

MILI 6726 Medical Device Industry: Business & Public Policy | Executive Summary

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Course: MILI 6726 Medical Device Industry: Business & Public Policy
Credits: 3 credits
Prerequisites: MBA Student

Description

This course covers the unique business, public policy, regulatory, and technology management issues of the medical device industry. The course features participation by industry leaders from large and small companies, health plans, venture firms, consultants, and law firms in guest faculty panels. Student teams design and present oral reports on current business and policy issues. Executives from the following health sector and venture capital firms have participated and/or are being invited to participate: Medtronic, St. Jude Medical, SurModics, Boston Scientific, FDA, Genra Systems, UnitedHealth Group, Acorn Cardiovascular, Cardiac Science, Celleration, LifeCore Biomedical, PiperJaffray, QRS Diagnostics, Restore Medical, Urologix, Affinity Capital Management, Blue Cross Blue Shield, Devicix, EnduraTEC, Health Partners, Oppenheimer Wolff Donnelly, Preferred One, Princeton Reimbursement Group, and the Venturi Group.

Objectives and Learning Outcomes

Students successfully completing this course will understand: the historical development, importance, and future direction of the medical device industry; FDA issues, policies and strategies, public and private sector insurance coverage and reimbursement; interaction between public policies and private sector actions; intellectual property (IP), liability issues, and key issues relating to the start-up and management of new medical technology firms. For students interested in working in the medical device sector or currently working in the field, this course is a must. For those focused on health care delivery, this course provides deep understanding of the challenges in the management of medical technology and its impact on costs, quality, and access to care.