



Medical Industry Initiative: Plan for 2008 & Progress Report
April 22

Strategic Initiative	Program Area	Task	Deliverables	Progress
<p>Workforce Development:</p> <p>What We Know: Workforce development is the leading factor impacting strongly the future investment decisions by local and prospective employers in the health care industry.</p> <p>What We Want/Need to Know:</p> <ul style="list-style-type: none"> • What are the short and long-term workforce needs of our employers in the health care industry? • What are the short and long-term solutions to meet these needs? • What funding sources may we align within to secure a higher training ROI? • With whom do our local healthcare employers compete for workers? (What is our labor market area?) • What regional medical partners are available and positioned to assist? 	<p>Assess needs locally and regionally.</p>	<ul style="list-style-type: none"> • Among the anchor facilities in the community's health care industry, determine short-term and long-term staffing needs and barriers to fulfillment. • Research and secure information on career ladders in health care tied to the needs identified. 	<ul style="list-style-type: none"> • Career ladders and associated skills needs established and adopted by employers for the region's top three priority labor needs. 	<ul style="list-style-type: none"> • Career ladder research initiated as part of the GVF grant proposal
	<p>Secure partners locally and regionally.</p>	<ul style="list-style-type: none"> • Convene a working group of representatives from local training institutions and health care employers to evaluate and affirm progress in training options. • Report to Q5 SLC 	<ul style="list-style-type: none"> • Actionable steps with timelines. 	<ul style="list-style-type: none"> • Initial meetings held to identify success of previous health care workforce development efforts • Planning health care workforce development small and large group meetings to develop a strategic plan that builds upon successes • Status report presented to SLC at April 24 quarterly meeting
	<p>Align and Deploy New Resources</p>	<ul style="list-style-type: none"> • Detail and secure changes to Springfield Works program that aligns the program with the region's health care workforce development goals. 	<ul style="list-style-type: none"> • Plans for and approval of the application of GVF grant funds for this initiative. • 50 new program participants. 	<ul style="list-style-type: none"> • Phase II proposal written with a focus on workforce development within the health care sector • Proposal for submitted April 11, 2008

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<p>Administration of the Mid-Illinois Medical District:</p> <p>What We Know: The Mid-Illinois Medical District offers value to the region's overall effort to grow and expand the medical industry.</p> <p>What We Need/Want to Know:</p> <ul style="list-style-type: none"> • What services provided by the District are important to this overall initiative? • What are the competitive advantages offered by the District's operations? • How can we leverage the capacity of the District and its Commission in the accomplishment of our mutual goals? 	<p>Commission activity coordination.</p>	<ul style="list-style-type: none"> • Prepare and distribute meeting notices, agendas and minutes. • Record meetings. • Prepare performance reports as needed. 	<ul style="list-style-type: none"> • Meeting materials • Performance Reports. 	<ul style="list-style-type: none"> • Director of Medical Development has taken over responsibility of preparing and distributing all meeting materials, recording minutes, and providing Q5 medical initiative updates at monthly meetings
	<p>MIMD Corporate office and documents.</p>	<ul style="list-style-type: none"> • Maintain commission records • Coordinate and respond to inquiries and visitors seeking information about the District. 	<ul style="list-style-type: none"> • Report of District activities and status of initiative provided to Q5 Advisory Board, SLC and MIMD Commission. 	<ul style="list-style-type: none"> • MIMD office space secured in the Capital city Center building, 130 W. Mason Street; telephone line and address changes finalized • To direct the Q5 Medical Industry Initiative and to support the operations of the Districts' Commission, Director of Medical Development hired and in place as of March 12, 2008
	<p>District development project coordination.</p>	<ul style="list-style-type: none"> • Support redevelopment efforts in the District by providing direct advocacy and assistance to projects. • Produce regular reports of the progress on projects. • Determine available funding sources for projects. 	<ul style="list-style-type: none"> • Regular reports printed for distribution at Commission meetings. • Pro forma development scenario involving private investors and the District. 	<ul style="list-style-type: none"> • Compiling list of known, potential development projects or interest within the District's boundaries
	<p>Commission funding</p>	<ul style="list-style-type: none"> • Initiate communication with state leaders regarding short and long-term funding options for the District's programs and operations. 	<ul style="list-style-type: none"> • Program dollars for the District. 	<ul style="list-style-type: none"> • Chamber staff members, met with Senator Demuzio in March to share medical industry initiative progress

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<p>Marketing and Public Relations</p> <p>What We Know:</p> <ul style="list-style-type: none"> • There is much work to be done to be effective in the retention and expansion of local employers in the medical industry. This serves as the foundation for outreach. • Success expanding the local medical industry job base depends upon the local presence of industry-specific requirements and competitive advantages. <p>What We Want/Need to Know:</p> <ul style="list-style-type: none"> • What are the strengths, weaknesses, capacities of the community or institutional “product” we offer to local or new employers in the health care industry? • What are the location “product” requirements that are deemed essential by the health care industry, and what is our local performance on each? 	<p>MIMD Image update:</p>	<ul style="list-style-type: none"> • Convene a small group of marketing representatives from the local medical industry to discuss overall plan and opportunities for collaboration. • Correct logos and presentation material to reflect changes in District name and address. • Redesign and launch website. Create the ‘District Experience’ – virtual tour. • Establish central point of contact and interface – the “face of MIMD,” to build District credibility and showcase progress. 	<ul style="list-style-type: none"> • New presentation materials • New website. • Media event 	<ul style="list-style-type: none"> • Marketing group meeting held April 3, 2008 • Proposal for web site redesign accepted April 18 with work to begin immediately • Media event to announce the Medical Industry Initiative, April 24, 2008
	<p>In-reach: Establish a profile for the medical industry in the community as a significant source of economic development.</p>	<ul style="list-style-type: none"> • Accelerate District momentum and lay a strong foundation for the future by focusing on a few, high-impact activities. • Launch medical industry e-newsletter (bi-monthly or quarterly) • Develop series of radio PSAs (public service announcements). 	<ul style="list-style-type: none"> • Medical Industry e-newsletter. • Media PSAs 	

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Marketing and Public Relations	Outreach: Aim directly at medical researchers & investigators, medical educators, and medically-related emerging company decision-makers.	<ul style="list-style-type: none"> • Create 'Business Assistance' Tool Kits • Develop an extended group of Medical District ambassadors • Contact Midwestern Universities with illustrations of local profiles of SIUMED collaboration with investigators. 	<ul style="list-style-type: none"> • Business Tool Kit developed. 	
Commercialization of Medical Discoveries. What We Know: Commercialization of local medical discoveries is an opportunity for long-term growth among our medical industry. What We Want/Need to Know: <ul style="list-style-type: none"> • What is the status of our local commercialization effort? • What support systems, information, expertise and resources are needed to accelerate the commercialization of local discoveries? 	System development: with appropriate partners, draft and begin the implementation of a system of services to support the commercialization of medical discoveries.	<ul style="list-style-type: none"> • Convene a commercialization advisory group to advise on the enhancement of the local process. • Map the commercialization process locally, cataloguing strengths and weaknesses. • Identify options to fill the gaps in the identified system. • Identify sources of venture capital to fill early-stage capital needs. • Identify sources of expertise in the evaluation of discovery market value. • Develop a coordinated strategy and timeline to strengthen the system. • Evaluate options for incubation. 	<ul style="list-style-type: none"> • Fully established partnership in a local commercialization process. • List of projects in the "pipeline." • Preliminary assessment of incubation options. 	<ul style="list-style-type: none"> • Collaborated with SIU School of Medicine to host "Taking the Next Steps in Venture Development", presented by Waneta C. Tuttle, March 20, 2008 • Met with representatives of the Illinois Small Business Development Center at Lincoln Land Community College and the technology transfer office at Southern Illinois School of Medicine to discuss partnering in commercialization efforts • Initial advisory group meeting to discuss gaps in services and supports in the local commercialization pipeline held April 10, 2008 • Larger group meeting to provide further discussion and opportunity for mapping the commercialization process will be schedules in early May • Initiated conversation with venture capital funds to discuss opportunities