



# MATTER

## 2018 CURRICULUM

January – June

The [MATTER curriculum](#) educates entrepreneurs through workshops that help them segment their target customers and craft compelling value propositions. Workshops include pragmatic advice on how to recruit founders and employees, raise money, identify and approach customers, shorten sales cycles, build pipelines, and scale up for success. The curriculum also provides leadership training and insights into new regulations and healthcare trends.

### Tracks

1. Is your technology solving a problem and for whom?
2. Understanding stakeholders in healthcare and new models of care
3. Market-driven product design and development
4. One percent inspiration and 99% perspiration
5. Your projections are wrong: forecasting and financing
6. Go-to-market strategy and sales into health systems
7. Clinical trial design and implementation
8. Regulating bodies are your buddies
9. Who's going to pay for this?
10. The fine print – legal topics in healthcare

DATE	TITLE	PRESENTER	TRACK
1/5/18	<a href="#">Quantifying and Visualizing your Value Proposition</a>	Valkre	Track 1
1/9/18	<a href="#">Strategy Design Workshop – Business Model Canvas</a>	Do Tank, Inc.	Track 1
1/10/18	<a href="#">HIPAA Compliance &amp; Data Security – Health System Sales</a>	NowPow/SafeStart	Track 10
1/15/18	<a href="#">Advanced Analysis of Healthcare Claims Data Using Python</a>	Validate Health	Track 3
1/16/18	<a href="#">Medical Device Development</a>	EdgeOne Medical	Track 3
1/19/18	<a href="#">Understanding and Designing for Culture</a>	John Meyer Design	Track 3
1/25/18	<a href="#">Strategic Alliances and Partnering with Other Startups</a>	MBHB	Track 10
1/25/18	<a href="#">Building and Managing a Board</a>	Healthbox	Track 4
1/26/18	<a href="#">Healthcare Risk Adjustment</a>	Validate Health	Track 9
1/30/18	<a href="#">Basics of Financing and Fundraising</a>	Foley & Lardner	Track 10
2/1/18	<a href="#">Strategically Positioning Your Product for Health Systems</a>	Feinberg School of Medicine	Track 1
2/7/18	<a href="#">Lunch and Learn – SBIR/STTR Program</a>	Parmelee Consulting Group	Track 5
2/9/18	<a href="#">Intro to Confidentiality Agreements</a>	MBHB	Track 10
2/9/18	<a href="#">Attracting and Retaining Talent for Start Ups</a>	Real Life Sciences	Track 4
2/13/18	<a href="#">Introduction to the Value Proposition Canvas</a>	Do Tank, Inc.	Track 1
2/14/18	<a href="#">Sources of Funding – Who Will Invest in You and Why</a>	FADICO	Track 5
2/20/18	<a href="#">Managing the Healthcare Data Storm</a>	Verity Health	Track 7
2/22/18	<a href="#">Medical Device Design</a>	Nordson Medical	Track 3
2/22/18	<a href="#">Drive the Adoption of your Healthcare Product or Service</a>	Michael Dean	Track 6
2/23/18	<a href="#">Reimbursement for Outpatient Services</a>	Intersect ENT	Track 9
2/28/18	<a href="#">Leveraging Your Financial Model</a>	FADICO	Track 5
3/6/18	<a href="#">Strategy Design Workshop – Business Model Canvas</a>	Do Tank, Inc.	Track 1
3/7/18	<a href="#">Designing with Emotional Currency</a>	Engine Co. 4	Track 3
3/8/18	<a href="#">Intentional IP Strategy for Start Ups</a>	MBHB	Track 10

3/14/18	<a href="#">Equity &amp; Incentive Arrangements Among Founders, Employees and Investors</a>	FADICO	Track 5
3/15/18	<a href="#">Simple Processes for Managing Operations &amp; Finance</a>	MATTER	Track 4
3/20/18	<a href="#">Build a Band of Misfits</a>	Liberationalist, Do Tank, Inc.	Track 4
3/21/18	<a href="#">AWS Security for HealthCare Companies</a>	Evolve Security	Track 8
3/28/18	<a href="#">Security and Incidence Responses for Health Tech Companies</a>	Tempus (formerly)	Track 8
3/29/18	<a href="#">Camelot Lost or Found? Consequences of ACA Dismantling</a>	Health Law Consultancy	Track 9
4/3/18	<a href="#">Healthcare Coding Basics</a>	Indiana Northwest University	Track 9
4/5/18	<a href="#">Negotiating Sponsored Research Agreements</a>	MBHB	Track 10
4/6/18	Quality Metrics in Healthcare	PCPI	Track 8
4/10/18	<a href="#">Business Insurance for Start Ups</a>	VITI Companies	Track 4
4/13/18	<a href="#">Propelling your Business Through Bank Loans</a>	Silicon Valley Bank	Track 5
4/16/18	<a href="#">Customer Experience Mapping for Healthcare Innovators</a>	Highland Solutions	Track 3
4/17/18	Quality Metrics in Healthcare	PCPI	Track 8
4/18/18	<a href="#">How to Segment and Target Hospitals and Health Systems</a>	Sage Health Strategy	Track 6
4/26/18	Process Mapping Workflows in Healthcare	Consilink	Track 8
4/26/18	<a href="#">Transform Constraints into Superpowers</a>	Liberationalist, Do Tank, Inc.	Track 4
4/30/18	<a href="#">Developing ROI-Based Strategies for Health System Sales</a>	Syapse	Track 6
5/1/18	<a href="#">Strategy Design Workshop – Business Model Canvas</a>	Do Tank, Inc.	Track 1
5/4/18	Standards in Healthcare	PCPI	Track 8
5/8/18	<a href="#">Healthcare Market Assessment</a>	PwC	Track 8
5/9/18	<a href="#">Health IT Regulatory Landscape</a>	Allscripts	Track 8
5/10/18	<a href="#">Copyrights and Work-for-Hires</a>	MBHB	Track 10
5/16/18	<a href="#">Visualizing an Ecosystem</a>	Service Experience Chicago	Track 8
5/17/18	Project Management in the Life Sciences	Integrated Project Management	Track 4
5/22/18	<a href="#">Fighting the Enemies of Innovation</a>	Liberationalist, Do Tank, Inc.	Track 4
5/28/18	<a href="#">Leveraging Integrated Thinking in Healthcare</a>	Walgreens	Track 1

5/30/18	<a href="#">Risk Management for Start Ups</a>	Integrated Project Management	Track 8
6/4/18	<a href="#">Choosing Cloud-based Services in Healthcare</a>	Accenture	Track 3
6/6/18	<a href="#">The Retail Pharmacy Model</a>	Walgreens	Track 2
6/14/18	<a href="#">SaaS Pilot Contracts</a>	MBHB	Track 10
6/20/18	<a href="#">Reimbursement Strategies for Medical Device Startups</a>	Access to Care Partners	Track 9
6/22/18	<a href="#">Hiring Developers in Healthcare</a>	8 <sup>th</sup> Light	Track 4
6/27/18	<a href="#">Designing Products with EHR Integration</a>	Redox	Track 3
6/28/18	<a href="#">Accelerate a Culture of Innovation</a>	Liberationalist, Do Tank, Inc.	Track 4