



Beaumont Health System, Royal Oak



THE ROAD TO INNOVATION
**MEDICAL
MAIN STREET®**
POWERED BY OAKLAND COUNTY, MICHIGAN

ANNUAL REPORT 2015

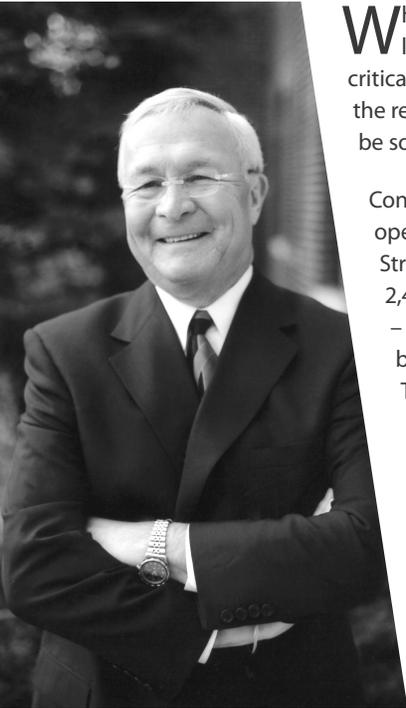


Children's Hospital of Michigan, Troy

St. Joseph Mercy Oakland, Pontiac




OAKLAND
COUNTY MICHIGAN
ECONOMIC DEVELOPMENT
& COMMUNITY AFFAIRS



When Medical Main Street® was launched seven years ago, there was little doubt that the health care and life science industries played a critical role in the economic vitality and the future of Oakland County and the region. But I'm not sure many would have predicted the yield would be so bountiful, so impactful in such a short time.

Consider this: 50 medical device, life science and health care companies opened or expanded operations in Oakland County and Medical Main Street in those seven years, creating nearly 6,000 jobs, retaining another 2,400 jobs and generating more than \$1 BILLION of total investment – fully one third of the total investment in our Emerging Sectors® business development strategy that topped \$3 billion in 2015. Truly amazing.

Through your hard work and vision, Medical Main Street has a well-earned reputation globally as a center of innovation in medical research and development, education and commercialization. The strength of our Advisory Council Roundtable and our respected board members continues to open doors, allowing us to showcase the many assets of our region including world-renowned health care facilities, research and bio labs, medical device manufacturing, mHealth technology and our human capital in Boston, San Diego, Silicon Valley and Washington D. C.

Our accomplishments in 2015 include:

- Partnered with the Mobile Technology Association of Michigan to present a "Health Systems Wish List" for mobile health care apps and devices. The event was sold-out.
- Met with Michigan legislators from the Oakland County caucus to update them on Medical Main Street, which included demonstrations from CoherentRx, Mi4 Spine and Infection Prevention Technologies.
- Hosted 250 people at our INNO-VENTION reception, during which we presented St. Joseph Mercy – Oakland with the INNO-VATOR of the Year award for its Intelligent Care System, which uses technology to impact patient safety and satisfaction, improves efficiency of clinical staff and has resulted in a reduction of patient falls, increased hand hygiene compliance, zero hospital-acquired infections in the first quarter and increased patient satisfaction scores.
- Partnered with HealthRise Solutions to host a networking event with introductions to Amerinet – one of the nation's largest health care group purchasing organizations, HealthRise Solutions and Automation Alley.

We are excited about 2016 and will continue to look to the Medical Main Street Board and Advisory Council Roundtable to provide ideas and support as we move forward. Thank you for your expertise and participation.

L. Brooks Patterson
Oakland County Executive

MEDICAL MAIN STREET 2015 BOARD MEMBERS

Barbara Ann Karmanos Cancer Institute
Dr. Gerold Bepler, President/CEO

Beaumont Health
John Fox, President/CEO

Beckman Coulter Molecular Diagnostics
*Dr. Khaledur (Sumon) Rashid,
Director of Manufacturing*

Crittenton Hospital
Roy Powell, CEO

Detroit Medical Center
Andrei Soran, COO

Ferndale Laboratories
Mark Diekman, CFO

Henry Ford Health System
Wright Lassiter III, President

Housey Pharmaceutical Research Laboratories
Dr. Gerard Housey, President/CEO

McLaren Health Care – Oakland
Chad Grant, President/CEO

MichBio
Dr. Stephen Rapundalo, Executive Director

Oakland Community College
Tim Meyer, Chancellor

Oakland University
Dr. George W. Hynd, President

Oxus, Inc
*Gary Abusamra, President &
Managing Director*

Priority Health
Don Whitford, Vice President, Eastern Region

Rockwell Medical
Rob Chioini, President

St. John Providence Health System
Dr. Michael Wiemann, President

St. Joseph Mercy Oakland
Jack Weiner, President/CEO

Stryker
Brent Baldwin, General Manager

A SAMPLE OF THE PARTNERS THAT MADE MEDICAL MAIN STREET A SUCCESS IN 2015



CONGRATULATIONS

To The Oakland County Health Division For Successfully Launching ECHO



The ECHO Steering Committee works to define and achieve good health for all Oakland County citizens

Energizing Connections for Healthier Oakland (ECHO), convened by the Oakland County Health Division, is a county-wide health improvement initiative focused on achieving a community where every person that lives, works, attends school, worships or plays in Oakland County is a healthy person.

In June 2015, the ECHO Steering Committee finished a year-long process of examining health and quality of life in Oakland County – including health indicators, quantitative and qualitative data and information on service delivery.

The 30-member, cross-sector steering committee consists of representatives from hospitals, human services, behavioral health, higher

education, businesses, parks and recreation, economic development, emergency response, community organizations and elected officials. ECHO gathered data through four assessment teams: Community Health Status Assessment, Community Themes and Strengths Assessment, Local Public Health System Assessment and the Forces of Change Assessment.

After reviewing the assessment data, the steering committee identified five strategic issues that will move the needle on health in Oakland County and be included in a Community Health Improvement Plan. In June 2016, the plan and a Community Health Assessment will be launched and implemented by all Oakland County partners. For more information, contact ECHO at echo@oakgov.com.

HELPING LIFE SCIENCES & HEALTH CARE BUSINESSES

LOCATE & THRIVE IN THE REGION

MEDICAL MAIN STREET NETWORK 2015



FROM
416
COMPANIES

*AN INCREASE OF
16% SINCE 2014*

50
COMPANIES

5,931 NEW JOBS

2,430 JOBS RETAINED

\$1,003,635,310 GENERATED

SUCCESSES

Since inception in 2004, Medical Main Street has assisted 50 companies in expanding their business in Oakland County – resulting in commitments to create **5,931 new jobs**, retain **2,430 jobs**, and generate more than **\$1 billion** in investment

In 2015, three companies in the health care and medical device industries expanded their business, resulting in **\$25.7 million** in total investment and creating/retaining **180 jobs**

Work continues on 55 new attraction/retention projects – with potential investment of **\$844 million** and the creation of an estimated **4,860 jobs**

MEDICAL MAIN STREET INNO-VATOR OF THE YEAR AWARD

Recognizing a business or organization that created a significant impact in a Michigan-based medical device, biotech or life science industry

2015 **St. Joseph Mercy Oakland** *Pontiac, MI*

Intelligent Care System is a suite of 11 technology solutions selected and integrated to create a safer patient environment. The purpose of the Intelligent Care System is to leverage technology to directly impact patient safety and satisfaction, as well as improve efficiency of the clinical staff. The program is aimed specifically to reduce avoidable risks to patient care such as hospital-acquired infections, falls and to improve patient satisfaction through improved communication and more efficient service and care. The technologies in this project are integrated with each other and the hospital electronic health record. This patient centered integrated technology solution has resulted in: reduction in falls, increased hand hygiene compliance, zero hospital-acquired infections in the first quarter and increased patient satisfaction scores.

2014 **OcuSciences, Inc.** *Ann Arbor, MI*

Retinal Metabolic Analysis™ (RMA) is a proprietary, ocular imaging technique that is a non-invasive, rapid biomarker for measuring the damage to retinal tissue due to diabetes, macular degeneration and glaucoma. The RMA technology provides a means to detect disease processes several years earlier than current clinical methods and before irreversible structural alterations due to cell death become visible in the retina.

2013 **HistoSonics** *Ann Arbor, MI*

The Vortex Rx® is a medical device which uses sound energy to treat tissue inside the body without the need for traditional surgery.

2012 **Sentio LLC** *Southfield, MI*

The SentioMMG is a neuro-diagnostic device that monitors and tests nerve function, alerting surgeons when nerves are at risk during surgery. It is used in spine and orthopedic surgery and also has applications under development for brain tumors, facial surgery and pain management. It is derived from sensor technology used in the deployment of airbags in cars.

Ablative Solutions Inc. *Kalamazoo, MI*

The PVRD™ (perivascular renal denervation) Catheter is used to damage and “denervate” nerve fibers that pass from the brain to the kidney. The damaged nerves send fewer signals to sick patients which lowers blood pressure substantially and treats hypertension.



David Bobryk, St. Joseph Mercy Oakland, accepts the 2015 INNO-VATOR of the Year award from Oakland County Executive L. Brooks Patterson.

ADVISORY COMMITTEE ROUNDTABLE

In 2015, the Medical Main Street Advisory Council met to discuss the region's life science, biotechnology, pharmacology and health care needs. In 2016, the advisory committee was relaunched as the Medical Main Street Advisory Council Roundtable with community leaders in research, education, health systems, businesses and the state of Michigan at the table. Facilitated by Deputy County Executive Matthew Gibb, the Roundtable meets bi-monthly to discuss issues affecting medical and life science industries in Oakland County.

Amer Advise

Mike Brennan
Consultant

Beaumont Research Institute

Eric Stief
Director of Commercialization

Butzel Long

Robert Schwartz
Shareholder

CIG Capital Advisors

Yusuf Hai
Managing Director, Business Advisory Services

Detroit Regional Chamber of Commerce

Jonathan So
Senior Director, Customer Initiatives

Doeren Mayhew & Co. PC

Sandy Kowalski
Business Development Coordinator

Ghafari Associates & M4 Spine

Phil L'esperance
Business Development / Consultant

Henry Ford Health System

Spencer Hoover
VP of Strategic Business Development

Jems Technology

Kevin Lasser
Chief Executive Officer

MichBio

Dr. Stephen Rapundalo
Executive Director

Michigan Economic Development Corporation – MLSIC

Fred Molnar
Biotech Venture Director

Oakland Community College

Dr. Tim Meyer
Chancellor

Oakland University

Richard Kelley
Senior Director of Development

OpTech

Mary Engelman
Director of Government Affairs & Public Relations

OU INC

Amy Butler
Executive Director

SRI International

Gloria Chou
Director of Clinical Operations

University Of Michigan – Dearborn, College of Education Health & Human Services

Dr. Janine Janosky
Commercialization Program Director

U.S. Patent Office

Dr. Christal Sheppard
Director, United States Patent and Trademark Office

Versicor

Tom Sawarynski
Owner

Wayne State University

Dr. Ken Massey
Senior Director, Venture Development



*Medical Main Street promotes networking
across life science and health care sectors.*

2015 EVENTS AND OUTREACH

EVENTS SPONSORED BY MEDICAL MAIN STREET

- 2/25 Annual Meeting, *Bloomfield Hills*
- 4/16 St. Joseph Mercy Oakland Tour, *Pontiac*
- 4/23 MMS & MTAM mHealth Event, *Troy*
- 6/15 Legislative Tour & Lunch at McLaren Oakland, *Pontiac*
- 6/18 Amerinet GPO Networking Event, *Southfield*
- 9/16 INNO-VENTION Reception, *Troy*



Medical Main Street spotlights Michigan-based innovation.

REGIONAL PARTNERS

Beaumont Health
City of Auburn Hills
City of Farmington Hills
City of Madison Heights
City of Novi
City of Rochester Hills
City of Royal Oak
City of Southfield
City of Troy
City of Wixom
Crain Communications
Detroit Medical Center
Detroit Regional Chamber of Commerce
Detroit Medical Center Children's Hospital
Henry Ford Hospital
Irish American Chamber of Commerce
McLaren Oakland
Michigan Economic Developers Association
Michigan Venture Capital Association
Oakland University
St. John Health System Oakland Hospital
St. John Providence
Township of Orion

NATIONAL OUTREACH

Silicon Valley Mission; AdvaMed – California
The Medical Main Street team and one from Tech248 concentrated on building relationships, attracting technology and familiarizing themselves with venture capital firms in Silicon Valley. Several meetings were coordinated by a Michigan-based company with ties to Silicon Valley. The team met with a number of companies and hosted an executive dinner for key tech firms. As a direct result, Medical Main Street made valuable connections within Apple and returned with three leads. The trip to AdvaMed raised our visibility at one of the largest medical device shows in the nation. The team met with 20 companies, which resulted in five leads.

Bio/Medtech – Boston; Healthcare Supply Chain Expo – Washington D.C.

Medical Main Street developed relationships with eight group purchasing organizations. These relationships and increased knowledge allows the team to plug companies into the health care supply chain.

REGIONAL OUTREACH

While national and international attraction remains a priority, the team expanded relationships with local partners, including Eight Mile Boulevard Association, Business Leaders for Michigan, Communicare, the Consuls General, Detroit Regional Chamber, Michigan Venture Capital Association, University of Michigan Tech Transfer, Institute for Stem Cell and Regenerative Medicine, Michigan Economic Developers Association, Michigan Israel Business Bridge, Mobile Technology Association of Michigan, Oakland Chamber Network, OpTech, Oakland University William Beaumont School of Medicine and St. John Providence among others.

MEDICAL MAIN STREET

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WATERFORD, MI 48328

JOIN THE NETWORK

Keep up to date on industry news, tours and networking events

MedicalMainStreet.com



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QUESTIONS? CONTACT:
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L. BROOKS PATTERSON
OAKLAND COUNTY EXECUTIVE