



MEDICAL ALLEY
ASSOCIATION

IMPACT

MEDICAL ALLEY
AND THE
COVID-19 PANDEMIC

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FOREWORD

To the Medical Alley Community:

Life, as we have known it, has changed. We celebrate the healthcare and public safety professionals, and the essential workers who continue to go to work every day to help others. We celebrate the acts of kindness and empathy; the countless recoveries and families reunited.

We continue to be in this fight. As of the publishing of this report, more than 7 million Americans have contracted COVID-19, with more than 200,000 deaths. Globally, more than 38 million people have contracted the virus, with more than 1,000,000 deaths.

While we do not know when this pandemic will end, we do know that right now, as it has throughout this pandemic, the Medical Alley community is leading the fight against COVID-19. For the Medical Alley Association, it is a true privilege to serve the amazing people and organizations that have fundamentally shaped the world's response to the global pandemic, to tell your stories, and to support your leadership in a transforming healthcare system.

This report, **IMPACT: Medical Alley and the COVID-19 Pandemic**, captures the incredible response of Medical Alley. As a community, Medical Alley has demonstrated the leadership, innovation, and execution worthy of being recognized as The Global Epicenter of Health Innovation and Care™. Despite the uncertainty of these trying times, we are leading the transformation of healthcare. We will drive the changes that move us forward and define our emerging healthcare system of tomorrow, making us better prepared for what lies ahead.

Your Medical Alley Association team could not be more humbled by our responsibilities or more proud to serve this unique community of innovators and leaders.

Sincerely,



Shaye Mandle
President & CEO
Medical Alley Association

PART ONE



Medical Alley Rises To The Challenge Of COVID-19

In the early days of COVID-19, before the global nature of the pandemic was clear, Medical Alley companies were already preparing to lead, helping to stand up facilities all over the world, and ramping up production of supplies that were mission critical. In short, they led — as they continue to lead — the world's response to the pandemic.

COVID-19 has forced every healthcare company, irrespective of size or sector, to change the way they do business. Whether adapting to a distributed workforce, navigating supplier shifts coupled with unpredictable demand, or developing new products and therapies to help the world combat the pandemic, Medical Alley companies are continuing to meet the demands of a COVID-19 world, delivering the highest quality products, and enabling the highest quality of care in the world.

Through it all, Medical Alley companies are leading the fight against COVID-19 across the spectrum of healthcare, keeping people healthy, helping patients recover more quickly, and transforming healthcare to adapt to this crisis and beyond.

**PROMINENT MEDICAL
ALLEY COMPANIES**

SAVE LIVES

AROUND THE WORLD

The first half of 2020 was filled with fear and continues to be marked by uncertainty: Where would the next hot spot be? How would the world slow the spread of the virus and flatten the curve? Would supply chains be capable of delivering the most critical personal protective equipment (PPE), tests, and therapies? During the turmoil, Medical Alley organizations quickly emerged as some of the most prominent and critical organizations engaged in the fight. From innovative solutions to groundbreaking collaborative efforts, the work here is showing great promise and illustrates that the world's biggest healthcare advances are happening right here in Medical Alley.





ACTING QUICKLY

Developed a COVID-19 test before any state had issued a stay-at-home order and dramatically increased production capacity and lab space to match

LEADING THE WAY

Named lead institution for the federally-sponsored convalescent plasma expanded access program that served hospitals and acute care facilities. Physicians enrolled more than 105,000 hospitalized patients with COVID-19 in the program nationwide. Mayo has also devoted over 2,000 full-time researchers to COVID-19, producing over 300 scholarly articles to guide best practices and supporting 800 clinical trials worldwide in pursuit of treatments

PREDICTING THE FUTURE

Developed AI-based, county-level analytics capable of predicting outbreaks and even the next hot spots. Mayo has leveraged its partnerships for new opportunities to deliver care virtually and create insights using AI/ML, allying with Medically Home to power a new advanced home care model that allows some patients to receive hospital-level care at home in the middle of a pandemic



FILLING THE NEED

More than doubled respirator production, putting them on pace to produce more than 2 billion respirators globally by the end of 2020

PARTNERING UP

As part of the National Institutes of Health's Rapid Acceleration of Diagnostics Tech, announced an ongoing collaboration with MIT to potentially produce a rapid antigen diagnostic COVID-19 test that doesn't require sending the test to a laboratory, thereby producing quicker results for patients

PROVIDING SUPPORT

Provided \$20 million in support to frontline healthcare workers, research initiatives, and those populations most affected by COVID-19, including:

- Serving as the lead sponsor for Direct Relief's COVID-19 Fund for Community Health
- Donating to United Way's COVID-19 Community Response and Recovery Fund
- Providing funds to the University of Minnesota to help advance COVID-19-related research



CREATING CRITICAL TESTING

Received FDA Emergency Use Authorization for seven tests, creating the ability to test for COVID-19 and related antibodies on an even wider scale than before

INCREASING TEST CAPACITY

Ramping up production to 50 million tests per month by October

BUILDING NEW TECHNOLOGY

In conjunction with one of their rapid tests, developed NAVICA™, an innovative, free app that allows users to receive a temporary health pass showing their negative status



OUTPACED DEMAND

Experienced an unprecedented global demand for its proprietary pulse oximeters; increased production capacity to ensure availability of this crucial tool in the diagnosis and treatment of COVID-19

DONATING CRITICAL TOOLS TO HOSPITALS

Donated hospital-grade fingertip pulse oximeters, adding another protective measure for those on the frontlines as they monitor patients

PROVIDING EDUCATION

Developed a series of COVID-19 educational resources with All Together Now initiative to serve healthcare professionals, as well as implemented an educational webinar series, MedTech FIT, to partner with other thought leaders in the industry on how to continue to formulate, innovate and transform



UNIVERSITY OF MINNESOTA

EDUCATING THE PUBLIC

Built the state's COVID-19 projection model, launched a multi-state COVID-19 hospitalization tracking project, and aided public understanding of the virus and the pandemic through expert commentary in the media

MEETING THE BIGGEST NEEDS

Leading clinical trials for a variety of therapeutics, designing new products and processes for critical needs like PPE and ventilators, and building critical knowledge through research on topics from the virus's biochemical mechanisms in cells to indoor air circulation to the pandemic's disparate impact on communities of color

FIGHTING TOGETHER

Partnered with the State of Minnesota and Mayo Clinic to vastly increase COVID-19 test availability and processing speed, and treated more than 17,000 COVID-19 patients at partner M Health Fairview hospitals and clinics



CANTEL

PROTECTING FRONTLINE WORKERS

Rapidly increased mask manufacturing by more than 50%, producing more than 4.4 million masks per week for those on the frontlines

KEEPING CLINICS SAFE

Created a COVID-19 Resource Center to provide crucial infection prevention education, including webinars and podcasts on how to keep clinic staff and patients as safe as possible



PREVENTING INFECTION

Increased production of key sanitizing products to meet 15x demand growth, cementing its status as the world leader in hygiene technology

TEACHING HEALTHY HABITS

Continues to provide guidance for businesses and individuals on hygiene habits that stop the spread of the virus, producing long-term health benefits by raising baseline hygiene routines

DONATING CRITICAL SUPPLIES AND FUNDS

Donated more than \$2 million in financial aid and more than \$3 million in sanitizing products to those most in need of support across the world



APPLYING INNOVATION

Received 510(k) clearance from the FDA to market its ultrasound solutions to help treat lung and cardiac complications caused by COVID-19

INCREASING CAPACITY

Investing more than \$109 million to increase production of ventilators, doubling its production of ventilators by May with a four-fold production expansion realized in August

ADDRESSING CRITICAL SHORTAGES

Began producing the Respironics E30 device, a smaller alternative to typical ventilators, to fill the critical shortages facing hospitals

Boston Scientific

ADDRESSING CRITICAL PPE SHORTAGES:

- Donated over one million face shields to healthcare providers through collaborations with GetUsPPE.org and Prent Corporation
- Repurposed testing ventilators to provide M Health Fairview with a critical supply in the early days of the pandemic

PROVIDING AID

Has given more than \$13 million through supply and monetary donations to aid in the fight against COVID-19 around the world

EDUCATING CAREGIVERS

Producing webinars that guide viewers through the latest COVID-19 updates, including key reimbursement and medical coding changes due to the pandemic

biotechne

DEVELOPING NEW CAPABILITIES

Designed and developed an ExoCovid-19 test that allows patients to test themselves from a socially distanced space with a healthcare provider

LEVERAGING PARTNERSHIPS

Partnered with the Mount Sinai Health System, through its commercial affiliate Kantaro Biosciences LLC, to launch a serology test for research use. The test kit will be distributed to those developing a COVID-19 vaccine to measure the presence and level of COVID-19 antibodies, adding an important test in the ongoing vaccine efforts

DiaSorin

ELIMINATING AMBIGUITY

Developed serology testing for both IgG and IgM antibodies with an Emergency Use Authorization and will soon have an antigen test as well

DIFFERENTIATING BETWEEN COVID-19, FLU, AND RSV

Received FDA clearance for its Simplexa™ Flu A/B & RSV Direct Gen II kit that can differentiate between diagnoses of COVID-19, influenza A or B, or RSV, an important tool as we enter flu season

smiths medical

SHARING VALUABLE KNOWLEDGE

Markedly increased production of paraPAC plus™, a portable ventilator, by sharing the intellectual property for the device with other manufacturers

TEAMING UP

Played a central role in the U.K.'s Industry Consortium, helping the nation navigate supply chain issues and reach its ventilator production goal

AINING IN THE RACE TO A VACCINE

Increasing production capacity of its needles by 125 million units per year to support the efforts in finding a vaccine for COVID-19 in partnership with the Biomedical Advanced Research and Development Authority (BARDA)

Medtronic

FINDING NEW ALLIES

Open-sourced code and mechanical specifications for their Puritan Bennett™ 560 (PB560) ventilator to allow anyone with the manufacturing capacity to help address the incredible demand

INCREASING PRODUCTION

Increased internal ventilator production five-fold in a matter of just a few months, from 200 a week pre-pandemic to more than 1,000 a week in June

KEEPING PATIENTS SAFE

Developed updated protocols for the most vulnerable patients, such as those with diabetes, to prevent unnecessary social contact by shifting insulin pump training online



WORKING TOGETHER

Helped create the CoVig-19 Plasma Alliance, a coalition of world-leading plasma companies working to develop a plasma-derived medicine, called a hyperimmune globulin (H-Ig), that could become an important treatment option

ENCOURAGING DONATIONS

Teamed up with other public, private, and non-government organizations for the launch of the "Fight Is In Us," a campaign launched in the U.S. encouraging as many COVID-19 survivors as possible to join the fight against the disease by donating their blood plasma

SETTING ASIDE COMPETITION

Part of the COVID R&D Alliance, joining forces with others in the industry to help in the fight against COVID-19. The Alliance is working to identify, study and accelerate the most promising therapeutic drug candidates

Hillrom™

DOUBLING PRODUCTION

Increased production of the Life2000®, a non-invasive, portable ventilator; ICU and med-surge unit smart beds; and patient monitoring and diagnostic tools crucial in the treatment of COVID-19 patients

FINDING NEW TREATMENTS WITH EXISTING TOOLS

Received FDA Emergency Use Authorization for the MetaNeb System, a device that treats extremely sick COVID-19 patients on ventilators by combining lung secretion clearance, expansion, and aerosol delivery in one session

UPDATING FRONTLINE WORKERS ON RAPIDLY CHANGING PROTOCOLS

Partnered with AgileMD to offer access to COVID-19 clinical pathways for 12 months at no charge



GE Healthcare

PROVIDING CRITICAL DATA

Rapidly developed COVID-19 Command Center Tiles, decision-support applications that equip clinicians with real-time information, to better align resources with needs and manage scarce equipment like ventilators and ICU beds

KEEPING CLINICIANS UPDATED

Providing timely updates to its customers for patients requiring the use of ventilators, ensuring that doctors and nurses are getting the most up-to-date information to effectively care for their patients

SMALL COMPANIES MAKE A **BIG IMPACT**

While the global giants of Medical Alley made the kind of life-changing impacts the world has come to expect from them, the region's early- and growth-stage companies made major strides as well, moving quickly to address emerging crises and bringing their expertise to bear on the crisis in new and innovative ways.





INNOVATING NEW DESIGNS

Brought in more than \$745,000 of pre-orders through crowdfunding campaigns for a new mask design, more than fulfilling their goal and giving the public access to high-quality masks without jeopardizing the supply of PPE needed by providers

SPURRING CRITICAL RESEARCH

Partnered to add Imbio's AI-driven 3D lung visualizations to Flywheel Exchange's real-time collaboration tool, then made the entire platform free to academic and clinical researchers



ENABLING BETTER PLANNING

Created a heatmap to help state and local authorities understand how the underlying social determinants of health may create unanticipated needs in unexpected areas, giving them a chance to preemptively move resources where they will be needed



SOUNDING THE ALARM

Working with Purdue University to develop a AI-powered algorithm that could detect early COVID-19 symptoms by using cardiopulmonary data from users' smartwatches

CONNECTING PATIENTS AND PROVIDERS

Began a collaboration with AstraZeneca and Boston Scientific to give clinicians across the U.S. the chance to bring COVID-19-specific messages to patients free of charge through the Vidscrip Digital Physician-Patient Communications Platform



SOLVING UNEXPECTED SHORTAGES

In response to feeding pump shortages, developed with Nestlé HealthScience a way to use bFed System products to feed ventilated patients and supplied them to health leaders like Cleveland Clinic, MD Anderson, and Duke University Hospital



LEARNING FROM THE PAST

Conducted extensive research on past viral illnesses, including SARS and MERS, to deliver modules on its cognitive behavioral therapy platform to address the emerging mental health crisis due to COVID-19



SEARCHING FOR ANTIBODIES

Jointly developed a COVID-19 antibody test to determine whether a patient has immunity or protection from the virus with sister company Imanis Life Sciences and Regeneron Pharmaceuticals



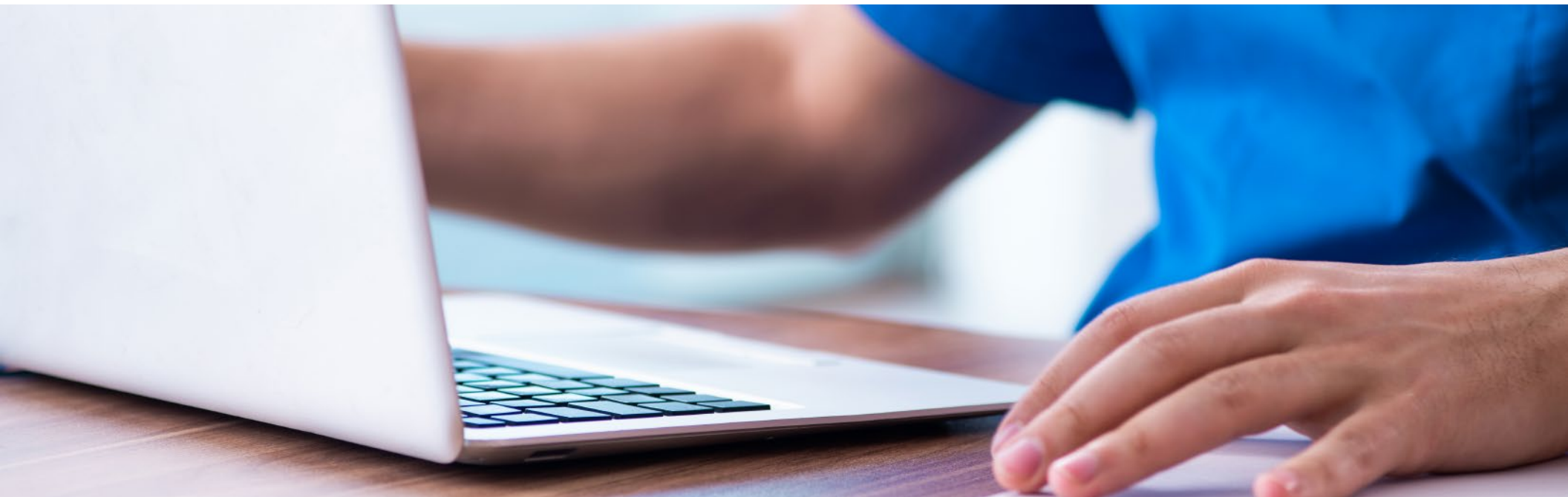
HELPING THOSE IN NEED

Developed BiPAP machines and a new breathing circuit, then received FDA approval to get the machines into the hands of providers in Minnesota and South Dakota with the greatest need



RISING TO THE CHALLENGE

Saw a 3,600% increase in utilization across their platform and saved providers more than 100,000 hours in clinical work time in March alone, keeping patients safe at home when possible and allowing clinicians to focus on the most critical cases



INNOVATIVE COLLABORATIONS

**DELIVER MORE PPE, NEW
TECHNOLOGIES, AND
LIFE-SAVING EQUIPMENT**





3M partnered with Ford Motor Company and Cummins to manufacture filtration and respiration products at larger volumes.



Starkey partnered with local component manufacturer Lakeview Industries to begin producing face shields, ultimately increasing production to as many as 150,000 face shields per day for frontline healthcare workers.



As the demand for face masks and other PPE skyrocketed in the early days of the pandemic, Blue Cross and Blue Shield of Minnesota connected with Allina Health to create a community-based initiative that called on volunteers to sew CDC-approved reusable face masks.

INCREASED PPE



Medtronic joined 3D printer maker Stratasys' COVID Coalition to help produce crucial face shields for front line workers; Medtronic produced 1,000 per week working with ten of its 3D labs. In total, the coalition has produced nearly 300,000 face shields as well as numerous nasal swabs.



As part of a consortium that includes Boston Scientific, Medtronic, MITRE, and others, the coalition has developed and designed the Pneumask, a full-face mask made with a custom adapter, filter, and snorkeling mask, to be used as an alternative to N95-equivalent PPE for frontline hospital workers around the world.

NEW TECHNOLOGIES



Clinician Nexus teamed up with MN COVIDsitters, founded in March by University of Minnesota medical students, to support frontline healthcare workers in Medical Alley that need help managing their household while serving patients. They developed a modified workflow to power the MN COVIDsitters' application verification and matching process through their platform. This innovative collaboration relieves the stress of frontline workers, allowing them to focus on the critical tasks at hand. MN COVIDsitters became a national model for students to support their future healthcare colleagues and peers.



GE Healthcare

Medtronic

PHILIPS

smiths medical
bringing technology to life

Several ventilator manufacturers came together to form the Ventilator Training Alliance, a resource and training library accessible via mobile app to provide virtual training materials for frontline medical professionals.

RAPID PRODUCTION OF VENTILATORS WITH NEW PARTNERS

Medtronic **SPACEX**

As part of the increase in production of its Puritan Bennett™ 980 (PB980) and 840 (PB840) ventilators, Medtronic is partnering with SpaceX to produce a key valve component.



MGC
DIAGNOSTICS



A group of companies came together to fund, develop, and distribute the Coventor, a low-cost, easy-to-use emergency ventilator designed by a medical resident with an engineering fellow from the University of Minnesota for clinical settings in which traditional ventilators are unavailable.

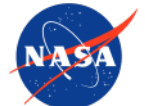
Upon receiving FDA Emergency Use Authorization, the University made the Coventor's specifications open source, allowing for manufacturers across the world to begin producing the life-saving device.



GE Healthcare



While GE Healthcare had already doubled their production of ventilators since the pandemic started, the organization partnered with Ford Motor Company to increase that production capacity even more.



After NASA developed the low-cost VITAL (Ventilator Intervention Technology Accessible Locally) ventilator in the spring, it then selected eight companies from more than 100 applications to begin manufacturing of the device including MVent, a division of Minnetronix Medical.

RESOURCE CONNECT

CONNECTING THE DOTS IN MEDICAL ALLEY

On March 22, 2020, the Medical Alley Association launched the COVID-19 Resource Connect tool to rapidly coordinate the response to PPE shortages by pairing manufacturers willing to shift production to the most needed supplies with frontline healthcare providers. A dedicated data team tracked responses and, within days, created an internal search tool to efficiently match available resources and the needs of the community.

Resource Connect gave the community what it needed most: the ability to identify critical needs, the ability to identify sources that could assist, and the ability to bring them together.

During the first two weeks of Resource Connect's availability, as Minnesota's state operations were organizing to lead the pandemic response and procurement of equipment, the Medical Alley Association team actively and aggressively supported requests, moving critical equipment to providers and cataloging the capabilities and interests of manufacturers that could be activated to assist in the response as necessary.

The outpouring of support from the Medical Alley community was incredible. Within a week of the tool's launch, we received hundreds of offers of assistance from companies with resources. By the end of May, Resource Connect received more than 7,000 visits and more than 500 submissions, with nearly 450 offers of resources and 75 requests for resources. Today, our team continues to work closely with our members and the state to send qualified leads for supplies that could help in the ongoing fight against COVID-19.

CONNECTED **CENTRACARE** WITH A
LOCAL MANUFACTURER OF

FACE SHIELDS

ENABLED **STARKEY HEARING
TECHNOLOGIES'** DELIVERY OF

**80,400 DUST
MASKS**

TO **HENNEPIN COUNTY** TO BRIDGE
THE GAP UNTIL ITS N95 SHIPMENT
ARRIVED

SECURED

8 VENTILATORS

FROM A **BOSTON SCIENTIFIC**
TESTING LAB FOR **M HEALTH
FAIRVIEW**

FACILITATED A

DONATION

FROM **CONCORDIA UNIVERSITY'S LABS**
TO **M HEALTH FAIRVIEW** FOR SWABS

COORDINATED THE NEEDS OF
NUMEROUS OTHER COMPANIES THAT

STEPPED UP

TO MAKE FACE SHIELDS, MASKS,
SANITIZER, GOWNS, AND OTHER
NECESSARY EQUIPMENT

ASSISTED BE THE MATCH IN PROVIDING

**3,000 BUCCAL
SWABS**

TO **M HEALTH FAIRVIEW**

LEADERSHIP AND COORDINATION WITH PUBLIC OFFICIALS

Throughout this pandemic, the Medical Alley Association has brought the voice and expertise of our community when its been needed most. We have consistently engaged with policymakers at every level of government, including local mayors, Minnesota Governor Tim Walz, and numerous U.S. Representatives and U.S. Senators. We worked closely with Minnesota DEED Commissioner Steve Grove and Minnesota Department of Administration Commissioner Alice Roberts-Davis to bring support to the state's efforts to manage the pandemic.

The Medical Alley Association connected with Governor Walz and leaders within the state of Minnesota in early March to offer our assistance; we helped connect Medical Alley experts with the state to provide supply chain expertise, and worked diligently to ensure our member companies could continue their operations.

CONNECTING STATE POLICYMAKERS WITH MEDICAL ALLEY EXPERTISE TO ADDRESS SUPPLY CHAIN ISSUES

One of the less visible effects of the COVID-19 pandemic has been serious supply-chain disruption. On March 23, the Medical Alley Association talked with Governor Walz to offer our assistance in any capacity that we could. We quickly responded to identified needs by establishing the Medical Alley Supply Chain Group, composed of experts from our membership, to help the state in procuring necessary supplies.

MEDICAL ALLEY SUPPLY CHAIN GROUP

3M, BE THE MATCH, BOSTON SCIENTIFIC, ECOLAB, FEDEX,
MAYO CLINIC, MINNETRONIX MEDICAL, NONIN MEDICAL,
PHILIPS, SMITHS MEDICAL, STARKEY, AND UPSHER-SMITH

After the state created its Critical Care Supply Working Group, we started to receive regular updates on the state's needs so that we could better commit our energy to identifying and sending qualified leads directly to them. We remain in close contact with the state and continue to provide resources and guidance as necessary.

PROVIDING TIMELY GUIDANCE ON EMERGING PUBLIC POLICY

The COVID-19 crisis has presented many challenges and opportunities for Minnesota's health technology and care industries. In a dynamic and demanding public policy environment, the Medical Alley Association has been significantly engaged at all levels of government, both delivering suggestions and providing member insights to inform public policy changes and providing frequent updates and guidance to our members, ensuring they can best adapt to the quickly changing landscape.

WORKING WITH POLICYMAKERS TO ENSURE OUR MEMBERS CONTINUE OPERATIONS

The Medical Alley Association advises on executive orders and rules pertaining to business operations and works closely with government officials to ensure necessary exclusions and designations for our members.

We provided input on key issues, including efforts to have biotech research and development operations deemed “essential” under the stay-at-home orders this spring to continue critical research and clinical trials, and ensuring manufacturing companies essential to producing equipment vital in the fight against COVID-19 would have the necessary PPE to keep their workers protected.

ADVOCATING FOR CONTINUED OPERATIONS:

Prior to the state’s shelter-in-place order, we advocated at multiple levels of government – city, county, and state – for “essential business” exemptions from any shelter-in-place order. We aggressively provided draft language before orders were issued, coordinating with every level of government that was considering orders to ensure consistency for our members..

KEEPING THE SUPPLY CHAIN MOVING:

When Nonin Medical faced supply chain interruptions due to strict stay-at-home orders in the Philippines, they reached out to us. We were able to leverage our strong congressional relationships to keep its Philippines-based supplier open, ensuring that production of Nonin’s pulse oximetry units – an important tool in the fight against COVID-19 – would not be disrupted.

ADVOCATING FOR POLICIES TO SUPPORT INNOVATION

Throughout the 2020 State Regular Legislative session, the Medical Alley Association advocated for tax items that would aid innovation during the pandemic. We testified before both the House and Senate Taxes committees in support of provisions that would support businesses — e.g., funding the Angel Tax Credit Program, making the first tier of R&D tax credit refundable, fully conforming to federal equipment expensing, and delaying tax payments for individuals and businesses — while also helping legislators understand the deficiencies in several other policies that would have hindered our business environment and the state’s competitiveness amidst the pandemic.



SUPPORTING MINNESOTA'S HOSPITALS

This unprecedented pandemic requires our healthcare providers to take on large, unanticipated costs. Early on, we sent a letter to state policymakers, supporting the creation of a Healthcare Response Account and a Provider Grant Program. The \$200 million package that the Legislature passed in March included \$150 million in grants for healthcare providers and another \$50 million for the healthcare contingency account, ultimately helping hospitals, first responders, long-term care providers, and pharmacies respond quickly and effectively to the growing spread of COVID-19. We [applaud](#) the swift action taken by Minnesota's legislators to

create these resources, empowering our healthcare community to do the necessary work to protect and care for our citizens.

SHARING THE MEDICAL ALLEY STORY WITH POLICYMAKERS

COVID-19 has affected virtually every aspect of life and work, which is why the Medical Alley Association frequently corresponds with legislators about how our members are leading in their respective arenas and helping combat this pandemic.

From phone calls with Governor Walz in early March to an October roundtable

on genetic medicines with numerous legislators, the Medical Alley Association has tirelessly worked to connect policymakers with the world's most innovative healthcare community to put forth the best solutions to addressing not only COVID-19 but also the myriad of other healthcare issues facing the world today.

Our strong relationship with Minnesota's congressional delegation enables us to effectively advocate for our members, which was exemplified by our work with U.S. Reps. Betty McCollum, Jim Hagedorn, Dean Phillips, Pete Stauber, and Tom Emmer to advocate for temporary coverage for certain



types of respiratory therapy that may be effective in treating COVID-19. U.S. Reps. Ilhan Omar and Stauber joined us for subsequent roundtables over the summer, as did U.S. Reps. Angie Craig, Phillips, and Emmer. U.S. Rep. Phillips also joined the August Medical Alley Association Board of Directors meeting.

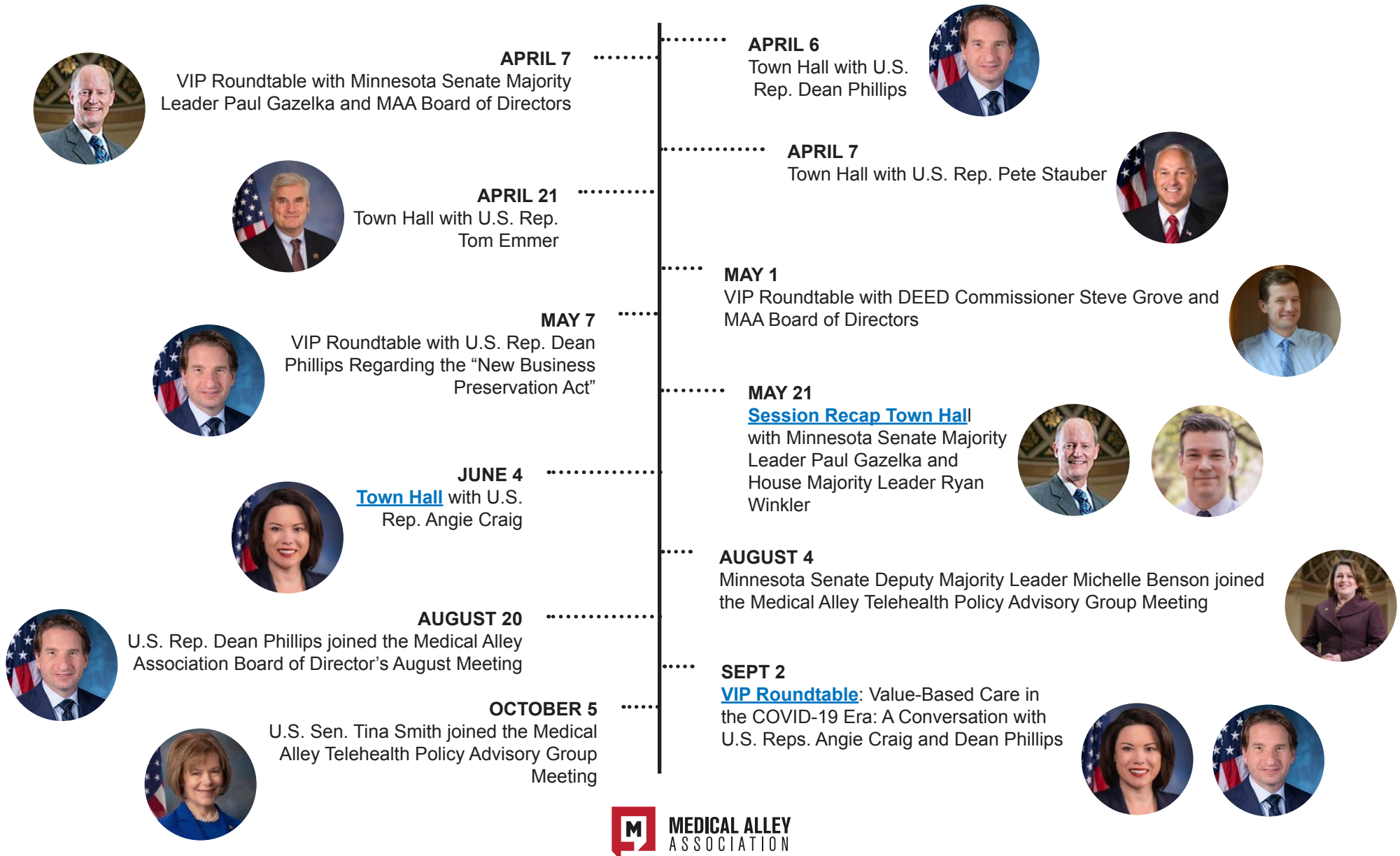
U.S. Rep. Emmer was also a guest of honor as Medical Alley welcomed Centers for Medicare and Medicaid Services (CMS) Administrator Seema Verma back to Minnesota in August. The administrator was joined by Medical Alley leaders for a tour of University Enterprise Laboratories and a roundtable discussion on spurring innovation in healthcare following CMS' announcement of a new proposed rule, Medicare Coverage of Innovative Technology, which would guarantee four years of coverage for breakthrough devices granted market authorization by the FDA.

Illustrating the Association's bipartisan work, shortly after the regular Minnesota legislative session ended, both Minnesota House Majority Leader Ryan Winkler and Minnesota Senate Majority Leader Paul Gazelka joined us for an illuminating roundtable on how the session had gone and how COVID-19 had altered priorities and process in both chambers. A few weeks later, we were privileged to host a VIP roundtable with Minnesota Senate Deputy Majority Leader Michelle Benson on the potential policy implications as well as what Minnesota must do to remain a digital health leader.

The COVID-19 pandemic has underscored how critical it is for policymakers to have a resource they can trust on healthcare issues. The Medical Alley Association is proud to be that partner, bringing the voice and expertise of our members to legislative leaders to help guide the creation and implementation of key policies.

TOWN HALLS AND ROUNDTABLES WITH LEGISLATIVE LEADERS

The Medical Alley Association provides the opportunity to hear directly from legislators during virtual town halls, giving our members unparalleled access to policy leaders. The Association continues to connect industry leaders with policymakers through small roundtables and town halls to share information and work together.





PART TWO

Medical Alley Is *Bringing The Future Forward*

COVID-19 is rapidly exposing challenges within healthcare and delivering real-world evidence on opportunities for transformational change. As it has for generations, Medical Alley is leading the way.

The Medical Alley Association is working hard to ensure that these opportunities for change are not missed and that healthcare is redefined, with The Global Epicenter of Health Innovation and Care™ leading the way.

ACCELERATING HEALTHCARE-FOCUSED LEGISLATION

LEADING IN THE TRANSFORMATION OF TELEHEALTH POLICY

In response to the COVID-19 pandemic, many temporary policies and rules were introduced to encourage telemedicine utilization; the Medical Alley Association Telehealth Policy Advisory Group was formed to more effectively bring forward the insight and expertise of the Medical Alley community to influence the policies impacting telehealth delivery and access. With leaders from more than two dozen Medical Alley organizations representing the entire spectrum of healthcare, this group is well positioned to provide the feedback, insight, and expertise policymakers need to develop the most effective telehealth policies going forward.

With the help of this group, the Medical Alley Association recently released a [framework](#) to guide policymakers as they consider legislation or regulations that impact telehealth delivery during and after the pandemic.

We also delivered a [letter](#) to CMS Administrator Seema Verma, urging CMS to make the most important of these telehealth changes permanent, especially those changes that provide the greatest potential for continued growth and success and those that enable the most flexibility in the continued delivery of care plans to patients.

SEEKING REIMBURSEMENT FOR MEMBERS

Medical Alley members' large-scale redirection of resources to fight the pandemic is the latest example of the spirit that makes this region the place that the world looks to for healthcare

solutions. As illustrated earlier in this report, several of our members configured their existing technologies to improve care for COVID-19 patients or created entirely new systems to meet the world's most pressing demands.

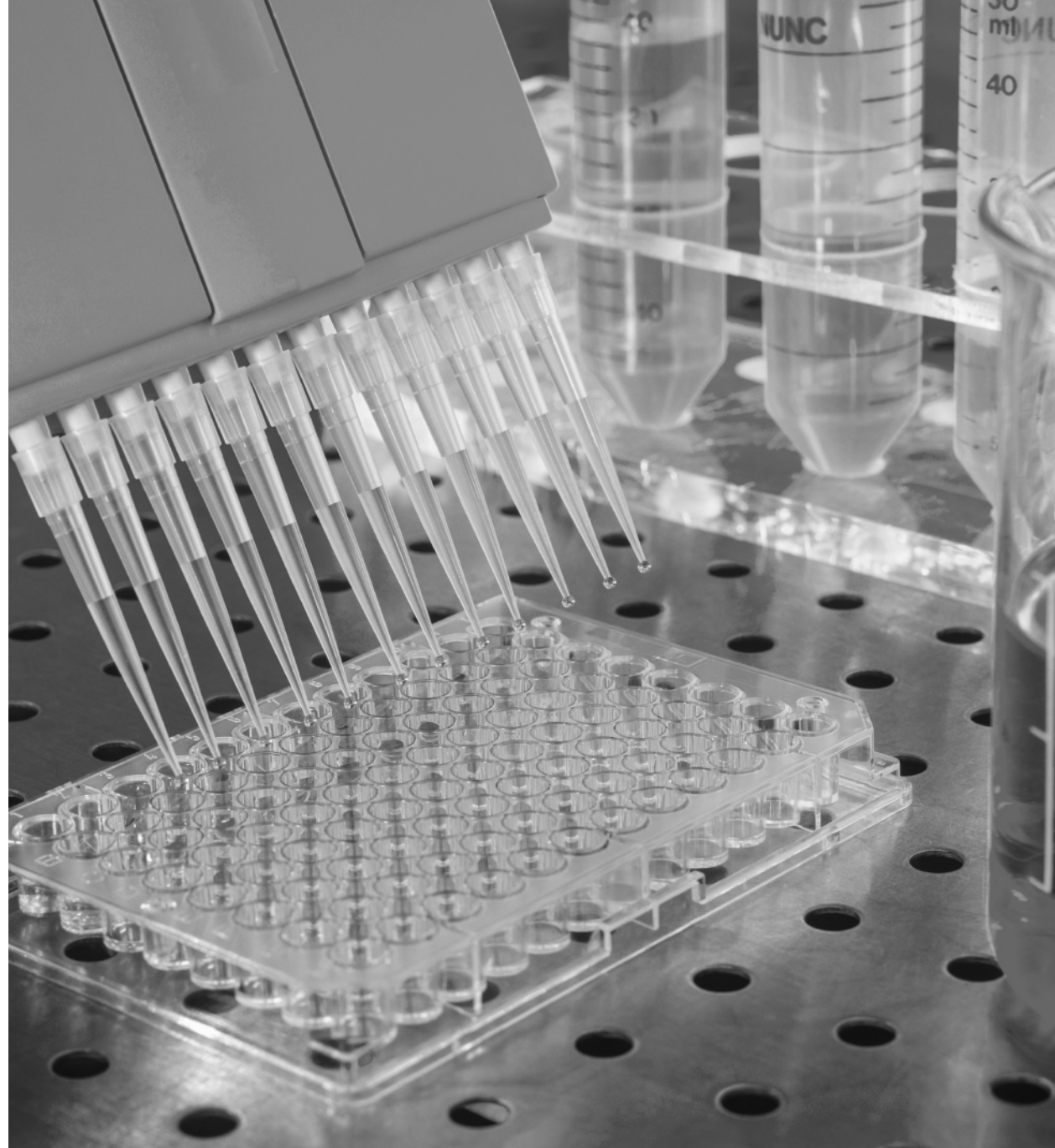
Electromed, Hillrom, and Philips worked with us to promote the use of their high-frequency chest wall oscillation (HFCWO) therapies for patients with COVID-19. HFCWO therapy results in significant improvements for patients with compromised pulmonary conditions very similar to what is found in COVID-19 patients.



The Medical Alley Association elevated this work by organizing a Congressional delegation request to CMS asking them to expand coverage of HFCWO devices to treat COVID-19 patients and one or more comorbidities.

ENABLING THE FUTURE OF HEALTHCARE

As investment in new Medical Alley businesses continues to grow, the Medical Alley Association continues to advocate for public policy that ensures the next generation of startups will survive this pandemic. We support the New Business Preservation Act, authored by U.S. Sen. Amy Klobuchar and U.S. Rep. Dean Phillips, which is designed to support new ventures through the economic downturn and beyond, by encouraging investment in areas (like Minnesota) and in businesses (primarily women or minority owned) that are often overlooked. The act would allocate federal funds to states to establish or expand equity investment programs that will stimulate and incentivize private venture capital investment in promising startups across the country. More than 50 of Medical Alley's early-stage companies and investors signed on to a [letter](#) supporting this legislation; signatories were subsequently invited to meet with U.S. Rep. Phillips at a digital town hall a few weeks later.





DELIVERING MEMBER VALUE:

INSIGHTS AND RESOURCES

In March, the Medical Alley Association quickly shifted all operations to virtual, including communications and content delivery, to focus on acute issues and provide resources to the community, including town halls, webinars, virtual roundtables, and guidance on the Coronavirus Aid, Relief, and Economic Security (CARES) Act and Paycheck Protection Program (PPP).

In the months since, the Association has continued to host regular virtual events to deliver insights, best practices, and timely information to ensure our membership is positioned for success while adapting to this new normal.

WEBINARS AND ROUNDTABLES

As the COVID-19 pandemic sent millions of workers home around the world, the Medical Alley Association shifted resources to ensure continued delivery of the insights and intelligence that the community has come to expect. Early in the pandemic, we organized webinars and roundtables to serve as a forum for our members to come together to discuss their COVID-19 experiences and learn best practices to utilize as the uncertainty of the pandemic continued on.



“Medical Alley Association webinars bring real world insights to the challenges facing the broad spectrum of companies involved in our healthcare system.”

- 2020 WEBINAR ATTENDEE

- **[“Stop the Spread: How to Protect Employee Health During COVID-19”](#)** featured Nortech Systems, Inc. President and CEO Jay Miller and Ecolab Senior Manager, Clinical Affairs Linda Homan, RN, BSN, CIC in a discussion on how to plan, prepare, and respond when an employee tests positive for COVID-19.
- **“Virtual Sales Best Practices”** addressed how salespeople can support healthcare providers during this time without interrupting the work going on in hospitals or putting themselves at unnecessary risk.
- **“HR During COVID-19”** featured a small-group, moderated discussion around how best to support employees.
- **Three VIP CEO roundtables** allowed leaders from across healthcare to discuss how their companies were navigating the new environment.

In June, we officially launched two new webinar series to further deliver key insights for the Medical Alley community.

Bringing the Future Forward features discussions with leaders on how COVID-19 has accelerated change in the healthcare industry and how these changes are shaping the future of healthcare.

- [“Coming Together to Address the Crisis in Mental Health,”](#) sponsored by Bind, featured Bind President Jodi Hubler, AiRCare Health CEO Jaclyn Wainwright, and Best Buy Health President Asheesh Saxena in a discussion of the ways health plans, clinicians, and consumers are using technology to provide new approaches to mental health.
- [“Straight Talk on Health Inequities: This Crisis Must Be Addressed”](#) featured Associate Professor and Chair of the University of Minnesota Medical School’s Department of Urology and leader of M Health Fairview’s HOPE Commission to address health inequities Dr. Christopher Warlick and Blue Cross and Blue Shield of Minnesota President and CEO Dr. Craig Samitt in an important discussion on how we begin to address the costs of long-existing health inequities that have only become more apparent due to COVID-19.
- [“Is the Digital Health Revolution Here Today, Gone Tomorrow?”](#) sponsored by Bind, featured Zipnosis CEO Jon Pearce, Allina Health | Aetna Chief Operating Officer Nichole Melton Mitchell, and M Health Fairview Chief Information Officer Dr. Sameer Badlani on what healthcare looks like moving forward given the digital health shifts caused by COVID-19.

What Now, What Next aims to deliver unique tools, resources, and guidance for organizations to navigate this new and always changing environment.

- [“Supply Chain Operations in the Age of COVID-19: What We Know & Where We Go,”](#) sponsored by King Solutions, was led by Nonin Medical Vice President of Operations Christine Meidinger, CentraCare Chief Operating Officer Craig Broman, and 3M Global Supply Chain Leader Scott Munson; they discussed the supply chain disruption caused by COVID-19 and what lessons can be learned as businesses move forward.
- [“Return to Work Preparedness Plans: A Practical Discussion”](#) featured Minnesota Department of Labor and Industry Assistant Commissioner Nicole Blissenbach and University Enterprise Labs Executive Director Diane Rucker on the requirements for Minnesota companies to complete their COVID-19 Preparedness Plan before re-opening.
- [“Making a Commitment and Following Through on Building a Diverse, Equitable, and Inclusive Company”](#) featured Sanvello Vice President of Advocacy & Community Roxane Battle, Boston Scientific Diversity and Inclusion Senior Manager Ebony Travis Tichenor, and MyMeds Founder & CEO Dr. Rajiv R. Shah on how to take meaningful steps to build diverse and inclusive company cultures.
- [“The New Normal? Caring for Your Team and Keeping Your Culture Intact”](#) featured Electromed President & CEO Kathleen Skarvan, Medtronic Diabetes Vice President of Human Resources Matt Walter, and Learn to Live CEO Dale Cook in a discussion on the steps they are taking and the tools they are using to support their teams and sustain their company’s culture in this ongoing virtual working environment.

THE MEDICAL ALLEY PODCAST

As healthcare leaders around the world confronted the challenges that COVID-19 posed for their businesses, the Medical Alley Association launched its first [podcast](#) series, *Leadership Through a Crisis*, to showcase how leaders in The Global Epicenter of Health Innovation and Care™ are using their experiences to guide their organizations through the pandemic and beyond.



“

The way we looked at it very early, we came up with this operating principle that we're living history right now and, in the future, **we want to look back at what we did and be proud of what we did and how we reacted**...and our entire team has worked under that same principle.

- Chris Smith, Senior VP and General Manager, Ecolab



“

The way that we manage crises in healthcare is to establish... an incident command structure...we find leaders and then marshal resources from different parts of our organization and **their job solely is to focus on the incident or crisis at hand.**

- Dr. Kenneth Holmen, President and CEO, CentraCare



“

This is the birthing of a new normal...it is also an opportunity to reimagine the world we want because when the environment is so shaken up and a new normal is emerging, progressive companies, progressive leaders have an opportunity to cast that in ways that best benefit society.

- Asheesh Saksena, President, Best Buy Health



“

[It's] a credit to the innovation of our team. We stood up a COVID-specialty hospital where most of our COVID cases were treated, and it allowed us to cohort the COVID patients, develop a level of expertise and capability there but keep more of our facilities open for other kinds of care.

- James Hereford, President and CEO, Fairview Health



“

"It's said that strong leadership shines in a crisis. And I couldn't be prouder to be in Minnesota during this time. Certainly because of the exceptionally talented folks we've got here at Blue Cross but, more broadly than that, I've seen leadership shine across the state... **Minnesota has truly stepped up.** In particular, the organizations in Medical Alley, and I'm very proud of that.

- Dr. Craig Samitt, President and CEO, BCBS of MN



“

We used the fact that Medtronic was 100% all-in on their COVID response and we were able to move very quickly... people were so motivated to help. **It was a prized moment in my career seeing how everybody came together.**

- Sheri Dodd, Vice President & General Manager, Medtronic Care Management Services, Medtronic



“

So in a lot of ways, COVID-19 accelerated things, but this is probably **acceleration that needed to happen in the healthcare industry.**

- James Rogers, Chief Business Development Officer, Mayo Clinic



“

This was a moment. It was an opportunity for the Medical Alley ecosystem and community... We saw industry leaders in manufacturing, health systems, health insurance, med tech, med device – the unique nature that is this ecosystem – step up at every facet of this disease.

- Jodi Hubler, President, Bind



“

I wanted to **understand the facts and make sure that we were dealing with the facts and not emotion...** We have, in our industry, the first and only chief health officer, Dr. Archelle Georgiou, so that really helped...bring that education on facts internally to Starkey so we could make good decisions.

- Brandon Sawalich, President & CEO,
Starkey Hearing Technologies



Discover new episodes at
MedicalAlleyPodcast.org

RESOURCE PAGES

Throughout this crisis, the Medical Alley Association team has delivered critical guides, templates, and tools directly to our members, from helping the Medical Alley community navigate the Small Business Association's Paycheck Protection Program to providing timely insights around return to work.

- In partnership with Baker Tilly, we produced a [list of answers](#) to common questions, resources, and guidance on the CARES Act and Paycheck Protection Program to give our members the information they needed as concisely as possible.
- As the pandemic continues to evolve, our [Return to Work](#) resources page provides the most pertinent guidance for our members to navigate this new environment, all in one place. Templates from state agencies, including how to complete a COVID-19 Preparedness Plan, #MaskUpMN materials for businesses, and checklists for how to safely return to the workplace can all be found on our website.



LEADERS STEP UP

Not only are Medical Alley companies leading the efforts against COVID-19, but individuals representing the Global Epicenter of Health Innovation of Care™ have risen to prominence, nationally and around the world, by doing everything from coordinating the international plan for delivering crucial equipment to providing clear guidance and information to a fearful public. We are proud to have these leaders in our community!



Jill Wyant, Executive Vice President, Innovation & Transformation, Ecolab

One of the state's sharpest logistics minds, Jill Wyant was appointed to lead Ecolab's efforts on behalf of Minnesota's Critical Care Supply Working Group, which drew on the state's strong corporate leadership to solve supply chain and storage issues related to PPE, helping frontline workers get the protection they needed.



Dr. Craig Samitt, President and CEO, Blue Cross and Blue Shield of MN

A vocal leader in the transformation of healthcare even before COVID-19 hit, Dr. Craig Samitt has been a driving force behind the push to change the way healthcare is delivered and reimbursed during the crisis, including pushing forward \$38 million in advance payments to help providers keep their doors open.



Mike Roman, Chairman and CEO, 3M

As Chairman and CEO of 3M, Mike Roman has coordinated an international response to the crisis, including increasing the production of respirators to a rate of more than 2 billion per year, fighting fraud and price gauging of crucial PPE products, and entering into innovative new collaborations with companies like Ford Motor Company, Cummins, and MIT to produce key parts for PPE and new diagnostic tests.



Dr. Michael T. Osterholm, Director of the Center for Infectious Disease Research and Policy, University of Minnesota

Dr. Michael T. Osterholm has become a leading voice throughout the pandemic, communicating the stakes and explaining to people at every level of medical literacy how to understand their role in combating the pandemic. The University of Minnesota epidemiologist regularly provides insight into how people can minimize their risk of contracting and transmitting the virus, dispels myths, and helps people prepare for what's to come as the pandemic continues on.



Geoff Martha, CEO, Medtronic

Geoff Martha took over as CEO of the medical device powerhouse Medtronic in April as demand for the company's ventilators reached an all-time high, leading the company as they searched for new and innovative ways to manufacture their products, trained providers on how to use them properly, and found new applications for existing products, all while employees adjusted to supply chain disruption and working outside a physical office.

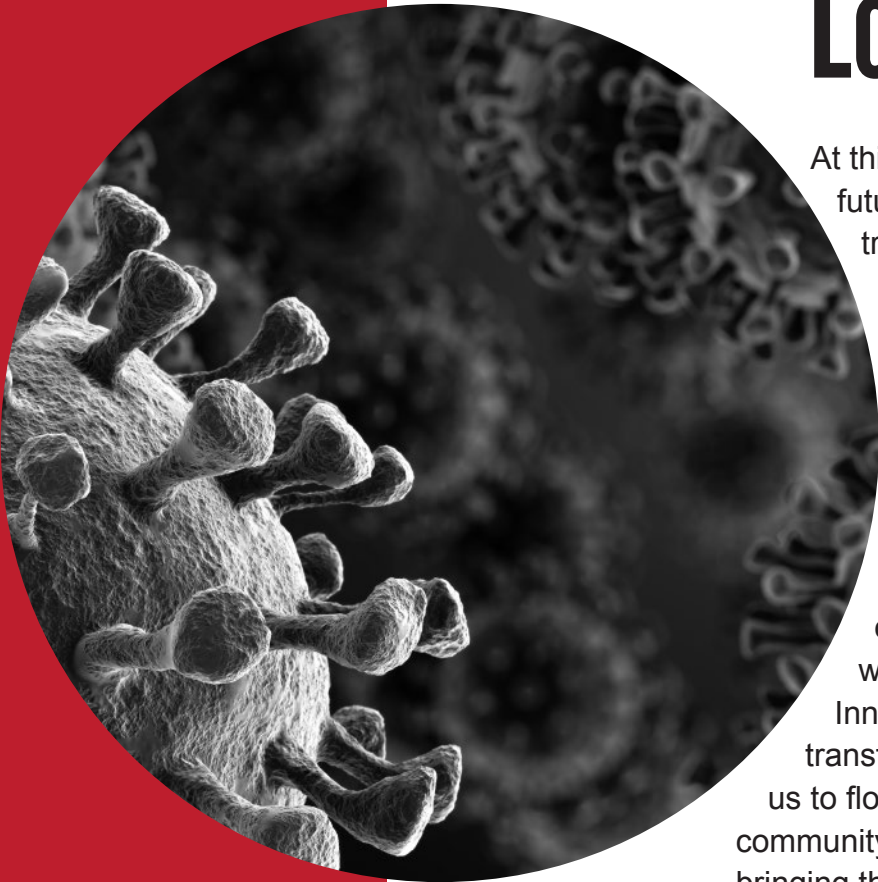


Dr. John Halamka, President, Mayo Clinic Platform

An expert in health IT, Dr. John Halamka is steering a field ten years behind the curve to not just catch up overnight, but also to adopt a digital-first mentality in the process.

Dr. Halamka is one of the leaders of the COVID-19 Healthcare Coalition, a public-interest private-sector collaboration that has brought together nearly 1,000 organizations from healthcare, academia, startups, technology firms, and nonprofits. The coalition is providing crucial guidance on supply chain, social policies, and data-driven insights.

Looking Forward



At this time, we remain in the midst of the COVID-19 pandemic and the future is uncertain. What is certain is that life, as we have known it, has truly changed. Medical Alley companies will play a key leadership role in determining what life and healthcare will look like going forward. Priorities are changing. COVID-19 has already forced significant changes in care delivery, the utilization of technology, healthcare supply chains, and the way we work. Healthcare will never be the same.

Solving healthcare's greatest challenges is what Medical Alley does; this pandemic has demonstrated the world-leading capabilities of Medical Alley organizations. Looking forward, Medical Alley will continue to bring leaders of The Global Epicenter of Health Innovation and Care™ together to collaborate, deliver new models, transform healthcare, and establish a public health readiness that allows us to flourish in a world that continues to evolve rapidly. The Medical Alley community will continue to rise to the challenge of tackling COVID-19 while bringing the future of healthcare forward.

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Leadership and Coordination with Public Officials

MN Company's Medical Devices In Demand for Coronavirus Tests, But Supply Chain a Problem

- <https://www.twincities.com/2020/04/15/mn-companys-medical-devices-in-demand-for-coronavirus-tests-but-supply-chain-a-problem/>

The Medical Alley Association's Statement on the State of Minnesota's Creation of a Healthcare Response Account and a Provider Grant Program

- <https://medicalalley.org/2020/03/the-medical-alley-associations-statement-on-the-state-of-minnesotas-creation-of-a-healthcare-response-account-and-a-provider-grant-program/>

House, Senate Pass \$200 Million for Health Care Providers in Fight Against COVID-19

- <https://www.house.leg.state.mn.us/SessionDaily/Story/15207>

MEDICAL ALLEY IS BRINGING THE FUTURE FORWARD

Accelerating Healthcare-Focused Legislation

Medical Alley Association Making Permanent Changes to Telehealth and Digital Healthcare Policy and Reimbursement in Response to the COVID-19 Pandemic

- https://medicalalley.org/wp-content/uploads/2020/06/Medical-Alley-Association-Letter-re-Making-Permanent-Changes-Made-to-Telehealth-and-Digital-Healthcare-Policy-and-Reimbursement_06_04_2020.pdf

New Business Preservation Act Letter of Support

- https://medicalalley.org/wp-content/uploads/2020/04/Letter-to-Congressional-Leadership-Supporting-New-Business-Preservation-Act_04_28_2020_Final.pdf

Leaders Step Up

Dr. Craig Samitt

- Blue Cross and Blue Shield of Minnesota Announces \$70 Million in Premium Relief and Rebates
 - <https://www.prnewswire.com/news-releases/blue-cross-and-blue-shield-of-minnesota-announces-70-million-in-premium-relief-and-rebates-301112335.html>

Geoff Martha

- Geoff Martha Officially Takes Over Corner Office at Medtronic
 - <https://www.massdevice.com/geoff-martha-officially-takes-over-corner-office-at-medtronic/>

Jill Wyant

- Minnesota Gets Supply Chain, Warehouse Expertise from Target, Ecolab, Other corporations
 - <https://www.startribune.com/corporate-team-lending-supply-chain-warehouse-expertise-for-state-of-minnesota/570047572/>

Dr. John Halamka

- Health IT Heavy-Hitters Join Forces for COVID-19 Healthcare Coalition
 - <https://www.healthcareitnews.com/news/health-it-heavy-hitters-join-forces-covid-19-healthcare-coalition>
- COVID-19 Healthcare Coalition
 - <https://c19hcc.org/>

Dr. Michael T. Osterholm

- Michael T. Osterholm, PhD, MPH
 - <https://www.cidrap.umn.edu/about-us/cidrap-staff/michael-t-osterholm-phd-mph>

Mike Roman

- Helping the World Respond to COVID-19
 - https://www.3m.com/3M/en_US/company-us/coronavirus/

THANK YOU TO OUR FOUNDATIONAL AND SUSTAINING MEMBERS



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MEDICAL ALLEY
ASSOCIATION

Founded in 1984, the Medical Alley Association supports and advances the global leadership of Medical Alley's healthcare industry, and its connectivity around the world. MAA delivers the collective influence, intelligence, and interactions that support Medical Alley.

OUR MISSION

We champion and facilitate an environment that enables health technology and care organizations to innovate, succeed, and influence the evolution of healthcare.

OUR VISION

We will elevate Medical Alley as The Global Epicenter of Health Innovation and Care™.