

## **1. Place this as a box insert in Chapter 9 near discussion on bio technology**

### **SOME DEFINITIONS:**

- The BioDistrict is a state-enabled economic development district with taxing and bonding authority. NOLABA currently has administrative authority for the BioDistrict.
- Biomedical corridor – stretches from Ochsner Baptist to the New Orleans East Hospital and encompasses a wide network of health services and health innovation entities

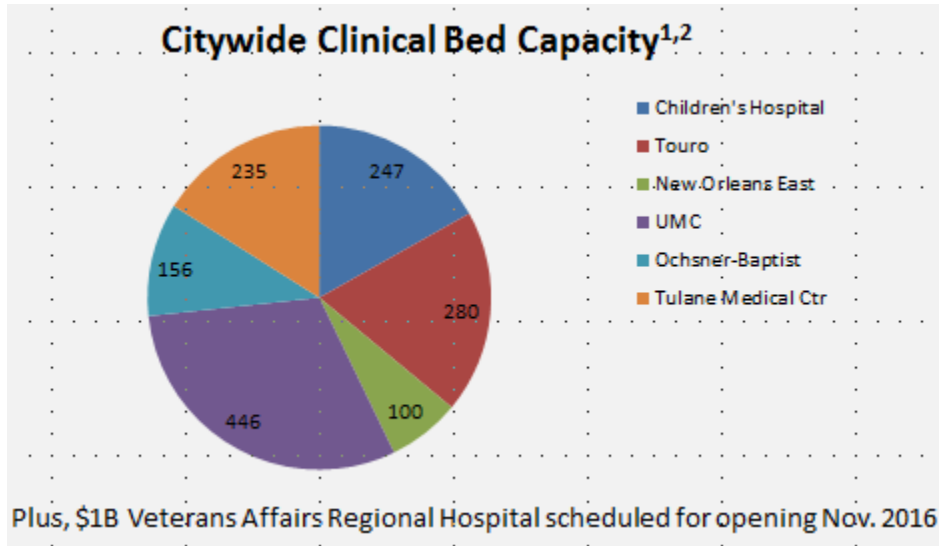
### **THE CASE FOR A THRIVING BIOINNOVATION & HEALTH SERVICES INNOVATION CLUSTER:**

New Orleans offers the following for advancing the future of health

- An asset-rich landscape
  - Extant multi-specialty hospital and alternate care systems, including new state-of-the-art facilities, such as
    - University Medical Center
    - VA Hospital
    - Cobalt Rehabilitation Hospital of New Orleans
    - Louisiana Cancer Research Center
    - New Orleans BioInnovation Center
  - Diverse and complex clinical research capacity and academic institutions with subject matter expertise
  - Current and future regional population health demands for innovative solutions
- Growing tech innovation environment
  - #1 Brain Magnet in America (per Forbes, 2014)
  - Native culture attractive to entrepreneurs
  - Superior operating cost environment supported by state-wide incentive programs to accelerate job growth and profitability
  - Ideal near-shore location for back-end software development of front-end digital and health IT innovation
- Opportunity to employ work force at multiple skill levels
  - Investments in higher education assets in New Orleans secure a strong talent pool across a range of skill levels
    - >80,000 students in higher-ed annually in New Orleans
    - Opportunities for certain skill-based jobs in medical district that can be met with 2-years technical training beyond high school
    - Since 2007, New Orleans area schools have produced 11,000 students with science-related higher education degrees
      - 6,500 with Master's degrees or higher
    - 2012 Graduates by degree
      - 44% Bachelor's degrees
      - 36% Master's degrees
      - 17% MDs
      - 3% PhDs
- Local chronic disease burden affords patient population ripe for innovation
  - Opportunity to make large scale impact on population health outcomes
  - Opportunity to dramatically reduce health system costs
  - Ability to dramatically impact economic prosperity from improved health (healthier people miss fewer days of work and help increase productivity)
  - Louisiana stats
    - 46<sup>th</sup> in deaths from heart disease and stroke

- 45<sup>th</sup> in percentage of obese adults
- 45<sup>th</sup> in adult diabetes incidence
- 47<sup>th</sup> in deaths due to cancer
- Orleans Parish – high HIV infection rates – 4,999 people living with HIV

**NEW ORLEANS HEALTHCARE SYSTEM FACTS & FIGURES:**



*(Information culled from individual facility websites)*

***New facilities***

**UMC** – The newest addition to the local healthcare landscape has hit its first year anniversary with the following milestones:

- 155,835 clinic visits
- 81,330 emergency visits
- 11,736 admissions
- 2225 employees
- 650 physicians

And provides, under the LCMC partnership:

- Greater patient access
- Higher patient satisfaction
- Operational efficiencies
- Lower cost per day
- Shorter length of stay
- Better resident salaries, better teaching experiences
- Increase in commercial payers

**Cobalt Rehabilitative Hospital:**

- \$24 million capital investment
- 64,000 s.f.
- 60 inpatient beds
- 170 construction jobs
- 180+ direct jobs projected – currently hiring

### **Total Healthcare and Social Assistance Employment – Orleans Parish (2016; Source, EMSI):**

- 23,989 jobs (up 9.4% from 2014)
- Nearly 11 percent of all Orleans Parish jobs
- Average earnings per job: \$55,218 (national average for industry is \$55,644)

### **STARS OF THE LIFE SCIENCES INNOVATION ENTREPRENEURIAL ECOSYSTEM**

(this list is not meant to be complete or definitive – simply a sample)

#### At Propeller:

- Bausey Medical Solutions – uses telemedicine to lower the cost and increase the reach of healthcare
- 504HealthLearn – enhances training methods available to primary care providers and clinic support staff to improve delivery of care for underserved patients
- Harmony Health – provides high quality, comprehensive and accessible healthcare at an affordable patient cost
- Clear Health Analytics – empowers consumers to make smarter health decisions by providing clear and unbiased cost comparison information

#### At NOBIC:

- Zalgen Labs – develops tools to enhance diagnostic and prognostic evaluation
- BioCeptive – creating intuitive, easy-to-use medical devices that expand access, improve health outcomes and reduce complications for women’s health
- Better Day Health – a web-based platform that uses predictive modeling, third-party applications and devices to leverage the power of data to prompt action, to facilitate collaboration and to proactively manage health
- Flux Diagnostics – provides rapid and low cost in vitro diagnostics for detection of protein markers associated with various pathologies