



**Medical
Alley**

Medical Alley® Strategic Overview

2024

“Imagine a community where you are surrounded by bright minds, stimulating conversations, and cutting-edge thought-leaders...who all happen to be relatable and advocates of creating a better world through health care. Insert Medical Alley!”



Ravyn Miller

Vice President, Portfolio Strategy and Business Development

Medtronic

About Medical Alley

As the world's foremost network of healthcare organizations, we have an unrivaled ability to create transformation in the health ecosystem.



What drives us



Our mission

To activate and amplify healthcare transformation.



Our vision

Be the epicenter of health innovation and care.

Partnership Services



Connections

Medical Alley provides a unique connection to the community of leaders and innovators that are powering the evolution of healthcare.



Insights

The latest insights on industry trends, actionable intelligence and timely data are always available to Medical Alley partners first.



Advocacy

Our policy team works with state and federal decision-makers to forward policies that benefit patients, health professionals and global economic trade.



Engagement

Participating in Medical Alley initiatives and programs is a rewarding way to get involved with our community and make lasting contributions to the healthcare ecosystem.



Foundational and Sustaining Partners



Medical Alley Board of Directors

Executive Committee

- **James Hereford**, *Chair*, President & CEO, Fairview Health Services
- **Jodi Hubler**, *Chair Emeritus*, Board Director, Gratum Ventures
- **Chris Landon**, *Vice Chair*, CEO, Natus
- **Roberta Dressen**, *Ex Officio*, President & CEO, Medical Alley
- **Amy Ronneberg**, *Secretary*, CEO, NMDP
- **Tim Frischmon**, *Nominating & Governance Chair*, Principal, Furst Group
- **Angie Franks**, *Treasurer*, CEO, Kalderos
- **Ann Ladd**, *General Counsel*, Shareholder, Fredrikson
- **Scott Cundy**, *Executive Committee Member*, Senior VP & Chief Quality Officer, Medtronic
- **J.P. Peltier**, *Executive Committee Member*, Global Head of Healthcare, Piper Sandler

Board Members

- **Milton Boyer**, CEO, Kindeva
- **Natasha Chen**, Senior VP & GM, Global Healthcare, Ecolab
- **Jennifer DeCubellis**, CEO, Hennepin Healthcare
- **Heidi Dieter**, Chief Research Officer, Mayo Clinic
- **Chris Gant**, VP, Worldwide Services Global Healthcare, FedEx
- **Ed Hedblom**, Director Health Care Compliance & Clinical Affairs Operations, 3M
- **Aaron Hudy**, President, West Region, USA, GE Healthcare
- **Barbara Joers**, President & CEO, Gillette Children's Hospital
- **Darren Moquist**, President & CEO, Local Markets, UHC Employer & Individual, UnitedHealthcare
- **Jon Pearce**, Founder & Co-CEO, Two Dot
- **Kyle Rolfing**, Partner, Lemhi Ventures
- **Lisa Shannon**, President & CEO, Allina Health
- **Brad Sorenson**, Executive VP, Global Operations, Boston Scientific
- **Jakub Tolar, MD, Ph.D.**, Dean of Medical School, VP for Clinical Affairs, University of Minnesota
- **Tom Vanderheyden**, CEO, OnMed
- **Manu Varma**, Senior VP & President, Chronic Care Division, Coloplast
- **Jaclyn Wainwright**, CEO, Aircare Health
- **Robert Wieland, MD**, CEO, Allina Health | Aetna
- **Ping Yeh**, CEO, VOCxI Health



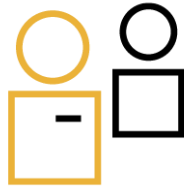
Medical Alley: Strategic Value Creation

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**Medical Alley
Starts**

2



**Medical Alley
Global**

3



**Healthcare
Transformation
Initiative (HTI)**

4



**Local and Federal
Policy**

Strategic Initiatives



Enabling healthcare innovation

We founded Medical Alley Starts
—
a venture platform that accelerates the formation and growth of healthcare startups.



Elevate business progress

Our world-class network facilitates partnerships, investments, legislative advocacy and sharing industry intelligence.



Transform health equity

HTI@MA examines critical issues in the health ecosystems and formulates actionable suggestions and solutions.



Medical Alley Starts

*Source deals, competitive intelligence, and partnership
that accelerates growth.*

Venture platform to accelerate the creation of new ventures, partnership with corporates, and global capital investment.

- Formed in 2018 as an output of Medical Alley Strategy Pivot
- By the numbers:
 - Approaching \$1 billion of deal volume (investment, M&A)
 - Served 900 startups in 2022, targeting 1200 in 2023
 - 60% of companies were ex-Minnesota in 2022, expect 75%+ ex-Minnesota in 2023
- Collaborations with top organizations including NEA, Andreessen Horowitz, Medtronic, Bayer, CVS Aetna, and more

Medical Alley Global

Better global market access and global innovation.

—
Sourcing global investment into Medical Alley while opening new global market opportunity.

- Help OUS firms establish US base and partnerships to drive deal flow into Medical Alley partners
- Establishes senior level international government, trade, payor, and provider relationships to position Medical Alley companies as the premier firms.
- Welcomed 14 international delegations and 15 new companies in 2022, active on all continents



Representative Starts & Global Deal Flow



Corporate M&A

Sourced \$50 million investment for startup which lead to \$400 million acquisition



Distribution

Startup partnered with a global medical specialty company for distribution



Cross Sector Investment

Japanese industrial company sourced \$8 million investment via Medical Alley



IP Acquisition

A global device company acquired the IP of an inventor via referral



First Time Founder

Sourced first board member and lead investor for seed round



Healthcare Transformation Initiative (HTI)

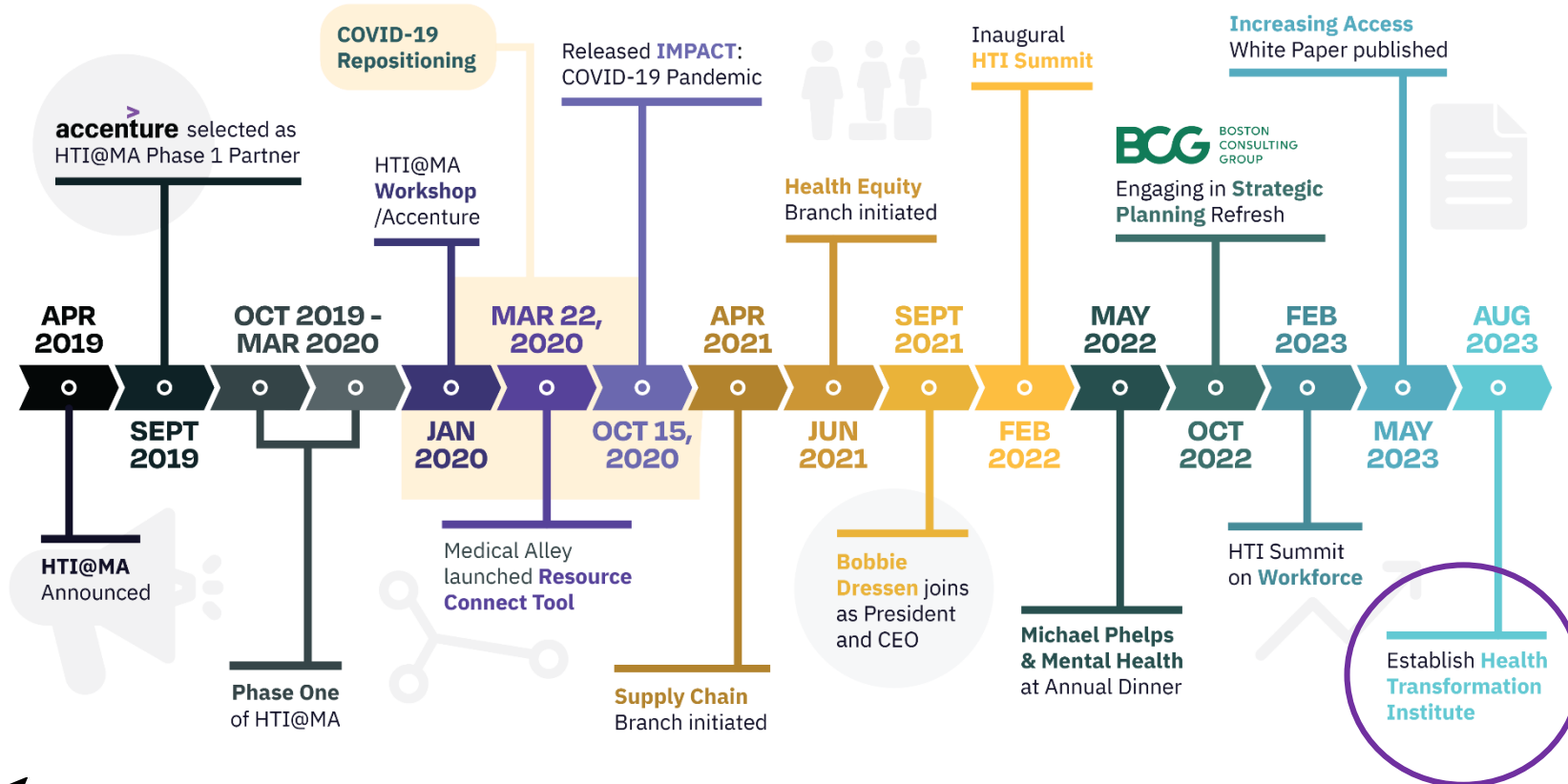
Understand and influence your customer/partners and adapt to new business models to sustain/accelerate growth.

Earl Bakken started Medical Alley with a radical idea: Payors, providers, and technology firms **are equals**, and should work together to transform healthcare to deliver better outcomes, lower costs.

- Only organization of equals – payor, provider, technology
- Payors, providers, and technology firms together identify common challenges and solutions
- Focused on the intersection of business model innovation and public policy – what *should* the business model be and thus what *payment, regulatory, compliance, or other policy* needs to be enacted to make it work
- Innovated in supply chain during pandemic, advancing mental health licensure policy today to expand workforce, facilitated collaborations between Medtronic and Blue Cross Minnesota



Medical Alley Health Transformation Institute (HTI)



Medical Alley Health Transformation Institute is dedicated to addressing health equity challenges by reducing disparities, improving the access and quality of healthcare and promoting innovation in the healthcare industry.



MedicalAlley Health Equity Working Group



Jon Pearce
Co-Chair
CEO, MementoMorAI



Jaclyn Wainwright
Co-Chair
CEO, AiRCare Health

The Health Equity Working Group was assembled to identify actionable ways to prioritize health equity in health industry workplaces, patient care settings, and throughout the healthcare ecosystem.



Chris Gant
VP, Worldwide Services
Global Healthcare, FedEx



Ed Hedblom
Director, Health Care Compliance &
Clinical Affairs Operations, 3M



Natasha Chen
SVP & GM, Global
Healthcare, Ecolab Inc.



Ping Yeh
CEO, VOCxI Health

Local and Federal Policy

Be on the policy offensive instead of defensive.

A solutions orientated public policy team operating locally, nationally, and internationally

- While associations focus on stopping bad policy or protecting narrow interests of a sector, Medical Alley leverages its cross-sector representation to advance fundamental changes in policy that evolve the healthcare market.
- Examples include crafting language for the MOMS Act to expand maternal healthcare, advising governments in Canada, Australia, and the Netherlands on Innovation Policy, and consulting with the IFC, a division of the World Bank, on health development policy on the African continent.

