

Minutes from Healthcare Simulation Cluster Meeting June 18, 2007 at USF Sarasota/Manatee Campus

Present: Bob Hueter, Kathy Baylis, Nancy Engel, Mo Kasti, Caroline Popper,
Diane Andrews, Jonathan Fleece, Joan McGill, Jay Brenchick, Brenda
Brouillette

Bob Hueter facilitated the meeting and opened with a recap of the USF Health tour some of the committee members took and how impressive the new facility is going to be. He asked Mo Kasti to talk about exactly how the two EDC's can work with them and to look at some short term goals along with long range strategies.

Mo said that USF Health will be a perfect springboard for networking and research for companies that are here in the bi-county area and for companies looking to relocate here. The short term outcomes would be to have the EDC's be "resource brokers" and assist companies make those connections. Mo was asked if all of the hospitals in the MSA are aware of USF Health and he said they are. USF Health can act as an educational venue; there is an emerging market here and lets showcase them. USF Health can partner in attracting business here and educate the public about these opportunities. The question was asked, "What would the Cluster look like?" Mo said to concentrate on education and delivery of quality health care through simulation.

Mo asked the group, how we measure success in economic development and the answers were: High Wage Jobs, Diversity, Retention of Businesses and Capital Investment.

USF Health measures success by: Further Quality of Healthcare, Further Quality of Education (scores, etc.)

Mo then drew a two to three year networking plan for this Cluster. The first box said "Today" and the word "Fragmented". The second box had "Awareness" (Summit) and "Identify Collaboration". This would be the time to market, educate and communicate about Simulation to our businesses and to build business activity locally. In the third box he talked about a National Summit after USF Health opens in Dec 08 of Jan 09 and we would then have Government and National interests. The goal at the end of this timeframe would be "Improving the Quality of Healthcare through Simulation" in our region.

The group asked Mo and Caroline Popper what they see as the agenda and monetary commitments for the Awareness Summit. Mo said he just finished a conference and it was \$100,000 and some of the agenda items would be as follows:

What is Simulation?

How is it being done today?

Opportunities that exist

Need for Healthcare Simulation

Caroline said they can put together a program for whatever the EDC's are comfortable with and get sponsors but asked each EDC to consider a monetary involvement. She and Brenda and Mo will work on a business plan (white paper) for the Executive Committees of the EDC's for buy in and then this committee will convene and start compiling the attendee list for the Summit and look at hiring a professional meeting planner to coordinate this event. Caroline, Mo and Brenda can put the program agenda together and get speakers but there has to be a go to person as the coordinator beyond the EDC's staff.

Diane will wait to hear from Caroline and then send out a meeting notice to the group.
Meeting adjourned.