

Moving Beyond Startup: Growing a Healthcare Technology Business

MGMT 579 C/D

Mondays
6:00-7:50pm

**Be witness
to the next
disruptive
health care
technology.**

**Management
and Operations**

In this course, student teams will be paired with early stage technology companies to help them move beyond the startup phase. Student teams will work in the role of consultant to help companies identify the economic opportunity, assess the competitive landscape, and understand barriers to market entry. Students will learn and apply fundamental concepts from microeconomics and health economics such as defining the customer, assessing competitiveness with existing technologies, estimating market size and penetration, identify revenue producing strategies, and producing financial projections. Companies will be drawn from the healthcare industry with technologies such as point of care tests, remote patient monitoring, and handheld diagnostics. The goal is to help develop a report that will be used not only by the company to penetrate the market, but also to help investors determine whether to make a “go/no go” decision about investing in the new technology.

This course is designed for students interested in working with companies that are seeking a larger market share of patients to improve lives. Graduate and advanced undergraduate students from Business, Engineering, Medicine, Nursing, Dentistry, Social Work, Public Health, among others are welcome to participate in this course.

Technology

Get hands-on experience working closely with companies to identify market opportunity for their healthcare technology.

Investment

Gain skills that investors will value as you learn how to make a “go/no go” decision about investing in a new technology.

Healthcare

Understand the complexities of introducing a new technology in the healthcare market.

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