



MADISON REGION
ECONOMIC PARTNERSHIP

HEALTHCARE

HEALTHCARE THRIVES IN THE MADISON REGION



The Madison Region boasts a historically strong, nationally recognized healthcare sector – a leading economic driver that provides jobs, innovation, and business growth while delivering world-class care to our employers and residents.

Creating a diverse range of employment opportunities and representing 13% of total employment in the eight-county Madison Region, the healthcare sector provides our population with well-coordinated systems that cover a spectrum of unparalleled care.

LEARN MORE

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The Madison Region consists of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk counties.



MADISON REGION
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DRIVING THE ECONOMY & DELIVERING WORLD-CLASS CARE

Healthcare has long been a leading economic engine and a critical component of quality of life in the Madison Region. The region's healthcare sector is fueled largely by the output and influence of UW-Madison's School of Medicine and Public Health, which consistently ranks among *U.S. News and World Report's* best medical schools for research and primary care. The school is committed to research and has a long tradition of translating laboratory discoveries into patient-care application.

67,000+

REGIONAL EMPLOYMENT

4 TEACHING HOSPITALS

As the nation prepares for a heightened demand for healthcare services, the Madison Region is poised to further establish its national industry competitiveness with its legacy leadership, forward-thinking approach, and strong educational and workforce pipeline.

THE HUB FOR HEALTHCARE INFORMATION TECHNOLOGY



The Madison Region is quickly becoming known as the hub for healthcare IT, due largely to the presence of Epic Systems – the region's largest private sector employer at 8,000+ employees and the nation's leading developer of electronic medical records. Each year, more than 1,000 employees leave Epic, starting and working for spin-off companies that have positioned the region as the country's premier location for healthcare IT.

The rise of healthcare IT companies including Healthfinch, Propeller Health, and Redox demonstrates the innovation taking place at the intersection of healthcare and information technology in the Madison Region. And HealthX Ventures, a Madison-based digital healthcare-focused seed fund created in early 2015, supports the growth of this industry's early-stage ventures in Wisconsin and the upper Midwest.

LEADING THROUGH RESEARCH & COLLABORATION

In addition to major hospitals and healthcare providers, the region's business acumen and educational roots provide strong foundational services to the healthcare sector, as well as unique opportunities for cross-sector collaboration with the life science and technology industries.

Facilities such as the Wisconsin Institutes for Discovery and Morgridge Institute for Research enable breakthrough discoveries that advance human health and well-being. Research pairs well with leading healthcare technology businesses in the region, including GE Healthcare, Philips, Covance, Cellular Dynamics, Exact Sciences, and Epic Systems.

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**MADISON: #1 TOP 100
PLACES TO LIVE**

*With healthcare among
our top-ranked criteria*

Livability, 2015



TRAINING AND RETAINING SKILLED WORKERS

The healthcare sector's success is bolstered by the major postsecondary institutions in and adjacent to the region, which conferred 8,346 certificates and degrees in healthcare fields in 2014. First-class teaching hospitals provide residency opportunity for students and offer a critical tool to attract and retain physicians and medical professionals.



UNIVERSITY OF WISCONSIN-MADISON

The top-ranking School of Medicine and Public Health at UW-Madison allows for MD/MPH dual degrees, prepares students to practice in rural and urban communities, trains students in bioinformatics, and allows students to experience cross-disciplinary collaborations and interactions.

EDGEWOOD COLLEGE

Edgewood College in Madison is home to The Center for Nursing Excellence, an innovative training facility that offers life-like patient-simulation technology in a collaborative learning environment that allows students to learn from educators and practitioners at the college and local teaching hospitals.

TECHNICAL COLLEGES IN THE MADISON REGION

The region's technical colleges offer a multitude of healthcare related degrees and certificates, with program offerings including traditional health & clinical applied sciences, bioinformatics, emergency medical technician, health information technology, medical transcription, and medical coding.

A STEADY SUPPLY OF INDUSTRY-READY WORKERS

2013-2014 DEGREES CONFERRED: HEALTHCARE

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1,682	265	667	2,614
UW-Milwaukee			728	164	98	990
UW-Platteville			96			96
UW-Whitewater			212	14		226
Alverno College	4		166	33		203
Beloit College			50			50
Blackhawk Technical College	294	69				363
Concordia University	15	4	237	237	106	599
Edgewood College	2		171	36		209
Herzing University	209	193	80	28		510
Madison College	1,417	355				1,772
Medical College of Wisconsin	20			39	238	297
Southwest Wisconsin Technical	349	68				417
Total	2,310	689	3,422	816	1,109	8,346

Source: National Center for Educational Statistics. Note: Includes programs and award levels offered as distance education. Degree programs in healthcare include biological and biomedical sciences; family and consumer sciences/human sciences; health professions and related clinical sciences; and psychology-general.