

# Patient Dedication

MEDTRONIC: A GLOBAL LEADER FOR HEALTH SOLUTIONS

Medtronic's mission, "to alleviate pain, restore health, and extend life," is visible for all who enter its buildings, serving as a reminder that the global leader is

not just focused on solutions to treat debilitating, chronic diseases such as diabetes, cancer, or heart problems. It's about the millions of people they help around the globe.

"High technology in health care contributes to better patient care worldwide," says **Jim Cloar, president of the Navigation Division of Medtronic**, headquartered near Boulder in Louisville, Colo. The division has two additional offices in Colorado.

Medtronic, named by *Fortune* magazine as one of the "World's Most Admired Companies" in 2009, began as a medical device repair company founded by two Minnesota brothers-in-law in a garage more than 60 years ago. Now, the company is an international medical leader working closely with physicians around the world on therapies and technologies to change the treatment of chronic diseases.

Cloar's Navigation Division makes and is responsible for computer assisted surgery. He calls it "GPS for the body," because it allows the surgeon to visualize the surgical instruments in 3-D space in relation to the anatomy of the body - without the surgeon seeing the actual anatomy with his or her own eyes, but through a digital image instead.

"We are a very unique division within the context of being a \$16 billion medical device company that, for the most part, makes therapies that you

leave in the body, like an implant, pump, or stent," he says. "What we do enables safer, less invasive procedures."

The "GPS," or StealthStation® Navigation System, is very advanced visually and allows for precision during surgery in sensitive anatomy like the spinal column or the brain.

Another example of the Medtronic technologies is a mobile MRI device that can be wheeled into an operating room to provide instant imaging to surgeons during an operation. For

minds for potential hires, collaborative possibilities with the university faculty, and a kindred spirit in entrepreneurial Boulder.

"CU is a high-tech, innovative institution surrounded by collaborative and innovative start-ups and new technology spin-outs," he says. "Our employee base grows annually by 10 percent, so if we can be an employer of choice for graduates coming out of CU, we can be both an environment where our workers are stimulated and

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example, the mobile MRI can be used during surgery to see if all of a tumor was removed from the brain or if an implant was placed in the correct spot in the spine or pelvic area.

Traditional MRIs are huge, stationary machines that patients are brought to before and after surgeries. Using this more advanced system to verify the success of the surgery prevents patient stress from additional surgery as well as reducing costs.

Cloar, a member of the advisory board for the Deming Center for Entrepreneurship at the Leeds School of Business, became involved with the university through a friendship with director Paul Jerde. This partnership gives Medtronic access to bright

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Every quarter, the company brings in a patient and their family who was touched by their technology to remind employees that what they do matters. And every year the annual holiday party shares a broadcast to all 40,000 Medtronic employees of a physician and a patient with their family whose lives have been changed or saved because of technology Medtronic employees develop and deploy.

"We give people their families back," says Cloar. "That is what drives us."



Every four seconds a patient's life is enhanced by a Medtronic product or therapy.

Engineering, Regulatory, Finance, Human Resources, Marketing groups located at Louisville, Colo., campus.

And the nearby new Education Center opened in January 2011; approximately 300 registered nurses per year attend courses (as well as many other students come through these doors).

The Navigation Division has more than 500 employees worldwide; 300 are in Colorado.

15 percent Compound Annual Growth Rate in the past four years.