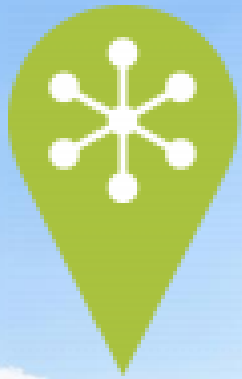




# Scaling MedTech:

## insights from Minnesota and the Mayo Clinic

Kylle Jordan, Destination Medical Center



# DMC

## Destination Medical Center



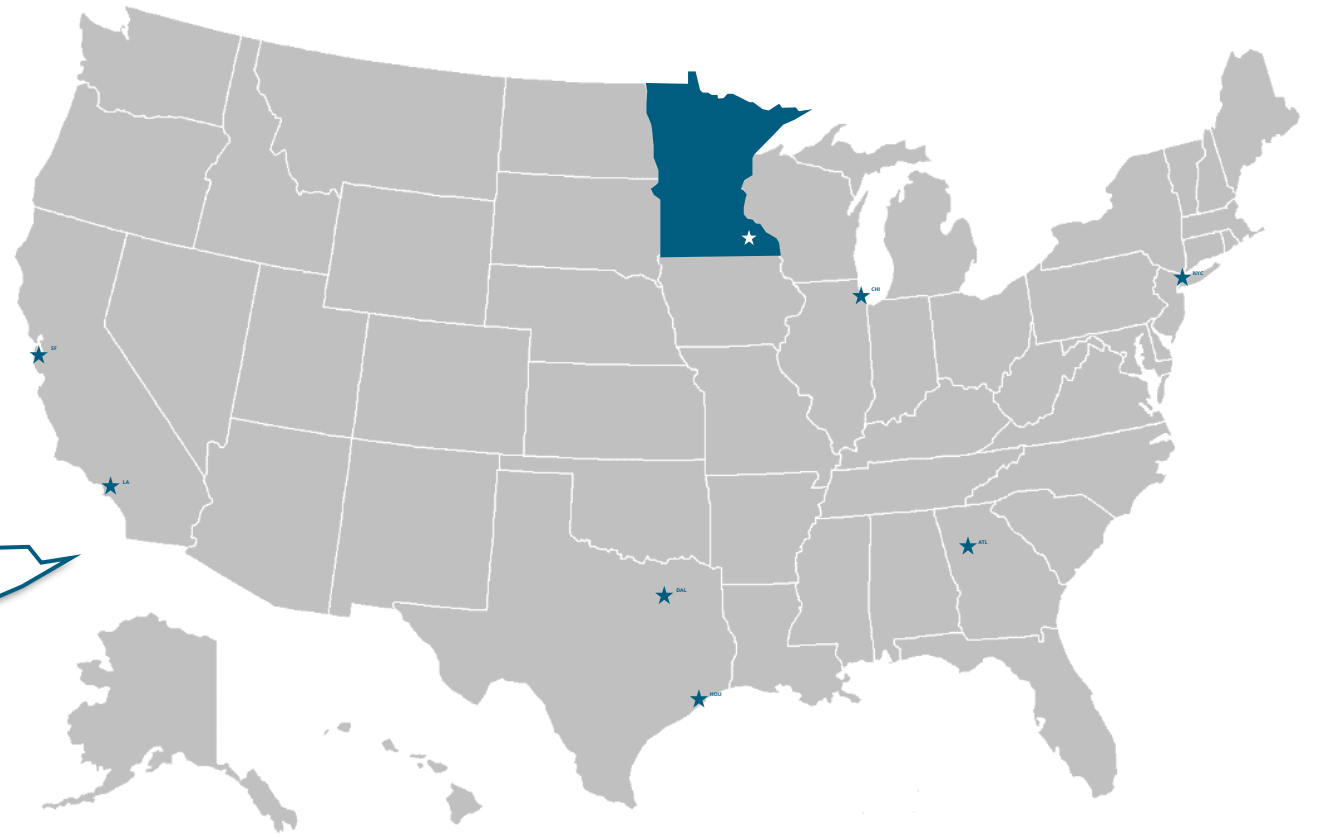
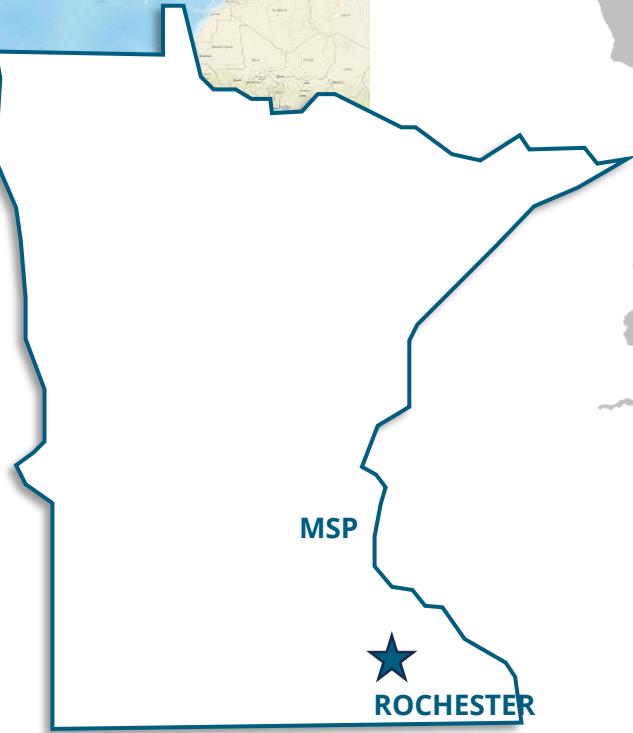
**Rochester, MN**



# star of the north

EXPLORE MINNESOTA FOR BUSINESS

# ROCHESTER, MN



# WHY ROCHESTER

HOW IT STARTED

## Founding Story

- Dr. Mayo's appointment as an examining surgeon for the Union Army during the American Civil War brought them to Rochester
- 1883 Tornado destroys 1/3 of Rochester and The Sisters of St. Francis raise funds to build a hospital in Rochester if he and his sons provided medical and surgical care

The needs of the patient  
come first  
- Dr. William Mayo, 1910



## Growth

- Starting in the 1890s, the Mayo brothers welcomed other physicians from around the world to join them
- They planned, organized, and often funded the clinic out of their own pocket
- Designed as hospital/hotel in order to inspire healing



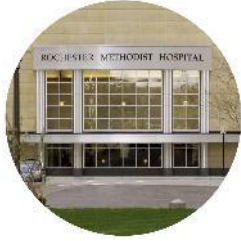
# MAYO CLINIC TODAY

HOW IT'S GOING

3 hospital campuses in Rochester



Mayo/Gonda Building



Methodist Hospital



St. Marys Hospital

Treating patients from 130 countries each year



Investing \$450M+ annually in research



2,000+ beds, 110+ operating rooms, 40,000 employees



Mayo Clinic has its own zip code



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# MAYO CLINIC TOMORROW

BOLD. FORWARD. UNBOUND.

A physical plan to achieve seamless integration of physical spaces and digital capabilities to meet patients' unmet and evolving needs across all sites.

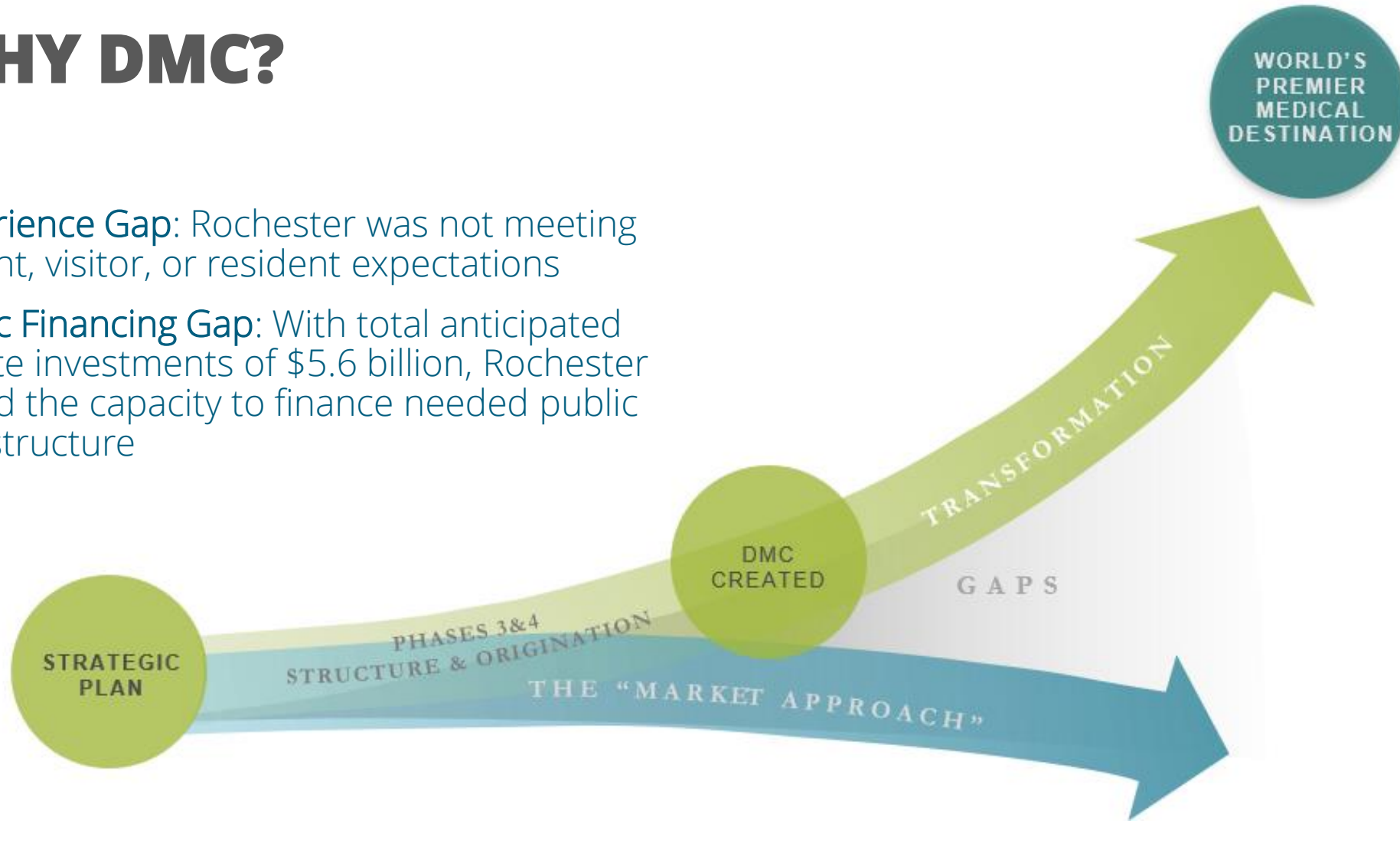
A strategy to Cure, Connect and Transform healthcare for the benefit of patients everywhere.



# WHY DMC?

**Experience Gap:** Rochester was not meeting patient, visitor, or resident expectations

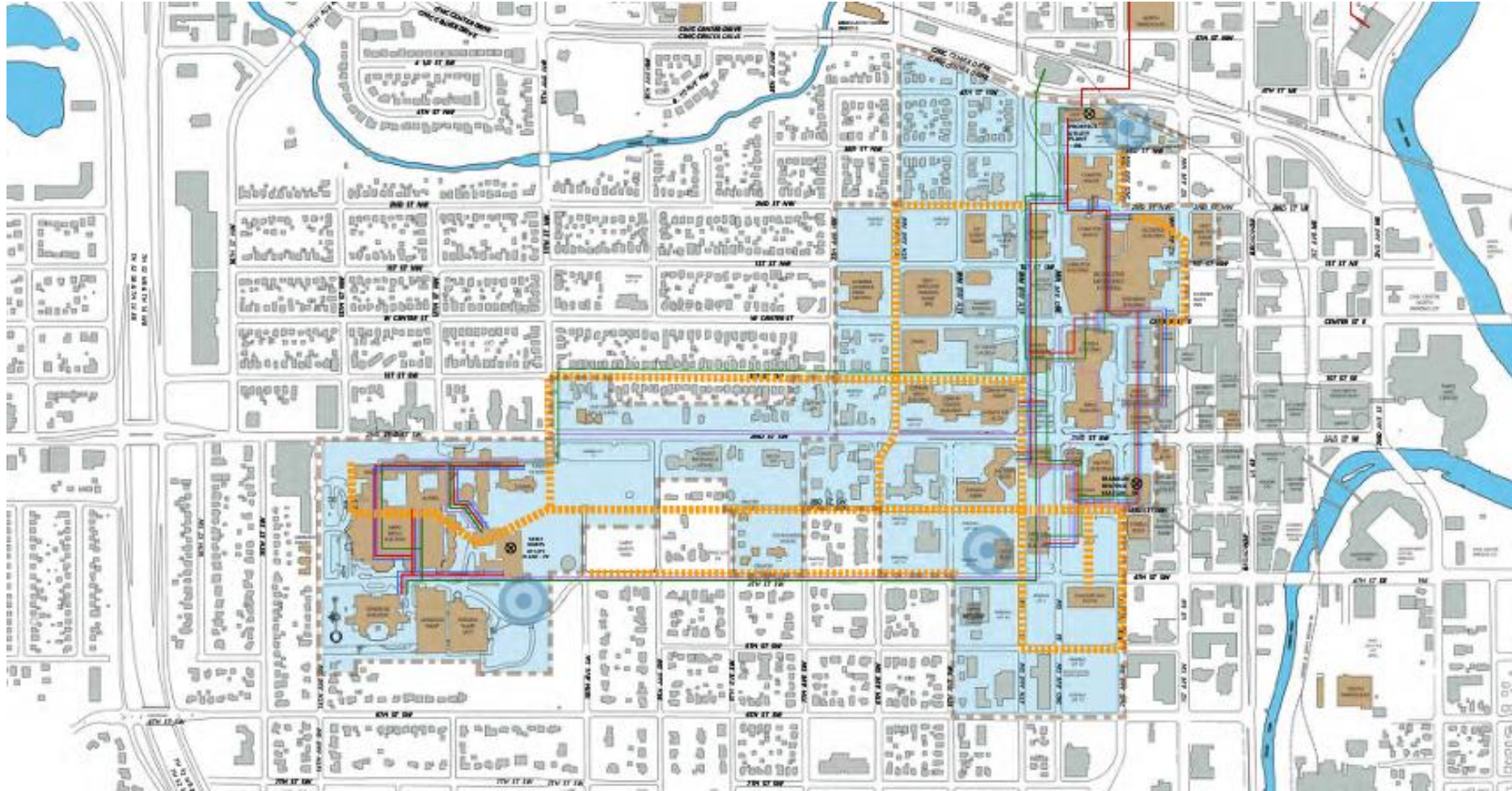
**Public Financing Gap:** With total anticipated private investments of \$5.6 billion, Rochester lacked the capacity to finance needed public infrastructure





# ALIGNMENT AROUND DEVELOPMENT

ONE SQUARE MILE



# THE DESTINATION

CREATING THE BEST MEDICAL TECH HUB IN THE WORLD

With **Mayo Clinic** at its heart, the Destination Medical Center initiative will be the catalyst to position Rochester, Minnesota as the **world's premier destination** center for health and wellness; attracting people, investment and jobs to America's City for Health and supporting the economic growth of Minnesota and its biosciences sector.

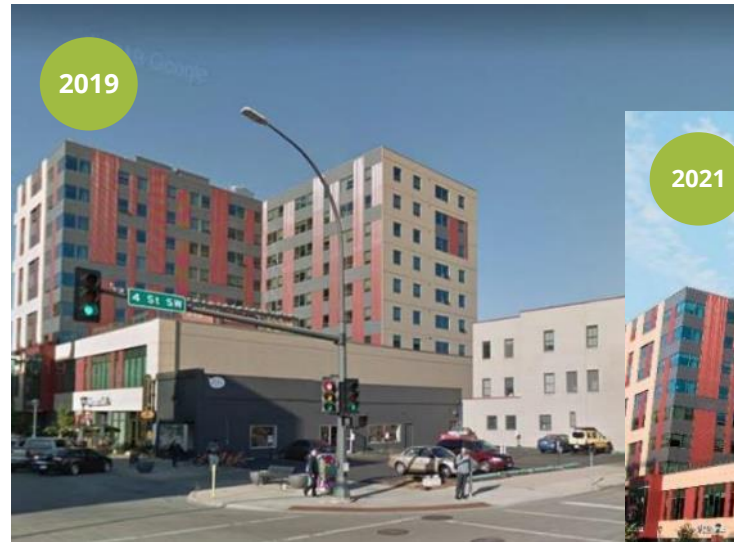


# WHAT IS DMC?

20 YEAR PLAN

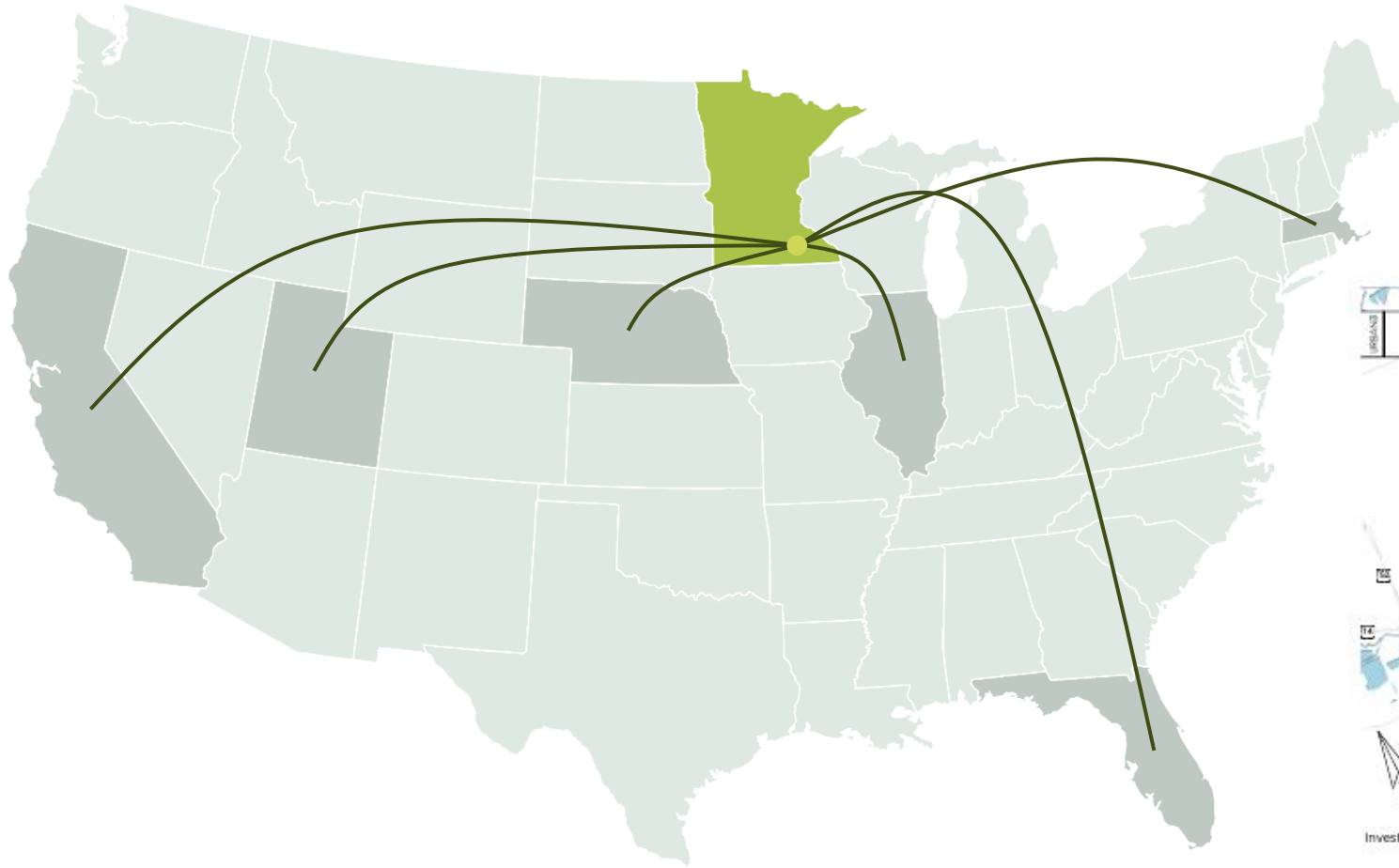
Destination Medical Center (DMC) is an innovative economic development initiative to strengthen Mayo Clinic's and Minnesota's status as a global medical destination.

The DMC initiative was the culmination of a three-year analysis by Mayo Clinic, completed in 2013, concluding that enhancement to Rochester's infrastructure and assets were needed in an increasingly competitive global destination medical environment.



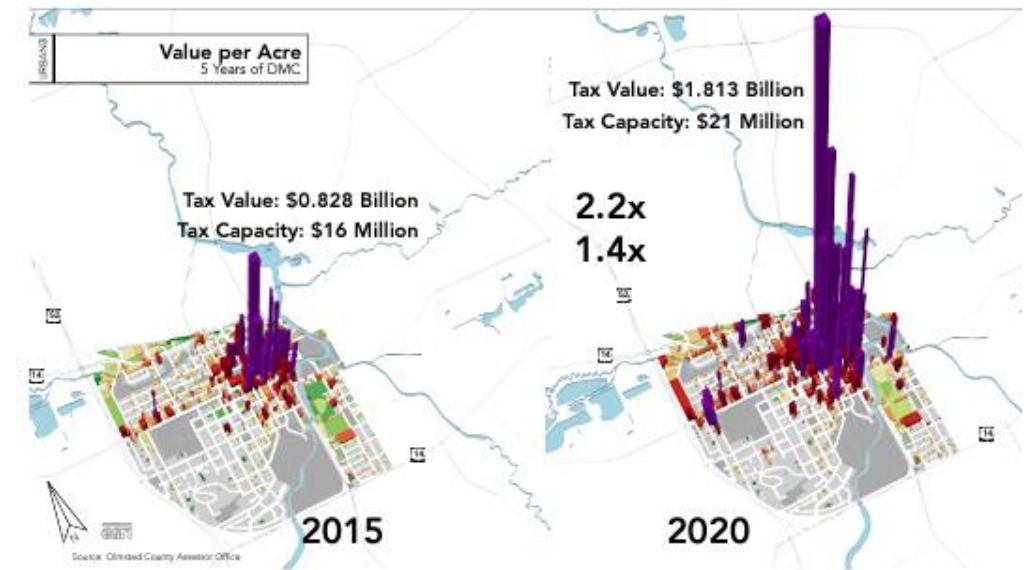
# THE FIRST FIVE YEARS

TAX VALUE HAS DOUBLED



## DMC is attracting out of state private investment

For 7 of the private developments built in the DMC in Phase 1 (2015-2019), the majority of private investment money came from outside Minnesota

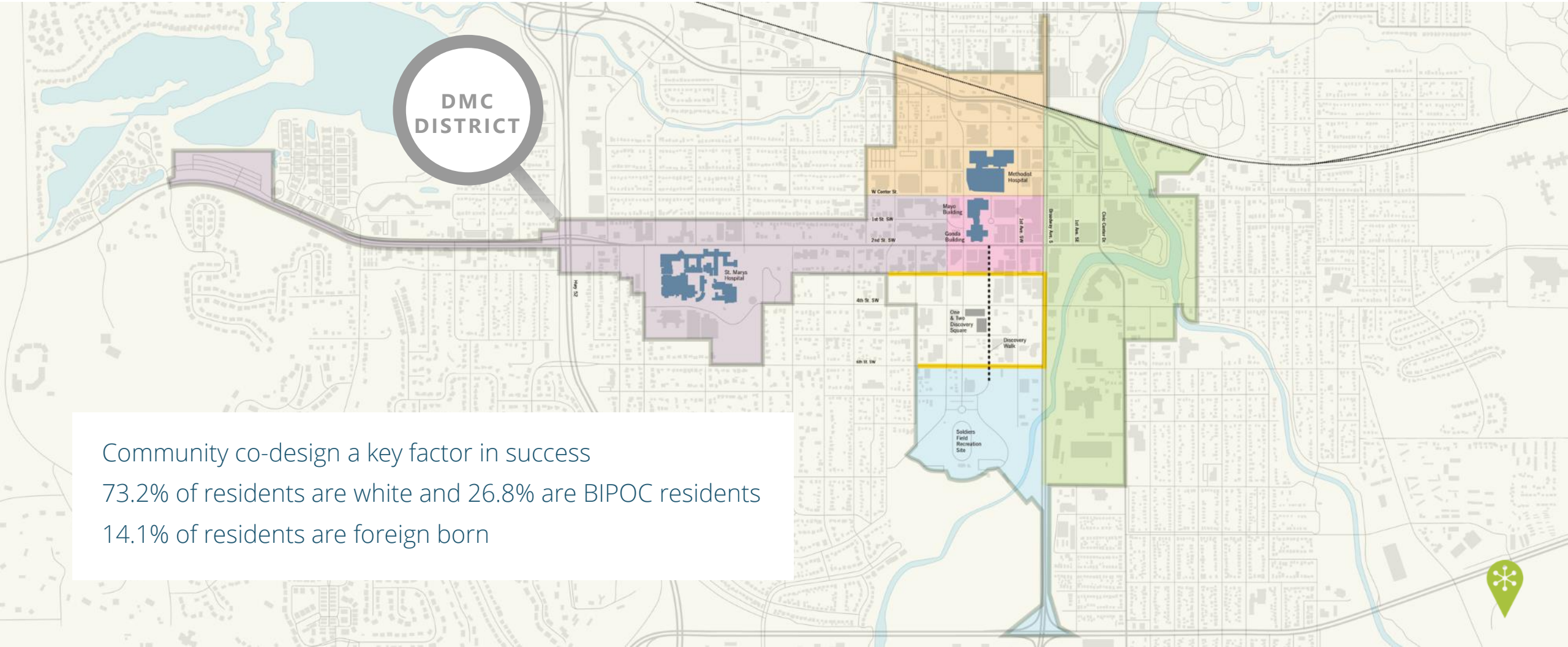


Investment in the downtown DMC district has increased the tax capacity of downtown parcels during Phase 1 (2015-2019).



# DMC DEVELOPMENT DISTRICT

ONE SQUARE MILE



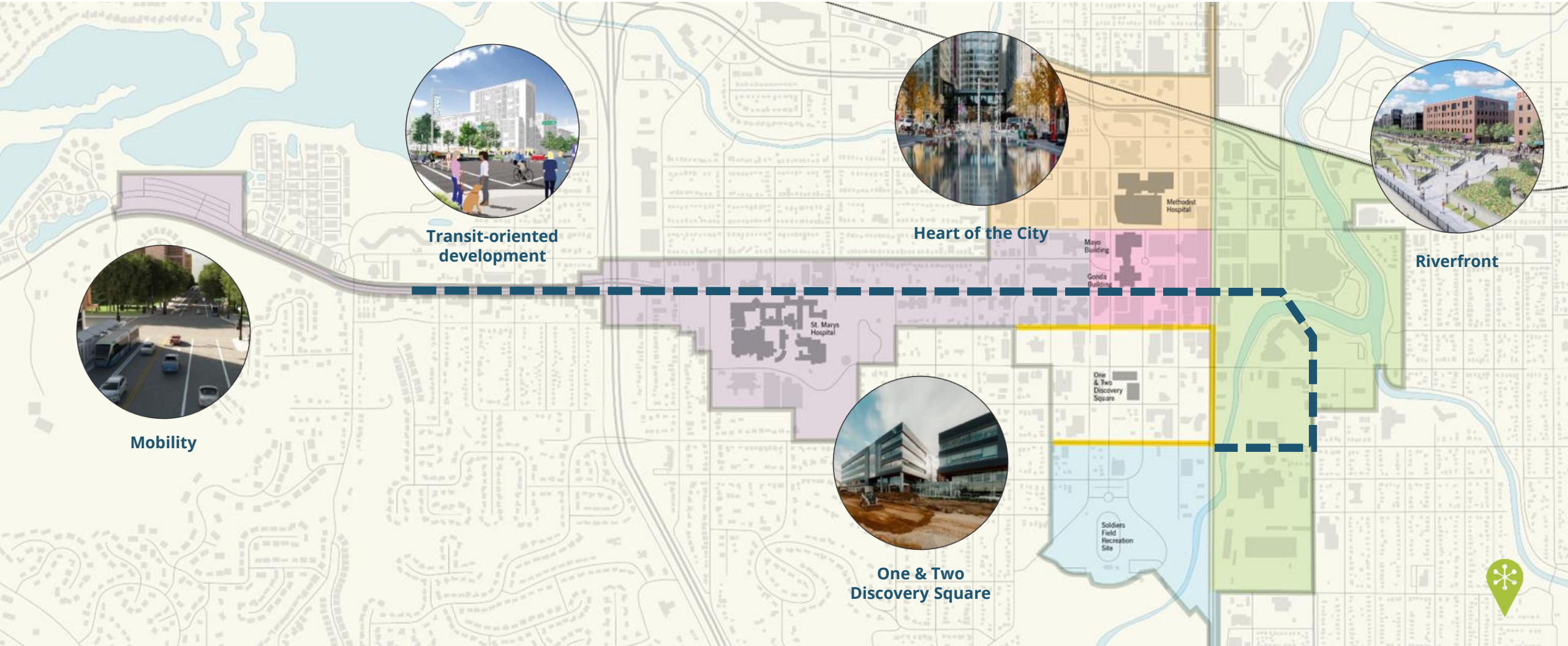
DMC DISTRICT

Community co-design a key factor in success  
73.2% of residents are white and 26.8% are BIPOC residents  
14.1% of residents are foreign born



# DMC DEVELOPMENT DISTRICT

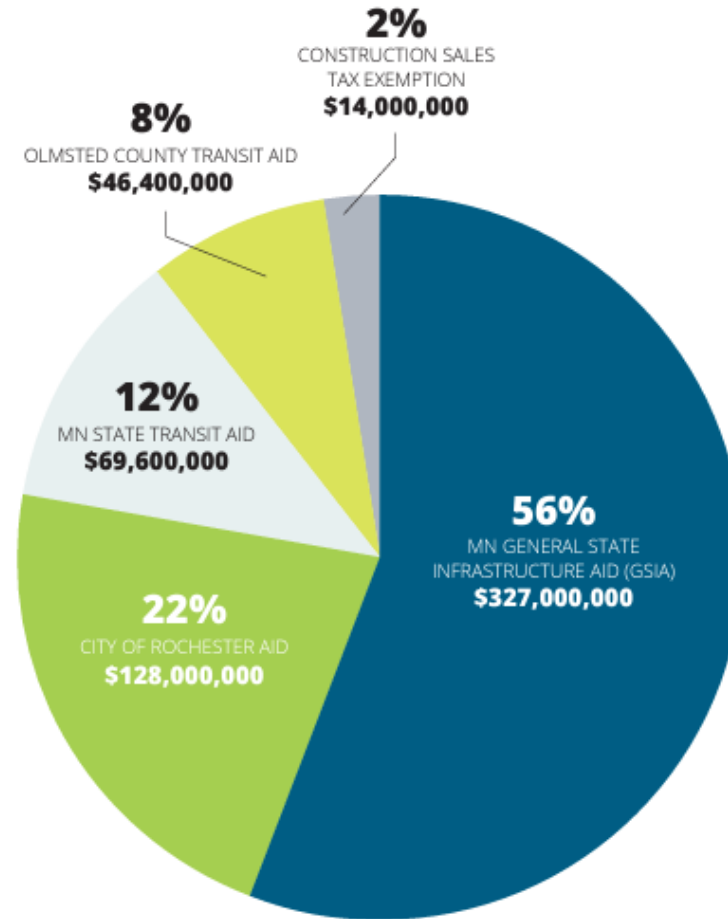
ONE SQUARE MILE



# BUILDING AMERICA'S CITY FOR HEALTH

- DMC is the largest economic development initiative in MN history.
  - \$5.6B in private investment, \$585M in State of Minnesota support, 20-year development plan
- One & Two Discovery Square
  - 200k+ sf of spec Class A bioscience real estate
  - \$11M+ in DMC TIF and public infrastructure
- Additional investment projects in transit (*Link BRT*), public spaces (*Heart of the City, Discovery Walk*), and base infrastructure.

## SOURCES OF DMC **\$585M** **PUBLIC INVESTMENT**



# MINNESOTA HEALTHCARE ECOSYSTEM

CONNECTED BY MEDICAL ALLEY

15,000 healthcare companies, 500,000 people

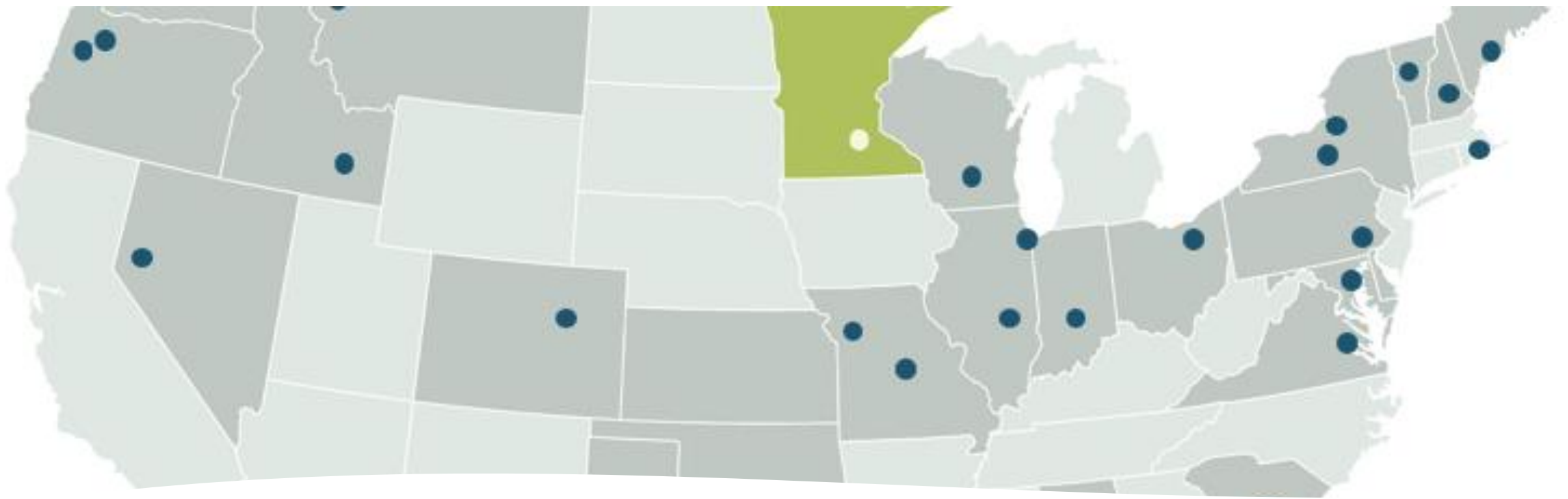
The world's #1 hospital, payor, health IT firm, and medical device company

Minnesota is the leader in FDA PMAs averaging 6.5 months faster than the U.S. as a whole

Deep network of commercialization talent and support, from regulatory to reimbursement, contract manufacturing to sterilization





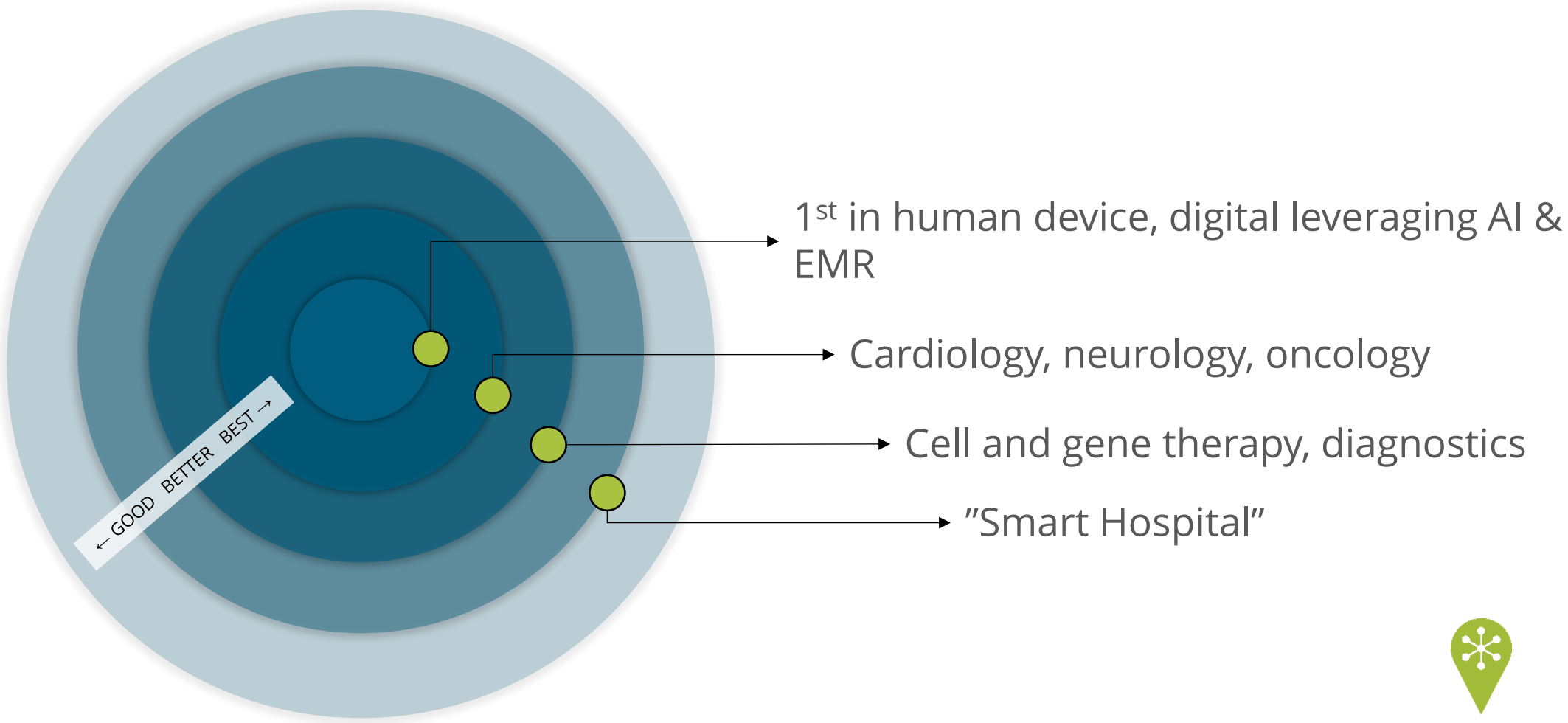


# MINNESOTA MEDTECH 3.0

- MMT3.0 builds upon a superior healthcare innovation ecosystem by incorporating AI, machine learning, and data science.
  - Accelerate the pace of medical and healthcare technology innovation
  - Transform healthcare outcomes around the world
  - Generate long-term inclusive economic growth of good jobs and investment
  - Deliver statewide impact and benefits across Minnesota.
- A coalition of 40 partners from throughout Minnesota, led by GreaterMSP, and including DMC, Mayo Clinic, University of Minnesota, Medical Alley, The State of Minnesota, Medtronic, Boston Scientific and others.



# MAYO CLINIC MARKET FIT



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# WHAT I'VE SEE IN ENSCHEDE

INPUT FROM DISCUSSIONS WE'VE HAD TODAY

## **24 hours in town meeting with:**

- The University
- Companies
- Technology Clusters



# HOW CAN DMC HELP?

WHERE WE CAN ASSIST

## Support navigating the commercialization ecosystem

- Validate the market and choose focus area
- Cost of change vs. "saving money"
- Understanding US Healthcare nuances
- Reimbursement and regulatory support
- Distribution and sales support
- Support raising capital

## Soft landing in the U.S.

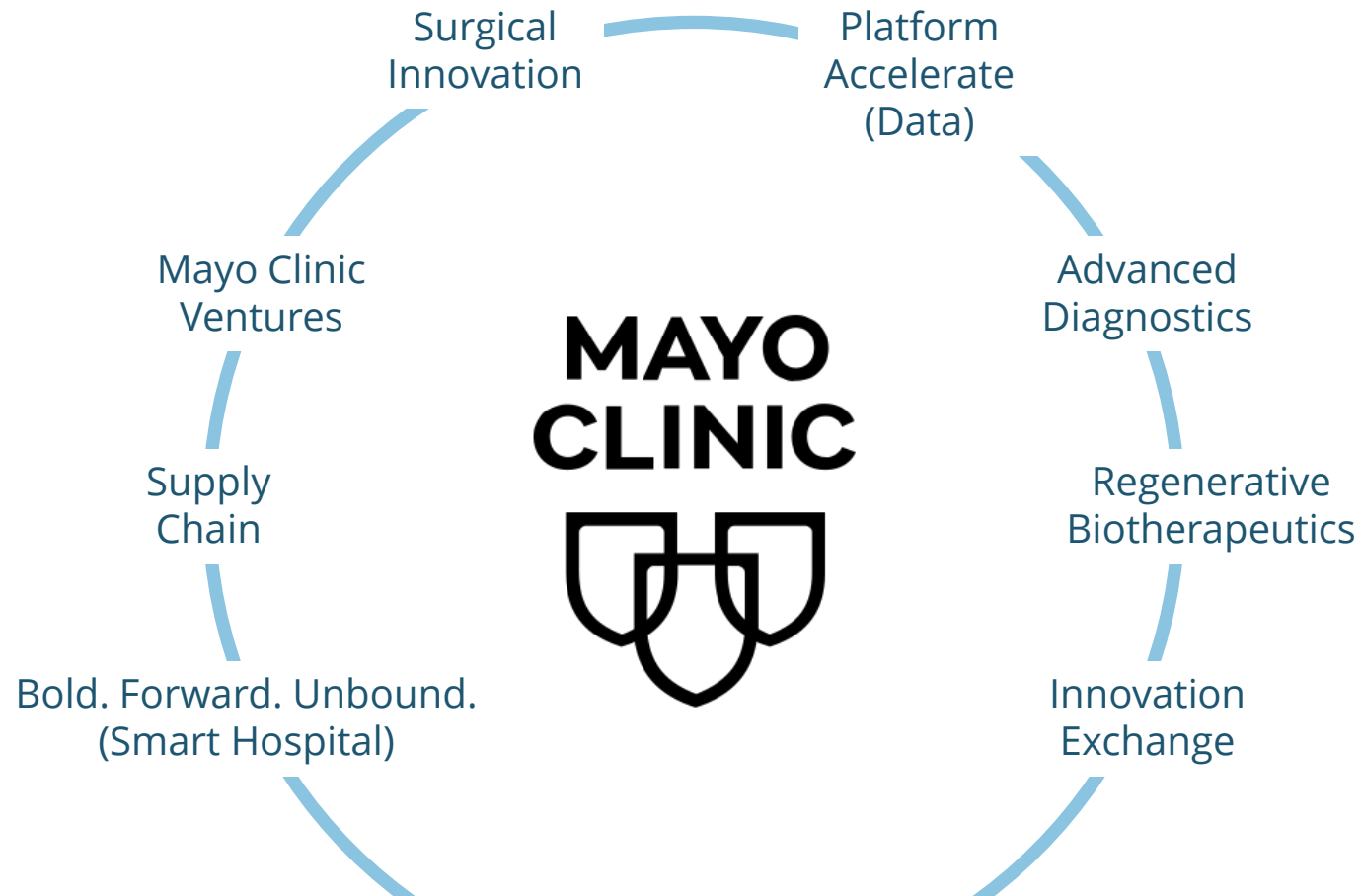
- Turnkey real estate
- Community focus
- Connection to network of local peers
- Supply chain guidance
- Trusted legal partners
- Building workforce pipeline



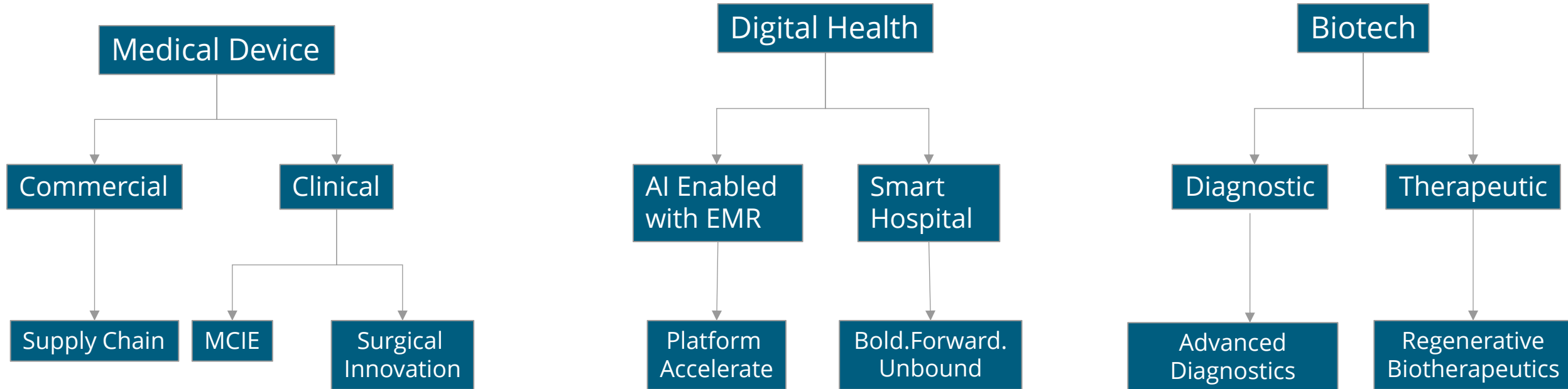
# CONDUIT TO THE MAYO CLINIC

THE FRONT DOORS

Some of the most common Mayo Clinic “front doors” we work with include:

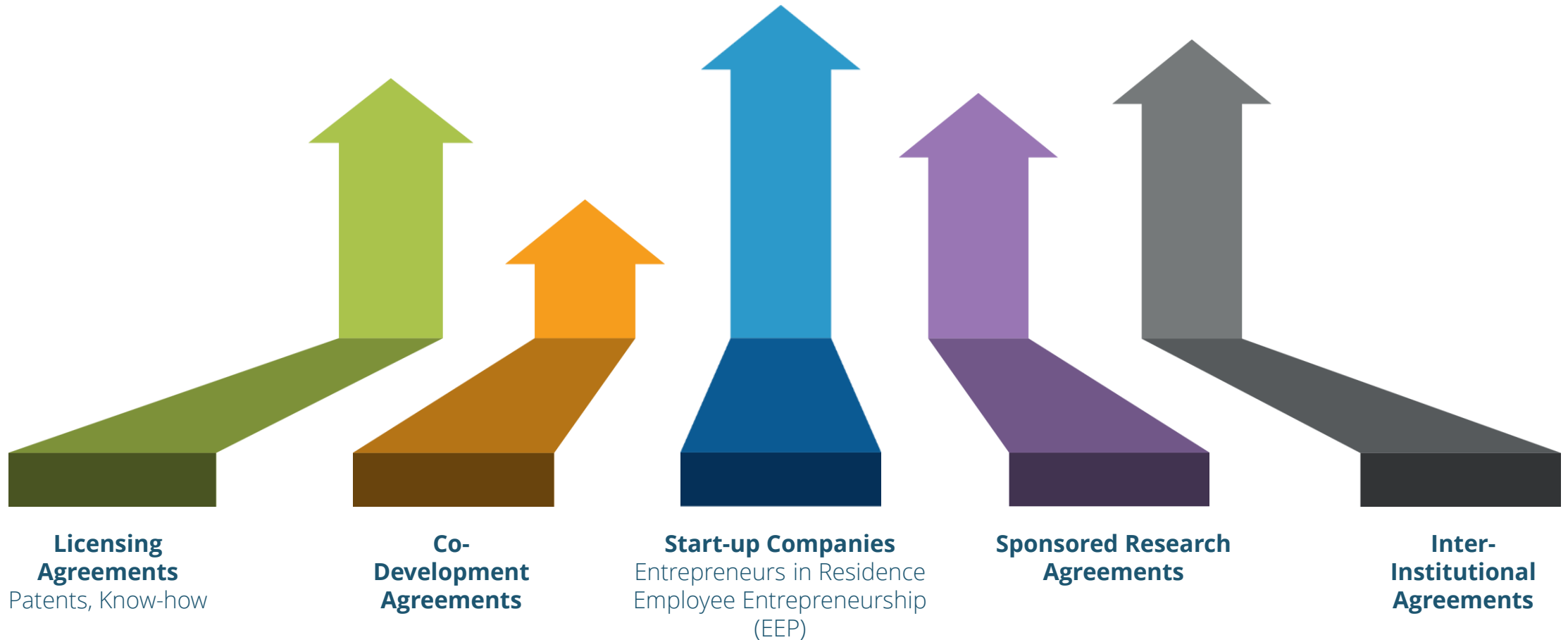


# SAMPLE PROJECT FLOW



# PATHWAYS TO COMMERCIALIZATION

MAYO CLINIC'S METHODS TO MARKET

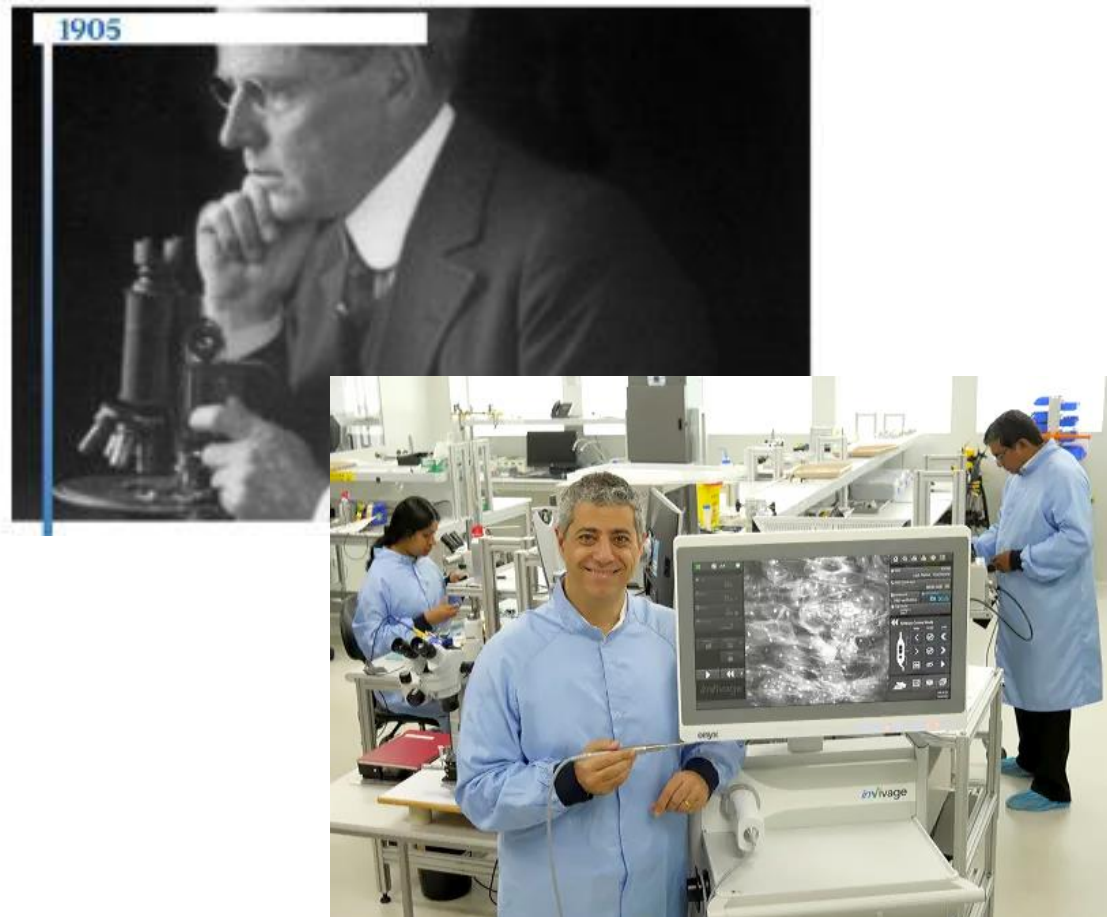


# SAMPLE PROJECT

THE DEVELOPMENT OF OPTISCAN

## Optiscan<sup>o</sup>

Bringing the robotic surgery approach with our real-time, digital pathology platform gives surgeons, hospitals and patients the ability to move through the patient care cycle with ease, minimal complications, and less repeat surgery.



Dr. Camil Farah, President and Managing Director

- Met at AdvaMed MedTech conference in fall 2022
- Introduced to Mayo Clinic Surgical Innovation in fall 2022
- Opened office in Rochester spring of 2023
- Signed Know How agreement with Mayo Clinic spring of 2024
- Speaking at Beahrs Surgical Innovation Summit with Mayo Clinic Collaborator fall of 2024





# DISCOVERY SQUARE

- 450 steps from the Mayo Clinic, clinicians, researchers and businesses with which you can collaborate
- Infrastructure for wet and dry labs, GMP facilities
- Structural reinforcement and 16ft ceilings for imaging, 3D printing and specialty equipment
- Flexible training and conference center



# SAMPLE PROJECT

PHILLIPS & MAYO CLINIC



Royal Philips and Mayo Clinic are joining forces to advance research in medical imaging technology aimed at improving imaging effectiveness and the experience for patients around the world



Philips Azurion neuro biplane system

- We were looking for close collaboration and proximity to leaders in the space, who can help us drive innovation in health technology.
- As part of this strategy, Philips can confirm that we will be opening research space at One Discovery Square, in Rochester, Minn., enabling the Mayo Clinic and Philips to further secure collaboration and innovative research.



# UNIVERSITY OF MINNESOTA

ROCHESTER

- First graduating class was in 2013
- One of only 2 new public universities in the USA in the 21<sup>st</sup> century
- UMR graduates contribute to the diversification of the health care workforce – a development expected to enhance innovation and public health outcomes.
- All programs are based in healthcare – Bachelor of Science in Health Professions or Sciences
- 67% of UMR's undergraduates are “underrepresented,” which includes BIPOC\*, first-generation students and/or low-income students



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# WHAT'S NEXT?

LOOKING FORWARD



## Turnkey Lab

A Mayo Clinic-level of quality in a shared lab, with opportunities to rent private space, host events and meet with investors and industry partners in unique surroundings.



## Workforce Development

Partnership with academia and industry for supporting the biotechnology manufacturing workforce of the future.



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# SNAP REACTIONS FOR COLLABORATION

## MedTech Ecosystems

What have I seen here today that I think parallels our ecosystem? What can we learn from one another?

## Clinical Collaboration

Are there roles for clinicians and students to collaborate across borders? For companies to find partnerships at Mayo?





## INNOVATION

#1 hospital in the world

"A mile wide, and a mile deep"

\$1B+ in annual research spending

A region with history of groundbreaking invention

Companies working on the future of healthcare

## COLLABORATION

State, regional, and local industry support

300+ commercial partners

Medical Alley

Expertise to get products to market

Proximity = Access = Speed

## COMMITMENT

Largest economic development initiative  
in Minnesota history

20-years, \$585M state support,  
\$5.6B private investment

World class, turnkey real estate

A vision for the future

**KYLLE JORDAN**

Business Development Manager

[KylleJordan@dmceda.org](mailto:KylleJordan@dmceda.org)

651 492 4086



**DMC**

Destination Medical Center