

SIERRA REGIONAL Economic News

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THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

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WHERE THE CLIMATE FOR BUSINESS IS PERFECT

Healthcare – jobs – growth – innovation

Northern Nevada Development Authority's approach to economic development starts with the development of industry, but it must be strategic. The goal is to target the right industries to develop and provide the services necessary to support growth.



Rob Hooper
Executive Director, NNDA

One industry of focus is the healthcare industry with a few significant points to share:

- As one of the largest industries in 2011, healthcare provided 18.3 million jobs for wage and salary workers.
- Five of the 20 fastest growing occupations are healthcare related.
- Healthcare will generate 5.2 million new wage and salary jobs between 2011 and 2018, more than any other industry, largely in response to rapid growth in the elderly population.

- Most workers have jobs that require less than 4 years of college education, but health diagnosing and treating practitioners are highly educated.

Within the rapidly changing healthcare industry, technological advances have made many new procedures and methods of diagnosis and treatment possible. Clinical developments, such as infection control, less invasive surgical techniques, advances in reproductive technology, and gene therapy for cancer treatment, continue to increase the longevity and improve the quality of life of many Americans. Advances in medical technology also have improved the survival rates of trauma victims and the severely ill, who need extensive care from therapists and social workers as well as other support personnel.

In addition, advances in information technology have a perceived improvement on patient care and worker efficiency. Devices such as hand-held computers are used to record a patient's medical history with information of vital signs and orders for tests transferred electronically to a main database. This process eliminates the need for paper and reduces recordkeeping errors. Adoption of electronic health records is, however, relatively low.

Among the healthcare related clinics and hospitals in the state of Nevada, we have some of the latest innovation, technology, and wellness prevention programs being practiced to date. With this current infrastructure to build on, NNDA has proceeded to collaborate with Nevada healthcare professionals and clean tech and adult stem cell experts to partner on the implementation of the "Nevada Health Care & Biosciences Initiative." NNDA's Healthcare & Technology Advisory / Action Committees will play a key role in partnering and implementing this initiative for Nevada.

Technical and Infrastructure Committee's Goal:

The committee will prepare a gap analysis of the technology infrastructure within the Northern Nevada by mapping all existing infrastructure related to I.T. and communications within the region and creating a plan to improve, build and/or correct

all necessary shortfalls in these areas. The committee consists of regional professionals, county and state I.T. experts, supported by I.T. planning experts in the areas of communications, engineering, electronics, clean tech and innovation.

Healthcare Committee Goals:

The committee assists NNDA with identifying various areas of need within the region related to healthcare and work to find solutions to improve the current state of the region through bringing in new technologies by partnering with the Technology Committee experts. This group will work on supporting and implementing the key initiatives NNDA has presented here which support the biosciences and adult stem cell research. Key members represent all major regional medical facilities, health insurance professionals, state health representatives, medical field experts, UNR School of Medicine representatives, community college medical related experts, clean tech, stem cell and other representation among the core committee.

Nevada Healthcare & Biosciences Initiative

This initiative will target the healthcare and bioscience research, treatment and manufacturing industrial complex through a focus on the rapidly emerging sciences of adult stem cell therapy, nanotechnology, and other leading technology areas. NNDA recognizes this as an opportunity to form a statewide initiative which can result in revenue and jobs that could rival the gaming industry in Nevada.

Possible results of this initiative for Nevada:

- Create a centerpiece technology/industry development project for Nevada that has the opportunity to be the key economic diversity driver in the state.
- Reposition the "Nevada Brand" as the destination for health related industries and the commercialization of new frontiers of medical technology and biosciences.
- Provide a solid link between Northern and Southern Nevada unifying her efforts.
- Become the catalyst for attracting the best "brains" in advanced medical research to the state and the university system, expanding with other driving technologies such as genetic cures for cancer, bacteria carriers of pinpoint medicines, ocular devices to read blood sugars and much more...
- Add significant revenues to current hospital, physician and therapy networks.
- Result in new intellectual properties within the state that can be commercialized through a rapidly escalating matrix of medical device, pharmaceutical and nutraceutical manufacturers.
- Create a new wave of construction and development to build the research labs, expand hospitals and provide new care facilities.
- Provide new and vital relevance to the UNR Medical and Pharmaceutical Schools attracting professors and students.
- Create jobs and careers that will keep our brightest and best kids in the state.
- Empower and drive "medical tourism" in the Nevada hospitality and tourism complex (with an estimated 1.6 million Americans now traveling out of the country for medical treatments (Deloitte Study). This is a big and rapidly growing market. It is the lack of advanced treatments in the U.S. that is sending

Below is a chart which shows the concentration of employment in Life Sciences and Engineering related to medical devices, components health information and computational engineering. (Silver Spark NCED Study March 2011)

	Life Sciences	Engineering
Las Vegas	13.3%	7.4%
Reno	7.1%	12.3%
Carson City	8.3%	9.3%
Western NV	8.8%	24.8%
Balance	12.2%	13.7%

- them away.
 - Create and strengthen vital research and scientific association relationships and bring new convention business to Nevada.
 - Attract the nanotechnology industry to the state.
 - Provide healing to those suffering from serious chronic disease.
 - As the epicenter of this development will be in Northern Nevada, continue to position the Sierra Region as the "New Boulder" of the West and attract aging baby boomers to move here due to the available medical services and restorative process available nowhere else in the country.
- NNDA is working hard to shape the region to be economically strong, target the right kinds of industries and be a leader in the country for thinking and planning strategically.

To find out how you can be part of this opportunity, contact NNDA at (775) 883-4413 or email nnda@nnda.org

To learn more on how to support this exciting growth, join us at the upcoming breakfast on "Healthcare – What does that mean to you?" on Wednesday, June 29 starting at 7 a.m. at the Carson Nugget. Not only will you learn about how healthcare coverage has and will change in the coming years, but how the healthcare delivery system and services may affect you, your family and your business. The breakfast program will also feature more than 20 health related businesses displaying their products and services. Reservations recommended by going online to www.nnda.org or calling (775) 883-4413.









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