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# ABHI US STRATEGY

## THE TENNESSEE OPPORTUNITY

UK TRADE MISSION: 24TH MARCH 2019 - 29TH MARCH 2019

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# FOREWORD



**Over the past decade ABHI has established deep connections within the US: the largest HealthTech market in the world.**

The relationships we have developed with hospital systems, leading clinicians, business councils and HealthTech organisations have provided tangible opportunities to UK businesses looking to accelerate their growth across the Atlantic.

From research partnerships, to investment and new business, UK companies are enjoying tremendous success in the US. There is something about the American attitude to business and innovation that naturally lends itself to the HealthTech industry, and a real willingness to collaborate and problem-solve has proved fruitful.

Our work was initially cultivated in Texas, where the ABHI Innovation Hub, in partnership with the Dell Medical School, has seen 16 companies base themselves in Austin, taking advantage of ABHI's support and introductions to the region's key players. The Hub has led to over 20 research contracts underway and new business generated. We are also proud to have brought together over 20 leading business figures from the state, in the shape of our US Mentors Network, designed to provide companies with on-hand local expertise. Following Texas' success, and part of our broader programme

of engagement, our strategic focus in the US now shifts to the Southeastern region, and specifically, Tennessee.

Known for its top-class whiskies, music and automobiles, "made in Tennessee" carries weight. Yet this onus on high-quality craftsmanship isn't just restricted to a few industries, medical equipment and supplies are the state's largest export, totalling \$3.34 billion in 2017 alone. In fact, Nashville alone plays host to 250,000 jobs in healthcare management: its \$39B economic impact four times that of the music industry. Partner this with the fact that Tennessee is the birthplace of HCA, the pioneering for-profit hospital concept that today numbers more than 250 healthcare companies, and healthcare is integral to the region.

**"NASHVILLE ALONE PLAYS HOST TO 250,000 JOBS IN HEALTHCARE MANAGEMENT: ITS \$39B ECONOMIC IMPACT FOUR TIMES THAT OF THE MUSIC INDUSTRY"**

Boasting a greater employment concentration for the healthcare and medical devices sector compared to both the Southeast and the US,

Tennessee is supported by world-class research capabilities, including the Vanderbilt University and the University of Memphis, both of whom are investing heavily in their digital healthcare programmes. Unsurprisingly then, the state's leading cities of Memphis and Nashville are seeing unprecedented growth. A probusiness environment, high-quality living and an unparalleled creative community mean more and more of the world's most respected brands are choosing to make Tennessee their home.

This week-long mission will introduce you to the leaders from across this highly developed ecosystem, including hospital systems, accelerators, business chambers and professional service companies. It is a prime opportunity to make key connections to support your market entry and drive operations within the US.

Fittingly, the first direct flights from London Heathrow to Nashville International Airport took to the skies in 2018. The world is waking up to what Tennessee has to offer and the time is right for the UK's HealthTech community to take advantage of all it has to offer.

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**Paul Benton, Managing Director, International, ABHI**

# PROVISIONAL MISSION PROGRAMME

## SUNDAY 24 MARCH

13.25 **London Heathrow flight to Nashville International Airport**

**Delegation free time**

## MONDAY 25 MARCH

09.00 **Group breakfast briefing**

13.00 **Lunchtime briefing: thought leaders panel session**

- Nashville Health Care Council
- Nashville Technology Council
- Tennessee Health Information Management Association

## TUESDAY 26 MARCH

10:00 – 17:00 **Hospital system visits**  
 - Hospital Corporation of America (HCA)  
 - The Center for Medical Interoperability  
 - Envision Healthcare

19.00 **UK Group Reception**

## WEDNESDAY 27 MARCH

10:00 – 14:00 **Hospital system visits**  
 - Vanderbilt University Medical Center  
 - AMSURG

14.30 **Transfer to Memphis**

19.00 **Drinks & informal group dinner**

## THURSDAY 28 MARCH

09.00 **Group breakfast briefing with Greater Memphis Chamber**

12.00 **Hospital system visit to St Jude Children's Research Hospital**

15.00 **University of Memphis thought leaders panel discussion**

19.00 **Drinks & informal group dinner**

## FRIDAY 29 MARCH

10.00 **University of Tennessee Health Science Center visit**

13.00 **Transfer to Nashville**

19.00 **Nashville International Airport flight to London Heathrow**

“FOR HEALTHTECH COMPANIES PURSUING BUSINESS IN THE US, THE NASHVILLE REGION IS THE PERFECT STARTING POINT. SERVING AS THE EPICENTER OF THE US HEALTHCARE MANAGEMENT INDUSTRY, THE ABILITY TO CONNECT WITH INFLUENCERS AND PURCHASERS IS UNPARALLELED.”

**Lori Odom**, Vice President of International Business, Nashville Area Chamber of Commerce

# TENNESSEE



Since 2010, the healthcare and medical devices sector **has grown 9.6%**



The state's academic institutions are investing heavily in digital technology. **The Vanderbilt University Center for Digital Humanities** has brought together an intellectual community for the scholarly exploration between digital and humanistic inquiry, and **the University of Memphis FedEx Institute of Technology** is bridging the gap between industry and research in emerging technologies.



Over **365,000** Tennesseans are currently employed in the healthcare and medical device industry. A figure expected to **grow 17% by 2025**

**MEMPHIS**



**12,321 establishments** across the state involved in healthcare



Tennessee ranks second in the nation in exports of medical equipment and supplies, with a total of **\$3.34 billion in 2017**. Exports in this sector have **grown by 30% since 2010**



Foreign Direct Investment from the UK accounts for **11,960 employees**



Tennessee's central location makes it a transport hub, with unrivalled connections to the wider US. It is home to the second busiest cargo airport in the world, the third largest rail center in the U.S. and the nation's fifth largest inland port



Tennessee boasts five commercial airports and 74 general aviation airports. It is conveniently accessible and within a day's drive to a majority of U.S. markets

NASHVILLE



As of May 2018 there are direct daily flights between Tennessee and London Heathrow



Tennessee boasts some of the lowest real estate prices in the US and C2ER has named Tennessee as the state with the fifth lowest cost of living in the nation



With its highly-skilled workforce, Tennessee is ranked third highest in the US for citizens with a high school diploma and fifth for those with associate degrees



Tennessee is home to Hospital Corporation of America, Community Health Systems and LifePoint Health, three of the largest hospital chains in the US.



**75% OF THE US MARKET ACCESSIBLE WITHIN A 2-HOUR FLIGHT OF NASHVILLE**



**OVER A DOZEN FORTUNE 1000 ARE HEADQUARTERED IN NASHVILLE**



**HEALTHCARE REPRESENTS A QUARTER OF ALL TOTAL OCCUPATIONS IN THE AREA**

**BETWEEN 2005 AND 2015, MORE THAN \$940M WAS INVESTED IN NASHVILLE HEALTHCARE COMPANIES BY VENTURE CAPITAL FIRMS, ACCOUNTING FOR 60% OF NASHVILLE'S TOTAL VENTURE CAPITAL INVESTMENT DOLLARS OVER THAT PERIOD**

# NASHVILLE

**Population: 1.9 million**

**As the state's largest city, and its capital, Nashville is hub of all things Tennessee. From its legendary music scene, to its lively university community and vibrant restaurants, the city boasts one of the US' fastest growing populations.**

Nashville's historically low unemployment rates, and a highly skilled workforce of over 1 million citizens, are complemented by a business-friendly environment.

Whilst the city now ranks seventh in the US for growth in tech jobs, healthcare is where it comes into its own, and its deep healthcare domain knowledge is transforming the city into a leading HealthTech centre.

A dynamic ecosystem of 400 healthcare companies can be found in Nashville and more than half of the privately-owned hospital beds in the US are operated by Nashville-area companies, meaning the city is the centre of purchasing power for the wider US hospital industry. HCA, the region's flagship system, is

one of the world's largest providers with hundreds of hospitals and clinics around the globe delivering outstanding patient care.

Nashville is also home to Acadia Healthcare, the second largest behavioral health company in the US, and the Vanderbilt University Medical Center is ranked as one of the best in the nation. Amongst these prestigious institutions are a cluster of innovative companies and clinical professionals making Nashville the ideal location to develop your US export strategy.



# MEMPHIS

**Population: 1.34 million**

**With its rich history and vibrant culture, Memphis is a hub for jobs and transportation, making it a great place to work and live.**

Situated on the banks of the Mississippi River, Memphis is located on the southwestern corner of Tennessee. Bordering the states of Arkansas and Mississippi, the city is one of the most expansive in the US, resulting in a wide variety of landscapes and distinct neighborhoods.

Millions of people visit Memphis every year for its food, music, and history. Many go on to discover a great place to do business with low tax rates, an attractive cost of living, and affordable real estate adding up to an ideal business climate.

Memphis is a healthcare city, with a history dating back to 1911 when the University of Tennessee medical college was founded there. Now the University of Tennessee Health Science Center, UTHSC is

the epicenter for medical education across the state. The city is also home to St. Jude Children's Research Hospital, a world-leader in the way childhood cancer is treated, and the University of Memphis, which boasts the FedEx Institute of Technology, a major research contributor in the areas of Supply Chain Management, Nanotechnology, Robotics and Intelligent Systems.

Doctors and hospital systems are consistently ranked highly nationwide with Memphis leading the way in both trauma care and orthopedics. Its region also has one of the nation's highest concentrations for medical device manufacturing.



**MEMPHIS IS HOME TO 17,000 MEDICAL DEVICE EMPLOYEES**



**THESE WORKERS CREATE A \$2.6 BILLION ECONOMIC IMPACT**

**THROUGH ITS POWERFUL MEDICAL RESEARCH HOSPITALS, UNIVERSITIES AND GLOBALLY IMPORTANT MEDICAL COMPANIES, MEMPHIS BOASTS A STRONG SECTOR FOR PATENT DEVELOPMENT, WITH PATENTS INCREASING BY 10% OVER THE LAST 5 YEARS**



**MEMPHIS' SHELBY COUNTY IS THE 2ND-LARGEST ORTHOPAEDIC DEVICE MANUFACTURING CENTRE IN THE U.S**

"ACTIONS SPEAK LOUDER THAN WORDS AND THIS COULDN'T BE MORE TRUE THAN IN THE CASE OF ABHI. AS A DIRECT RESULT OF THE EXECUTIVE INTRODUCTIONS MADE BY ABHI, LUMEON IS NOW PARTICIPATING IN A BUSINESS PROPOSAL WITH A MAJOR USA HEALTH SYSTEM."

**Rick Halton**, CMO, Lumeon, Inc.

"ABHI TRADE MISSIONS PROVIDE A PRICELESS OPPORTUNITY TO MEET WITH SENIOR DECISION MAKERS AND OPEN DOORS AT TARGET CUSTOMERS."

**Guy Wood-Gush**, Founder & CEO, Deontics

"ABHI'S UNIQUE INSIGHT INTO THE MARKET, AND ITS CONTACTS, HAVE BEEN INVALUABLE IN SUPPORTING OUR PENETRATION INTO THE US MARKET."

**Giovanna Forte**, CEO, Forte Medical

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**ABHI**  
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