

# THE MEDICAL + CAPITAL

innovations here improve lives everywhere

## FOUNDATIONS

More than 600 medical-related organizations including 60 hospitals

27 colleges and universities which house more than 20 academic programs in medical education

Home to 12 of the top 18 medical device manufacturers in the nation

16 cardiovascular companies moved to the region in the past 2 years

## INNOVATIONS

Grown biomedical industry by 37% in the last 5 years, outpacing U.S.

NE Ohio research institutions are recipients of \$500 million in federal and industry awards

Nearly 500 U.S. patents issued in the past 4 years

Home of Cleveland Medical Mart & Convention Center, the first facility of its kind combining permanent showrooms with trade show and conference facilities dedicated to the medical marketplace

## PEOPLE

More than 480,000 healthcare, bioscience and support workers, including 9,000 physicians

Educates more than 209,000 degree-seeking students from around the world

Grants more than 30,000 degrees annually

21,000 new jobs in the professional, scientific and technology sector since 1993

## ECONOMIC IMPACT

More than \$835 million in venture funding for 90 companies since 2003

Attracts more than \$100 million annually in healthcare start-ups

Over \$35 billion impact on the local economy

67% of capital investment goes to healthcare companies

## INDUSTRY

## 2008 JOBS

## 2008 GROSS REGIONAL PRODUCT

## ETC.

HEALTHCARE

297,781

\$14.8 billion

MANUFACTURING

284,147

\$34.5 billion

Medical Manufacturing Revenue \$309.4 million

EDUCATION

154,853

\$1.7 billion

ARTS, ENTERTAINMENT & RECREATION

22,878

\$1.4 billion

FINANCE AND INSURANCE

75,656

\$15.2 billion

\*Source: Northeast Ohio Employment and Wage Trends Economic Brief, June 2009

“With the world’s premier hospitals, leading industry companies and a growing medical entrepreneurial business base throughout Northeast Ohio, Cleveland already is in many ways the nation’s medical capital.”

- Chris Kennedy, President, MMPI

“Make no mistake; there is an amazing amount of things that are happening in Cleveland. We are building a medical mart, casinos, a new convention center and a new mixed use development in the old flats. We are the medical capital.” -Joe Marinucci, President and CEO, Downtown Cleveland Alliance

## FIRSTS & INNOVATIONS

Pioneered coronary bypass surgery, which today saves tens of thousands of lives annually

First near-total face transplant in the United States

First total larynx transplant in the world

First prototype vaccine to prevent breast cancer

One of the first successful cadaver kidney transplants

First deep brain stimulation procedure on a patient in a minimally conscious state following severe traumatic brain injury

First to conduct research and treatment of bone and joint tuberculosis

In 1954, Northeast Ohio's Dr. Frederick C. Robbins was awarded the Nobel Prize for Medicine for his work about polio.

Northeast Ohio boasts one of only two pediatric hospitals in the country that operates a burn center for both adults and children.

In 2003, Northeast Ohio surgeon Raymond Onders, M.D. and his team give actor Christopher Reeve an implantable breathing device to replace his ventilator, allowing him to breathe on his own. Dr. Onders implanted the first device in 2000.

Purell, which changed the way we prevent the spread of disease, was invented in Northeast Ohio.



# HOW YOU CAN HELP PROMOTE NORTHEAST OHIO AS THE MEDICAL CAPITAL

1. Label the region as the "Medical Capital" in public speeches, presentations.
2. Utilize "Medical Capital" in written and electronic communications, including website, press releases, PowerPoint presentations, newsletters and brochures.
3. Evangelize the "Medical Capital" message to your peer group businesses and associations.
4. Deliver the "Medical Capital" message to media and partners in the Northeast Ohio region. Link to "Medical Capital" media stories on your website to further distribution of these stories.

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