a lot of working in politics in DC. Everyone knows each other, went to school together or grew up professionally together, and they all speak a common language. For me, I applied for a position on the MILI sa board as soon as I could and have enjoyed planning events that provide my classmates an opportunity to better understand the medical industry. I’ve already taken four excellent MILI-designated classes and was lucky enough to spend two weeks in Stockholm through the Swedish Val Lab experience. I could not recommend it highly enough. This year, I’m looking forward to connecting with healthcare companies large and small to get them better plugged in to all the cool things happening at Carlson.

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**STUDENTS & AFFILIATES**

**Join us for MILI Mondays!**

Kick the week off right once a month with the MILI Affiliates, MILI students, and the healthcare community at a very informal happy hour where we can catch up with old friends and hopefully meet a few new ones. Join us for MILI Mondays on the 3rd Monday of each month from 5:30-8pm at Malcolm Yards!

[Register Here!]

**MILI sa: Navigating Recruitment in Healthcare**

**Date & Time:** November 29, 2022, 4:30-6:00 PM  
**Location:** Carlson School of Management 2-206, 321 19th Ave S, Minneapolis, MN 55455, AND via Zoom

This is an event to facilitate conversations around the challenges associated with recruitment in the healthcare industry, with an emphasis on international students and sponsorship. The modality for the event will be Q&A with a panel followed by a workshop led by second year MBA students, who interned in the healthcare industry. The discussion is for students interested in healthcare recruitment who want help with resumes, cover letters, and behavioral interviews. Register [HERE!]

**MILI Spring Courses**
There are some exciting MILI courses available this spring! Be sure to consider them as you think about your MILI specialization. Register now as space is limited.

- MILI 6235: Pharmaceutical Industry: Business and Policy
- MILI 6589: Medical Technology Evaluation & Market Research
- MILI 6985: The Health Care Marketplace
- MILI 6991: Anatomy & Physiology for Managers
- MILI 6992: Healthcare Delivery Innovations: Optimizing Cost & Quality
- MILI 6995: Medical Industry Valuation Laboratory

Carlson Trek

This opportunity is for internship-seeking 1st year Full-Time MBA students and Part-Time MBA students who will graduate in Summer 2024 or later. Want to learn more about Medtronic’s LDRP program? Sign up to attend the in-person Carlson Trek at Medtronic’s Mounds View Campus on Friday, November 18th from 1 – 4 pm CT. Check out the Handshake link for more information!

12th Annual BAHM Competition

This year’s competition will be hosted by the Yale School of Management on February 24, 2023 as part of the student-led Yale Healthcare Services Innovation Case Competition. Teams representing BAHM-member schools from across the globe will be invited to propose a care delivery solution to a challenge laid out by the competition’s sponsor. Teams are encouraged to attend in person but may also participate virtually.

Sign-Up Here!

Are you interested in joining the MILI Affiliate Board?

Now that things are beginning to return to “normal” we are looking for several MILI Affiliates to help us grow our programming and initiatives this next year. Reach out to MILI.Affiliate@gmail.com to learn more and submit your application!

Affiliate Class Notes

Want to let your classmates know what you have been up to? Fill out this form to be featured in next month’s class notes!

- Adriane Chung, ‘11 MBA is now the Executive Director of Clinical Operations for TRL Biotherapeutics and 1200 Pharma
- Carl Denys, ‘06 MBA has been promoted to President of ChemImage Corporation
- Archana Desai, ‘11 MBA started a new position as Director of Strategy, Image Guided Therapy Devices at Philips
• Robert Ed, ‘10 MBA, is now the Director of Marketing Strategy at Darcy Solutions

• Nate Gomoll, ‘21 MBA is now a Senior Produce Manager - Upstream Marketing at Medtronic

• Ram Rajagopalan, ‘18 MBA, has been promoted to Vice President - Business Consulting at Virtusa

• Laura Rehfeld, ’03 MBA has a new role as Senior Director of Treasury at Kaiser Permanente

• Elizabeth Schaefer, ’18 MBA started a new position as Senior Product Manager at Cardiovascular Systems.

• Doug Shane, ’17 MBA, started a new position as Senior Marketing Manager, Product & Portfolio Strategy, Adagio Medical

• Cihan Yilmaz, is now a Senior Manager, Market Strategy, Honest Medical Group

• Drew Zinkel, MD, ’15 MBA started a new position as Senior Medical Director of Emergency Medicine at the University of Minnesota Medical Center.

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**VALUATION LAB**

*A leader in educating professionals to evaluate and estimate the investment potential of real-world health care innovations, accelerating their careers and preparing them for global leadership roles.*

**Become a Valuation Lab Client**

Innovations that have the benefit of a full and thorough evaluation can often be pushed into the market more quickly. The rapid turnaround of the Valuation Lab teaches students to apply the “business” aspect to these inventions, speed up the innovation pipeline. By doing so, potentially disruptive advancements can get to market more quickly and have positive impacts on patient care. The types of projects seen are varied, which further illustrates the potential to change numerous markets and standards of practice. The Valuation Lab has evaluated over 400 projects and counting, spanning every area of medical technology innovation!

**Become a client now! [Submit your application here.](#)**

**Now Accepting Applications!**

The Emerging Medical Innovation Valuation Competition at the annual Design of Medical Devices Conference is for researchers and inventors to get immediate feedback about their projects from leaders in the fields of medical technology research, engineering & development. This competition is for inventors (including students, faculty, staff, and corporations) with ideas for new innovations needing investor support to reach the next stage of development.

The submission deadline is Jan. 27, 2023

Find out more [HERE](#)

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**PARTNER UPDATES**
MILI Women and Allies Series

Thank you to Angela Spranger, PhD, MBA, Sr. Diversity Officer at the Carlson School of Management, Julia Halberg, MD, MPH, MS, FACOEM, Chief Health Officer for XantheosHealth, former Vice President of Global Health and Chief Medical Officer for General Mills, & MILI Executive in Residence, and Sarah Derr, PharmD, Executive Director of Minnesota Pharmacist Association for providing their insights during our first MILI Women and Allies Webinar entitled “Women in Leadership: Making the Invisible Visible”

They reminded us to:

- Lean and live into the values we are creating
- Don’t die of humiliation when you say the wrong thing
- Lean into your network/mentors and collaborate with as many people as you can
- Try to say “yes” more when talking with people to learn more about them build relationships but remember that “no” is also a complete sentence.

If you would like to hear more, you can view the recording here and keep an eye out in the new year for our next event in the series!

15th Annual Earl E. Bakken Symposium - 2022
Mitral, Aortic and Tricuspid Valve Therapies: Innovation in Devices and Approaches

Date & Time: November 18, 2022, 8:00 AM - 4:30 PM
Location: Coffman Memorial Union Theatre, 300 Washington Ave SE, Minneapolis, MN 55455, AND via Zoom

This annual symposium will provide the attendees an overview on the latest surgical techniques and transcatheter techniques to treat valvular disease. The first session will focus on surgical mitral valve disease and provide an update on minimally invasive surgical repair techniques. This will include talks from the leading experts on endoscopic-assisted and robotic-assisted mitral valve repairs. Various repair techniques including the most up-to-date methods with literature review will be provided. The second session will focus on aortic valve disease. Conventional surgical techniques and transcatheter (TAVR) will be discussed and the current data/guidelines for managing patients with aortic stenosis. The treatment of aortic valve insufficiency with surgical repair will be highlighted as well. The third session will focus on the treatment of tricuspid valve disease. This will again include the surgical approaches as well as the latest transcatheter alternative treatments.

LEARN MORE AND SIGN-UP TODAY!

BACH: Healthcare Pop-Up Seminar featuring Sohyun Park

Date & Time: December 12, 2022, 10:00 - 11:00 AM
Location: Carlson School of Management 2-207, 321 19th Ave S, Minneapolis, MN 55455

The Healthcare Pop-Up Seminar series encourages students and faculty to share insights and feedback on current doctoral students’ research in healthcare. The December seminar will showcase Sohyun Park, a PhD candidate in Strategic Management & Entrepreneurship at the Carlson School of Management. Ms. Park will present her research on the value of maintaining strategic alliances with existing business partners on firms’ product development and entry to the market, specifically examining the pharmaceutical industry. Email csombach@umn.edu to RSVP.

Design of Medical Devices Conference
Date: April 17-19, 2023  
Location: 111 Church St. SE, Minneapolis, MN 55455  
Approaching Deadline: Submit your draft paper by Nov. 17, 2022 at 11:59 CST

Looking to get published? Do you have a paper with an unbiased description of an experiment, product or business method related to medical devices?

Accepted papers will be invited to be presented in one of our exciting Rapid Fire sessions during the 2023 DMD Conference and published in the 2023 Proceedings of the Design of Medical Devices Conference in the ASME Digital Collection. In addition, high-quality accepted papers will be invited to expand their manuscript to a full journal article for publication in the ASME Journal of Medical Devices using an expedited review process. LEARN MORE AND SUBMIT TODAY

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 at MILI@umn.edu and we will include it in our next monthly newsletter!

Facebook  Twitter  LinkedIn

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