Healthcare Technology
360 Due Diligence
MGMT 579 C/D

New healthcare technologies, including hardware/devices and software, are rapidly emerging to address the growing needs of the population. Many of these companies face barriers to adoption because they have not done a “360 due diligence” to assess the competitive landscape and the economic opportunity. In this course, students will be paired with research institution-based technology innovation teams, real-life startup companies or companies with a new technology in healthcare. Applying fundamentals of microeconomics and health economics, the students will conduct a 360 due diligence for the new technology, which includes defining the customer, assessing competitiveness with existing technologies, estimating market size and penetration, identify revenue producing strategies, and producing financial projections.

This course is designed for advanced undergraduates and graduate students interested in learning how to improve healthcare delivery through entrepreneurship and innovation. Students from Business, Engineering, Medicine, Nursing, Dentistry, Social Work, Public Health, among others are welcome to participate in this course.

Healthcare
Learn the opportunities for innovation in the healthcare sector and deepen your knowledge about the market players in healthcare including patients, clinicians, and health insurers.

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

Investor
Gain skills that investors will value as you develop a report that will help investors make a “go/no go” decision about investing in the new technology.

Bianca K. Frogner, PhD
Associate Professor
Phone: 206-616-9657
Email: bfrogner@uw.edu