



MEDICAL DESTINATION CLUSTER ANALYSIS

Edina, Minnesota, USA

April 2019

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Prepared for the Edina Chamber of Commerce

This report presents an analysis of the medical cluster in the city of Edina with a deep dive into how they compare to other select cities in the Midwest and a comparison of well-being centers within the state. This report has been produced to support the potential for Edina to become a major medical / well-being industry cluster in the US Midwest.

April 2019

Prepared by:



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1.0 EDINA HEALTH CARE INDUSTRY CLUSTER

1.1 INTRODUCTION

In 2017, the Edina Chamber of Commerce adopted its latest Economic Development Strategy for Edina. One of the primary pillars of the strategy was to adopt an industry cluster-focused approach to economic development, and more specifically, build on the existing significant healthcare services industry. In support of this approach, this report highlights the existing industry statistics, including background data and comparison data of similar communities.

The healthcare industry is an aggregation and integration of sectors within an economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. The healthcare industry is one of the largest and fastest-growing industries in the world. Characterized by the consumption of over 10% of gross domestic product (GDP) of most developed nations, the health care sector can form an enormous part of a country's economy. It is useful to view economies through the lens of clusters rather than specific types of companies, industries, or sectors because clusters capture the important linkages and potential spillovers of technology, skills, and information that cut across firms and industries.

An industry cluster is a group of companies and industries that represents the entire value chain of a broadly defined industry. These clusters share the same geographic region and are interrelated by the markets they serve, the products they produce, as well as sharing similar suppliers and supported by similar trade/industry associations and educational institutions. These clusters of inter-related competitive companies and industries hold the greatest potential benefit for economic growth and wealth creation within the region given that clusters are the source of jobs, income, and export growth.

The health care industry is comprised of many groups of actors that range from direct providers of health services to patients (including health practitioners and hospitals), institutions that pay providers for their health care services (including health insurance), institutions that provide medical devices and products (including drugs and pharmaceuticals, medical devices and supplies), and services and solutions to providers (research and testing laboratories). The North American Industry Classification System (NAICS), is the basic framework for defining the sector, and generally consists of the following categories:

- Ambulatory Healthcare Services – NAICS 621
- Hospitals – NAICS 622
- Nursing and Residential Care Facilities – NAICS 623
- Social Assistance – NAICS 624

For the purpose of this report, a broader definition of the health care industry instead of the traditional one listed above will be used to ensure that all economic and health-related opportunities are considered. Health care delivery (ambulatory health care services, hospitals, and nursing and residential care facilities) remains the central component of the health care cluster. The health care industry definition will include research and development, manufacturing and wholesale, and ancillary services such as health insurance, fitness centers, and retail (i.e., drug stores).

1.1 DEMOGRAPHIC AND ECONOMIC PROFILE

The following table provides a summary of the economic and demographic features of Edina. Edina is a census place located in Hennepin County, Minnesota (MN). It is also part of the Minneapolis–Saint Paul Metropolitan Statistical Area. The population of Edina is 85.9% White, 8.1% Asian, and 3.0% Hispanic. The median age for individuals is 44.6 years with a median family income of \$138,718. 65% earn more than \$100,000 annually, and only 3.1% live below the poverty level. 63.6% of the population 16 years and over participates in the labor force.

The major occupations in the City are (1) Management, business, science, and arts, and (2) Sales and office occupations, which altogether represents 62.9% of the occupations in Edina. Across industries, the major areas of employment are (1) Educational services, and health care and social assistance (2) Professional, scientific, and management, and administrative and waste management services, and (3) Finance and insurance, and real estate and rental and leasing. This represents 55.5% of the jobs of residents in the City.

Edina's Demographics and Economic Summary

Population (2000)	47,425
Population (2017)	50,603
Median Age	44.6 years
Workforce Participation Rate	63.6%
Median Family Income	\$138,718
Median Home Value	\$438,300
Population Below Poverty Line	3.1%
Home Ownership Rate	72.3%
Major Occupations	Management, business, science, and arts
	Sales and office
Major Industries	Educational services, and health care and social assistance
	Professional, scientific, and management, and administrative and waste management services
	Finance and insurance, and real estate

The City of Edina is an affluent community that is home to a high percentage of people who earn more than \$100,000 annually. The education, health and social assistance sector is the top major industry in the city as it alone serves 22.2% of the city's population.

Source: 2000 Decennial Census; 2013 - 2017 5-Year American Community Survey; Projections extrapolated from Decennial Census

1.2 EDINA HEALTHCARE CLUSTER

The City of Edina strives to be a premier place for living, learning, raising families and doing business. Edina's business community is thriving, from Edina's downtown at 50th Street and France Avenue, to Grandview and Southdale. Thriving business clusters dot the City, from the popular retail centers to the thriving healthcare and professional office complexes to light industrial and production facilities. The list below represents the major establishments in Edina's Healthcare cluster.

- **Fairview Southdale Hospital** is a hospital on France Avenue, Edina with more than 40 specialty services including cardiology, orthopedics, oncology, obstetrics, primary care, neurosciences, critical care, vascular and emergency services. It was ranked one of the best hospitals by U.S. News & World Report. It is staffed with 335 doctors from Fairview, University of Minnesota Physicians and independent partner clinics who see patients at the facilities.
- **University of Minnesota Health Heart Care** is a heart hospital also on France Avenue in Edina. The hospital's specialists and teams have been pioneering heart care research and innovative treatment techniques used to treat heart disease for more than 60 years. Some of the achievements include being the hospital with the world's first successful open-heart surgeries, first heart transplant in Minnesota, the state's first heart/lung transplant, first clinical studies in heart failure and the implantation of the first partial artificial heart (LVAD)
- **Prairie Care Medical Group** also in Edina is comprised of approximately 200 clinicians, including one of the region's largest collaboration of Child & Adolescent Psychiatrists.
- **Allina Health Centennial Lakes Clinic** also on France Avenue Edina and part of the Allina Health non-profit health care system. They offer convenient health care options consisting of chiropractic care and acupuncture, urgent care for illness and injury, diabetes education, endocrinology services, and a heart clinic. Allina also provides online care for a variety of common conditions.
- **Children's Minnesota** is a children's hospital on Lincoln Dr, Edina. It is one of the largest freestanding pediatric health systems in the United States—with two hospitals, 12 primary care clinics and six rehabilitation and nine specialty care sites.
- **Pediatric Surgical Associates Ltd** consists of a team Board-Certified Pediatric Surgeons and Board-Certified Pediatric Urologists that specialize in operating on children whose development ranges from the newborn stage through the teenage years.
- **DaVita Edina Dialysis Center** is a dialysis treatment center that provides In-Center Hemodialysis treatment.
- **Rehabilitation and elderly care centers** in Edina include Edina Care & Rehabilitation Center in Xerxes, and Heritage of Edina health care center.



1.3 COMPONENTS OF THE HEALTHCARE INDUSTRY

The health care industry definition includes research and development, manufacturing and wholesale, and ancillary services such as health insurance, fitness centers, and retail (i.e., drug stores). The components involve key sectors with the industry cluster consisting of provision of care (healthcare providers); research, training institutions and government support; and services to healthcare providers.

Provision of Care: Healthcare Providers

- 1. Offices of Physicians (NAICS 6211):** This industry is comprised of establishments of health practitioners having the degree of M.D. (Doctor of Medicine) or D.O. (Doctor of Osteopathy) primarily engaged in the independent practice of general or specialized medicine (e.g., anesthesiology, oncology, ophthalmology, psychiatry) or surgery. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers.
- 2. Offices of Dentists (NAICS 6212):** This industry is comprised of establishments with health practitioners having the degree of D.M.D. (Doctor of Dental Medicine), D.D.S. (Doctor of Dental Surgery), or D.D.Sc. (Doctor of Dental Science) primarily engaged in the independent practice of general or specialized dentistry or dental surgery. These practitioners operate private or group practices in their own offices (e.g., centers, clinics) or in the facilities of others, such as hospitals or HMO medical centers. They provide either comprehensive preventive, cosmetic, or emergency care, or specialize in a single field of dentistry.
- 3. Offices of Other Health Practitioners (NAICS 6213):** This industry group is comprised of establishments of independent health practitioners (except physicians and dentists). This industry consists of offices of Chiropractors, Optometrists, Mental Health Practitioners (except Physicians), Offices of Physical, Occupational and Speech Therapists, and Audiologists, Offices of Podiatrists, and Offices of All Other Miscellaneous Health Practitioners.
- 4. Outpatient Care Centers (NAICS 6214):** This industry group is comprised of establishments with medical staff primarily engaged in providing a range of outpatient services, such as family planning, diagnosis and treatment of mental health disorders and alcohol and other substance abuse, and other general or specialized outpatient care.
- 5. Home Health Care Services (NAICS 6216):** This industry is comprised of establishments primarily engaged in providing skilled nursing services in the home, along with a range of the following: personal care services; homemaker and companion services; physical therapy; medical social services; medications; medical equipment and supplies; counseling; 24-hour home care; occupation and vocational therapy; dietary and nutritional services; speech therapy; audiology; and high-tech care, such as intravenous therapy.
- 6. Hospitals (NAICS 622):** Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity. Establishments in the Hospitals subsector provide inpatient health services, many of which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process. They consist of General Medical and Surgical Hospitals, Psychiatric and Substance Abuse Hospitals, and Specialty (except Psychiatric and Substance Abuse) Hospitals.

Provision of products to healthcare providers

1. **Medical Equipment and Supplies Manufacturing (NAICS 33911):** This industry is comprised of establishments primarily engaged in manufacturing medical equipment and supplies. Examples of products made by these establishments are surgical and medical instruments, surgical appliances and supplies, dental equipment and supplies, orthodontic goods, ophthalmic goods, dentures, and orthodontic appliances.
2. **Pharmaceutical and Medicine Manufacturing (NAICS 32541):** This industry is comprised of establishments primarily engaged in one or more of the following: (1) manufacturing biological and medicinal products; (2) processing (i.e., grading, grinding, and milling) botanical drugs and herbs; (3) isolating active medicinal principals from botanical drugs and herbs; and (4) manufacturing pharmaceutical products intended for internal and external consumption in such forms as ampoules, tablets, capsules, vials, ointments, powders, solutions, and suspensions.
3. **Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers (NAICS 42345):** This industry is comprised of establishments primarily engaged in the merchant wholesale distribution of professional medical equipment, instruments, and supplies (except ophthalmic equipment and instruments and goods used by ophthalmologists, optometrists, and opticians).

1.4 EDINA HEALTH CARE EXPENDITURE

Health Spending Per Capita includes spending for all privately and publicly funded personal health care services and products (hospital care, physician services, nursing home care, prescription drugs, etc.). Hospital spending is included and reflects the total net revenue (gross charges less contractual adjustments, bad debts, and charity care). The closest comparable data for the census place of Edina MN is from the state of Minnesota.

Figure 1: Health Care Expenditure in Million Dollars for 1991 and 2014

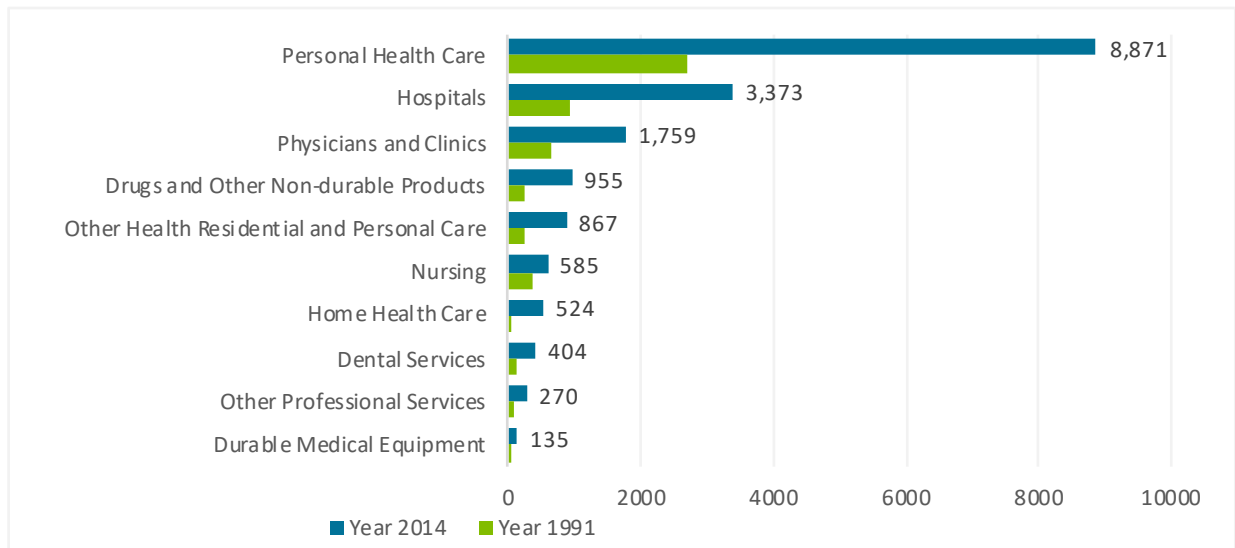
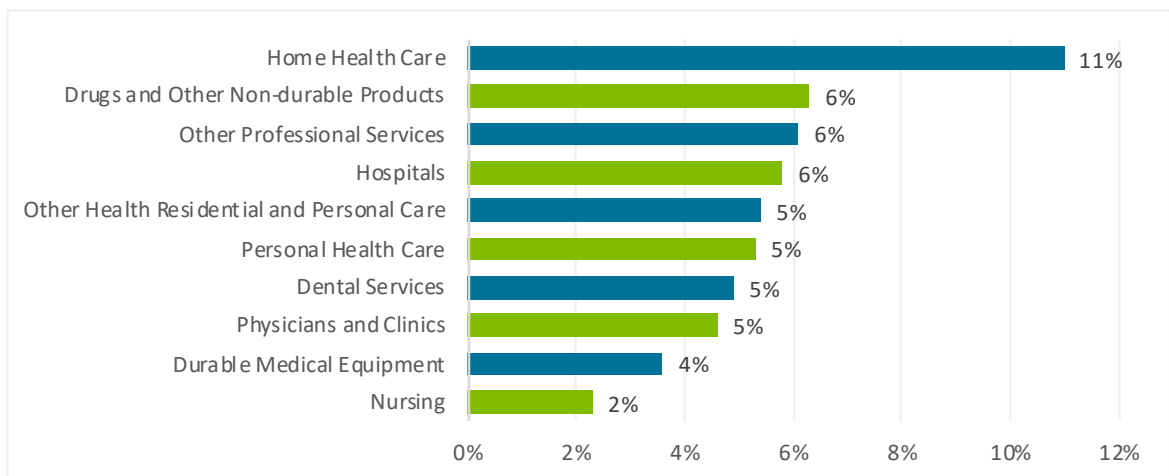


Figure 2: Health Care Expenditure Average Annual Growth (%) - (1991 - 2014)



Source: Centers for Medicare and Medicaid Services



DATA INSIGHT:

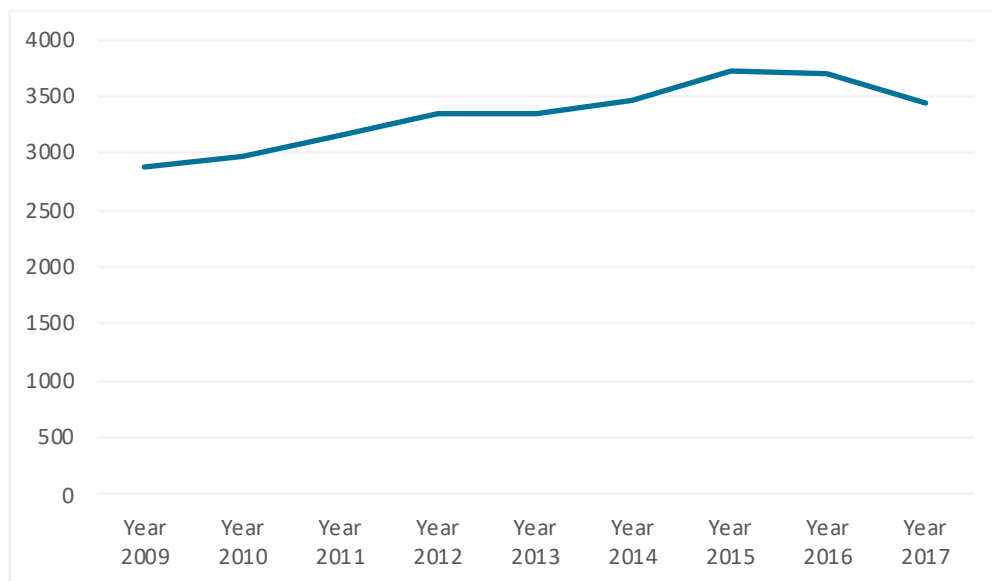
- Output generated from the health care industry in Minnesota increased from \$5.3 billion in 1991 to \$16.7 billion in 2014.
- The expenditure for home health care increased by an average of 11% over the period of 23 years.

DataInsight

1.4 EDINA HEALTH CARE EMPLOYMENT

From 2009 through 2017, the health care and social assistance sector has added 560 new jobs in Edina. This industry consists of employment in Ambulatory Health Care Services, Hospitals, Nursing and Residential Care Facilities with Social Assistance Facilities.

Figure 3: Employment in Health Care from 2009 to 2017



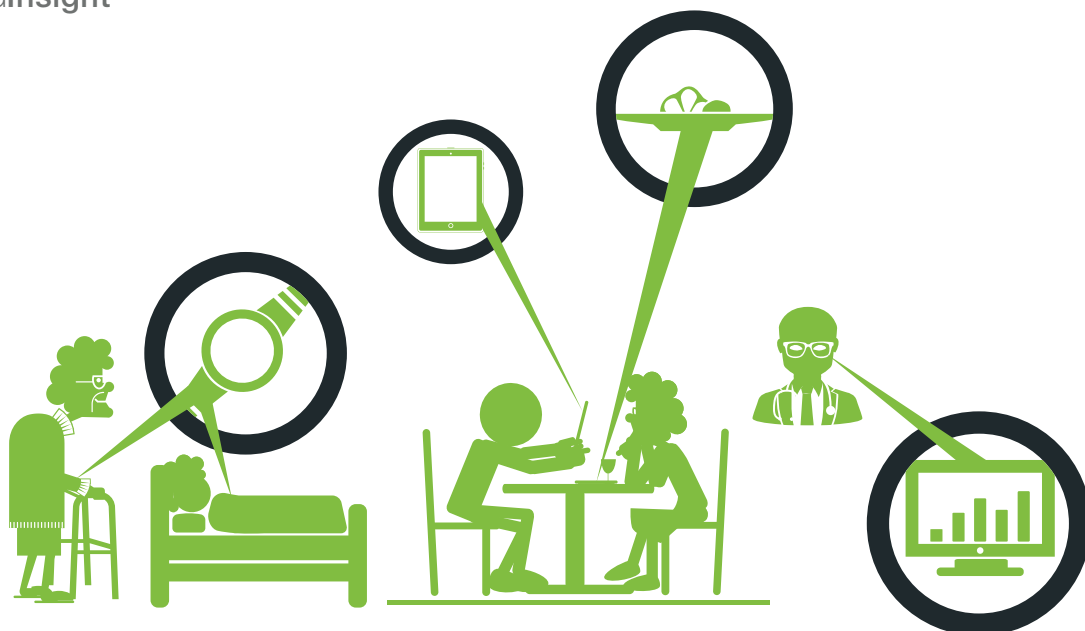
Source: ACS 2013 - 2017 (5-year estimates)



DATA INSIGHT:

- Employment in the health care industry increased by 19.4 percent since 2009.
- The health care and social assistance industry makes up 13.9 percent of all Edina's employment in 2017.

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2.0 COMPARISON COMMUNITIES

2.1 COMMUNITIES PROFILE

In February 2019, members of the Edina Chamber of Commerce Steering Committee met to discuss the parameters of a study to gather data on midwestern communities most comparable to Edina and known to have significant medical / well-being industry clusters. The group decided on 12 Midwest communities to compare themselves to with respect to the overall health and well-being industry in each community. Below are brief profile descriptions of each community.

Sioux Falls, SD

Sioux Falls, population 170,401, is the most populous city in South Dakota. The city accounts for 29% of South Dakota's population. It is the county seat of Minnehaha County and extends into Lincoln County to the south, proximate with the Minnesota state line. It is the 47th-fastest-growing city in the United States and the fastest-growing metro area in South Dakota, with a population increase of 22% between 2000 and 2010. The city's median age is 34.3 years with a median household income of \$74,598 and median housing value of \$168,600.

Wausau, WI

Wausau city has a population 38,934 and is the county seat of Marathon County, Wisconsin. It is the core city of the Wausau Metropolitan Statistical Area (MSA). Between 2000 and 2017, the population of Wausau grew from 38,426 to 38,934 by 1.3%. The city's median age is 39.2 years with a median household income of \$56,181 and a median housing value of \$114,000.

Madison, WI

Madison is the capital of Wisconsin and the county seat of Dane County. With its population of 248,856 in 2017, Madison is the second-largest city in Wisconsin by population, after Milwaukee. The city forms the core of the Madison Metropolitan Area which includes Dane County and neighboring Iowa, Green, and Columbia counties. The city's median age is 31 years with a median household income of \$85,045 and a median housing value of \$223,300.



Milwaukee, WI

Milwaukee is the largest city in the state of Wisconsin and the fifth-largest city in the Midwestern United States. The seat of the Milwaukee county, Milwaukee is located on Lake Michigan's western shore. Its 2017 population of 599,086 grew by 0.35% since 2000. The city's median age is 31.3 years with a median household income of \$44,723 and a median housing value of \$115,800.

Chicago, IL

Chicago is the most populous city in Illinois as well as the third most populous city in the United States. It is the most populous city in the Midwest. Chicago is the principal city of the Chicago metropolitan area, often referred to as "Chicagoland", and the county seat of Cook County, the second most populous county in the United States. Its 2017 population of 2,722,586 decreased by 6% since 2000. The city's median age is 34.1 years with a median household income of \$61,618 and a median housing value of \$234,500.

Des Moines, IA

Des Moines is the capital and the most populous city in the state of Iowa. It is also the county seat of Polk County. Des Moines is a major center of the U.S. insurance industry and has a sizable financial services and publishing business base. Its 2017 population of 214,778 grew by 8.1% since 2000. The city's median age is 33.9 years with a median household income of \$60,400 and a median housing value of \$123,300.

Omaha, NE

Omaha is the largest city in the state of Nebraska and the county seat of Douglas County. Omaha is located on the Missouri River, about 10 miles north of the mouth of the Platte River. Today, Omaha is the home to the headquarters of four Fortune 500 companies: Berkshire Hathaway, Kiewit Corporation, Mutual of Omaha, and Union Pacific Corporation. Between 2000 and 2017, the population of the city grew from 390,007 to 463,081 by 18.7%. The city's median age is 34.3 years with a median household income of \$71,087 and a median housing value of \$146,500.

Kansas City, MO

Kansas City is the largest city in the state of Missouri. It is the central city of the Kansas City metropolitan area, which straddles the Kansas-Missouri state line. Between 2000 and 2017, the population of the city grew from 441,545 to 476,974 by 8.02%. The city's median age is 35.2 years with a median household income of \$64,817 and a median housing value of \$139,900.



Kansas City, KS

Kansas City is the third-largest city in the State of Kansas, the county seat of Wyandotte County, and the third-largest city of the Kansas City metropolitan area. Kansas City, Kansas is abbreviated as “KCK” to differentiate it from Kansas City, Missouri. It is part of a consolidated city-county government known as the Unified Government. Between 2000 and 2017, the population of the city grew from 146,866 to 151,042 by 2.8%. The city’s median age is 33.4 years with a median household income of \$48,880 and a median housing value of \$89,500.

Iowa City, IA

Iowa City is a city in Johnson County, Iowa United States. It is the home of the University of Iowa and county seat of Johnson County, at the center of the Iowa City Metropolitan Statistical Area. Between 2000 and 2017, the population of the city grew from 62,220 to 73,415 by 18%. The city’s median age is 25.8 years with a median household income of \$82,659 and a median housing value of \$202,200.

Rochester, MN

Rochester is a city in southern Minnesota. It is the county seat of Olmsted County located on the Zumbro River’s south fork. It is Minnesota’s third-largest city and the largest city located outside the Minneapolis-St. Paul Metropolitan Statistical Area. It is the birthplace of the renowned healthcare organization the Mayo Clinic. Between 2000 and 2017, the population of the city grew from 85,806 to 112,683 by 31.3%. The city’s median age is 35.5 years with a median household income of \$55,720 and a median housing value of \$176,100.

Minneapolis, MN

Minneapolis is a major city in Minnesota that forms the “Twin Cities” with the neighboring state capital of St. Paul. Minneapolis is the county seat of Hennepin County and the larger of the Twin Cities. As of 2017, Minneapolis is the largest single city in the state of Minnesota and 45th-largest in the United States. Between 2000 and 2017, the population of the city grew from 382,618 to 411,452 by 7.5%. The city’s median age is 32.1 years with a median household income of \$68,574 and a median housing value of \$222,600.



2.2 INDUSTRY ANALYSIS BY COMPONENTS OF THE HEALTH SECTOR CLUSTER

2.2.1 OFFICE OF PHYSICIANS

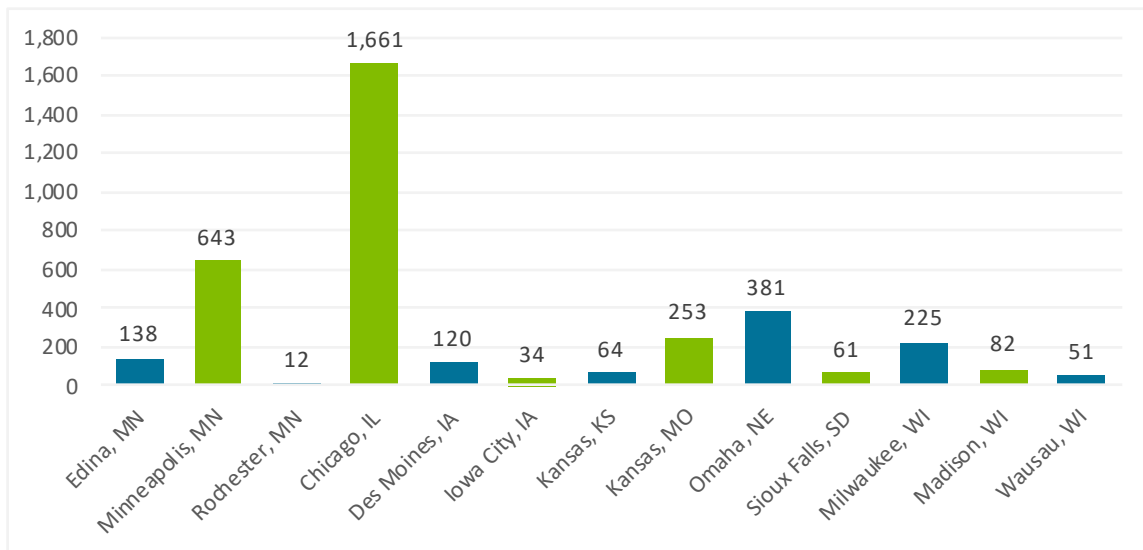
The industry consists of offices of physicians (except Mental health specialists) and office of physicians, mental health specialists. The industry of the offices of physicians (except mental health specialists) is comprised of offices of Acupuncturists, Allergists, Anesthesiologists, Cardiologists, Clinical pathologists, Dermatologists, Doctors of osteopathy, Family physicians, Gastroenterologists, Forensic pathologists, Gynecologists, Immunologists, Neurologists, Neuropathologists, Obstetricians, Oncologists, Ophthalmologists, Orthopedic physicians and surgeons, Otolaryngologists, Pediatricians (not in mental health), Plastic Surgeons, Proctologists, Pulmonary Specialists, Radiologists, Urologists and Walk-in physicians. The industry of the offices of physicians, mental health specialists is comprised of Doctors of osteopathy (mental health), Medical doctors (mental health), Mental health physicians and pediatricians, Psychiatrists, Psychoanalysts, and Psychotherapists.

The health care industry components under Ambulatory Healthcare Services are offices of physicians, offices of dentists, offices of other health care practitioners, outpatient care centers, medical and diagnostic laboratories, home health care services, and other ambulatory health care services.

A. Business Establishments

The chart below shows the number of establishments of health practitioners in the comparison communities. This data indicates that cities such as Madison, Des Moines, Milwaukee, and Kansas - Missouri, have similar number of medical centers and clinics used by health practitioners engaged in the field of independent or specialized medicine and surgery.

Number of Establishments for the Offices of Physicians



Source: Economic Census, 2012



DATA INSIGHT:

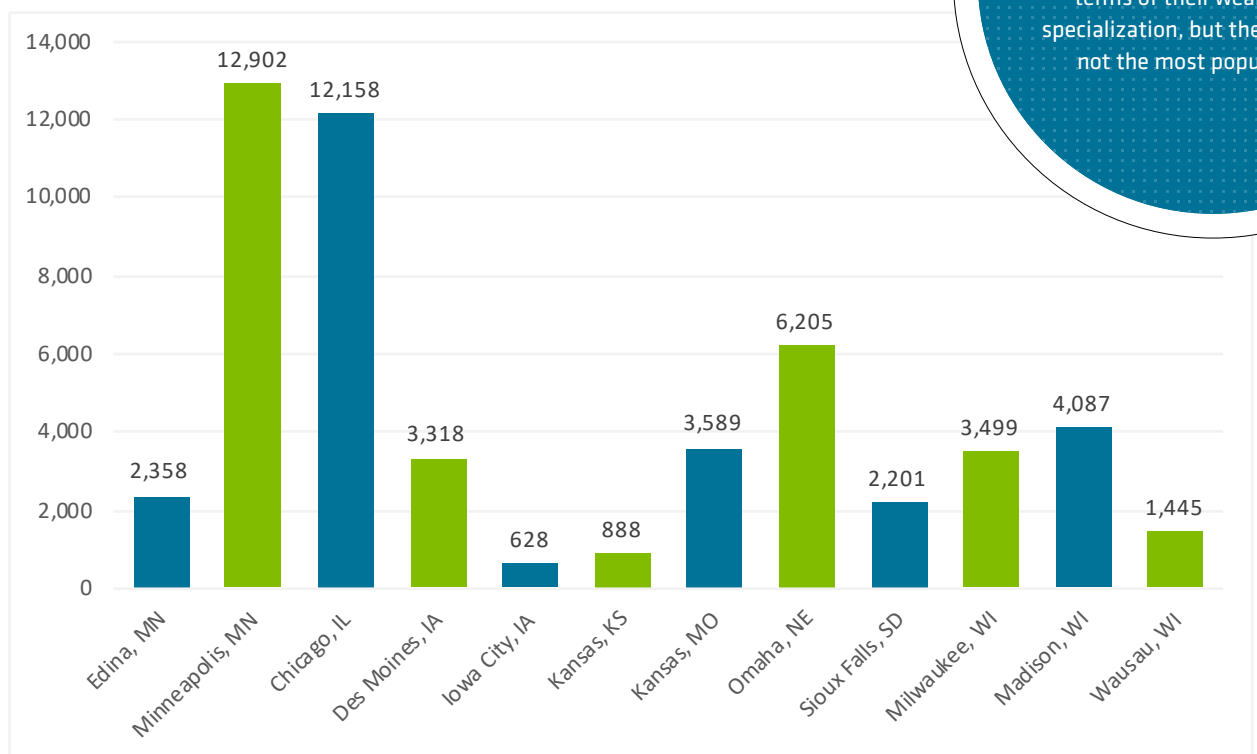
- Edina is closest in number of offices of physicians to Des Moines, IA, a city that is considerably larger than Edina.

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B. Employment

This chart explores the number of employees by industry sector in the comparison communities. Most notably, cities with less than 100 physician establishment had a very high firm to employment ratio. For instance, Madison city has a firm to employment ratio of 1 to 49 physicians which suggests that employment and physician practice in the city could be very competitive. Cities close to the firm to employment ratio of Edina are Des Moines (1:18), Omaha (1:16), and Milwaukee (1:15). Although Chicago and Minneapolis have the highest employment numbers, Chicago has the lowest firm to employment count ratio (1:7) of the cities compared while the competition in Minneapolis is fiercer due to its firm to employment ratio of 1 to 20 physicians.

Number of Employees for the Offices of Physicians



Source: Economic Census, 2012 (Data was not available for Rochester, MN)

Physicians are the most powerful professional groups in health care in terms of their wealth of specialization, but they are not the most populous.



DATA INSIGHT:

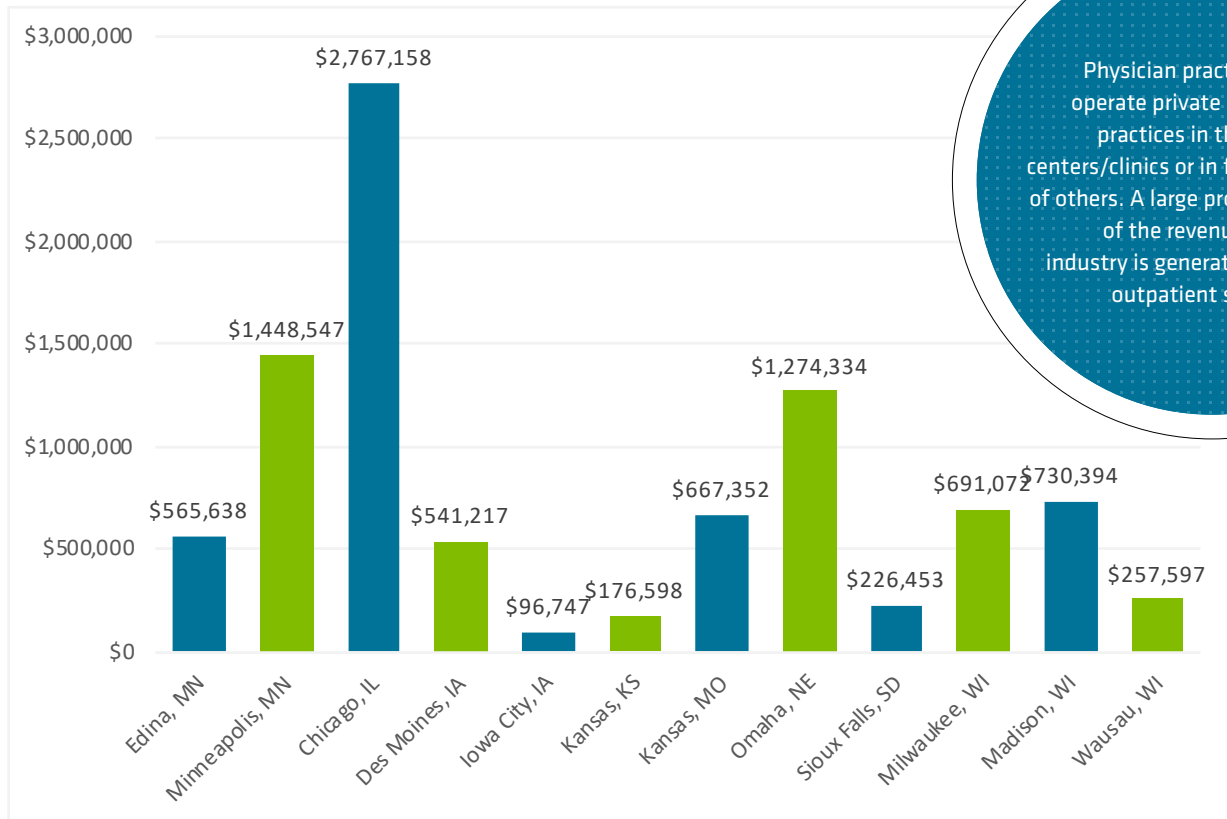
- Sioux Falls and Edina have similar physician employment numbers.
- The data shows that on average, the firm to employment rates for Edina is 1 to every 17 physicians.

DataInsight

C. Business Revenue

This chart explores the revenue received by the businesses in the industry for offices of physicians as a result of its normal business operations across the comparison communities. Comparing the cities in Minnesota, Minneapolis generates industry revenue twice that of Edina. Similarly, the revenue received by the industry in Chicago is double that of Minneapolis.

Industry by Revenue for the Offices of Physicians (\$1000)



Physician practitioners operate private or group practices in their own centers/clinics or in facilities of others. A large proportion of the revenue in the industry is generated from outpatient services.

Source: Economic Census, 2012 (Data was not available for Rochester, MN)



DataInsight

DATA INSIGHT:

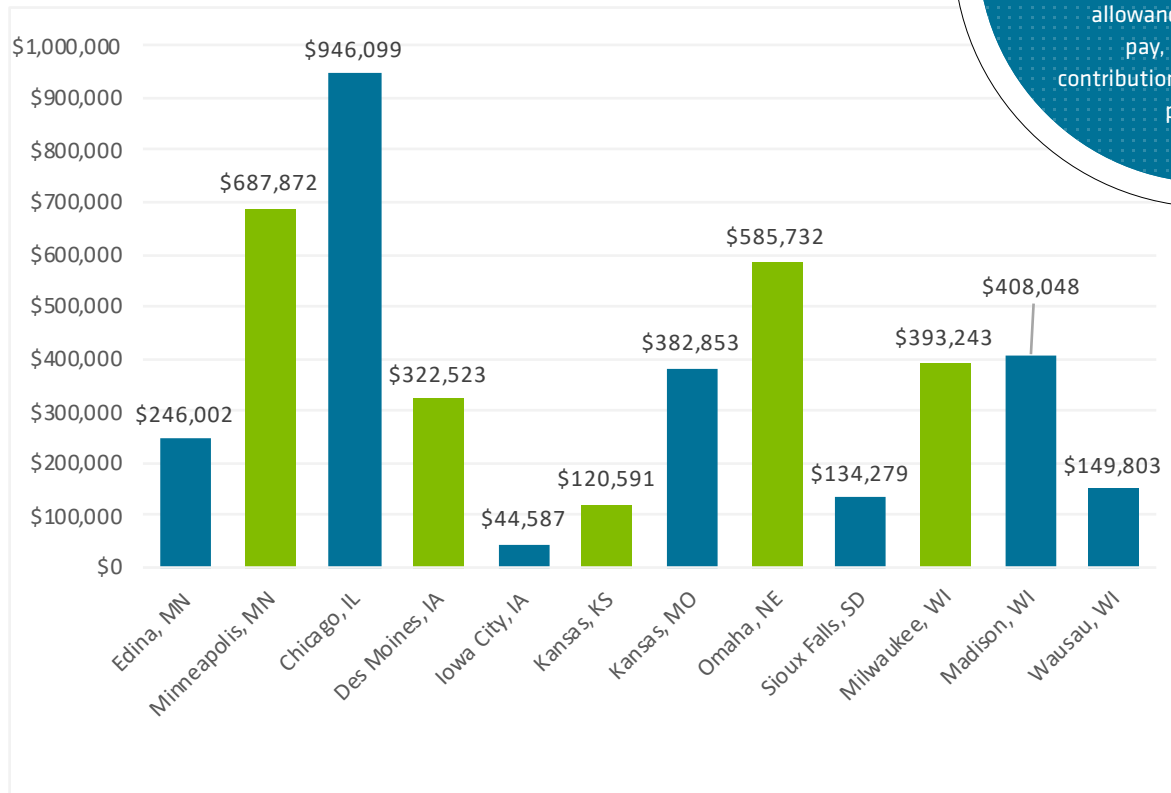
- Revenue generated in the offices of physicians in Edina was \$565.6 million in 2012.
- On average, a physician's office in Edina generates \$4.1 million in revenue.
- The industry in Des Moines, Kansas – Missouri, and Milwaukee receive revenue in the same bracket as Edina.

D. Payroll

This data examines the payroll of the businesses in the comparison communities. Physicians in Kansas-Missouri and Milwaukee earn \$106,674 and \$112,387 in compensations annually. However, physicians in Minneapolis earn \$53,315 in compensation. The city has very similar number of physicians as the city of Chicago, but physicians earn an average of \$77,816 in compensation.

The annual payroll received by employees includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans.

Industry by Annual Payroll for the Offices of Physicians (\$1000)



Source: Economic Census, 2012 (Data was not available for Rochester, MN)



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DATA INSIGHT:

- Though the offices of physicians in Des Moines receives almost the same revenue as Edina, the city compensates their employees more than Edina with a difference of 31%.
- Based on the amount received, as at 2012, a physician in Edina received an average of \$104,326 in compensation per year compared to \$97,204 paid to physicians in Des Moines.

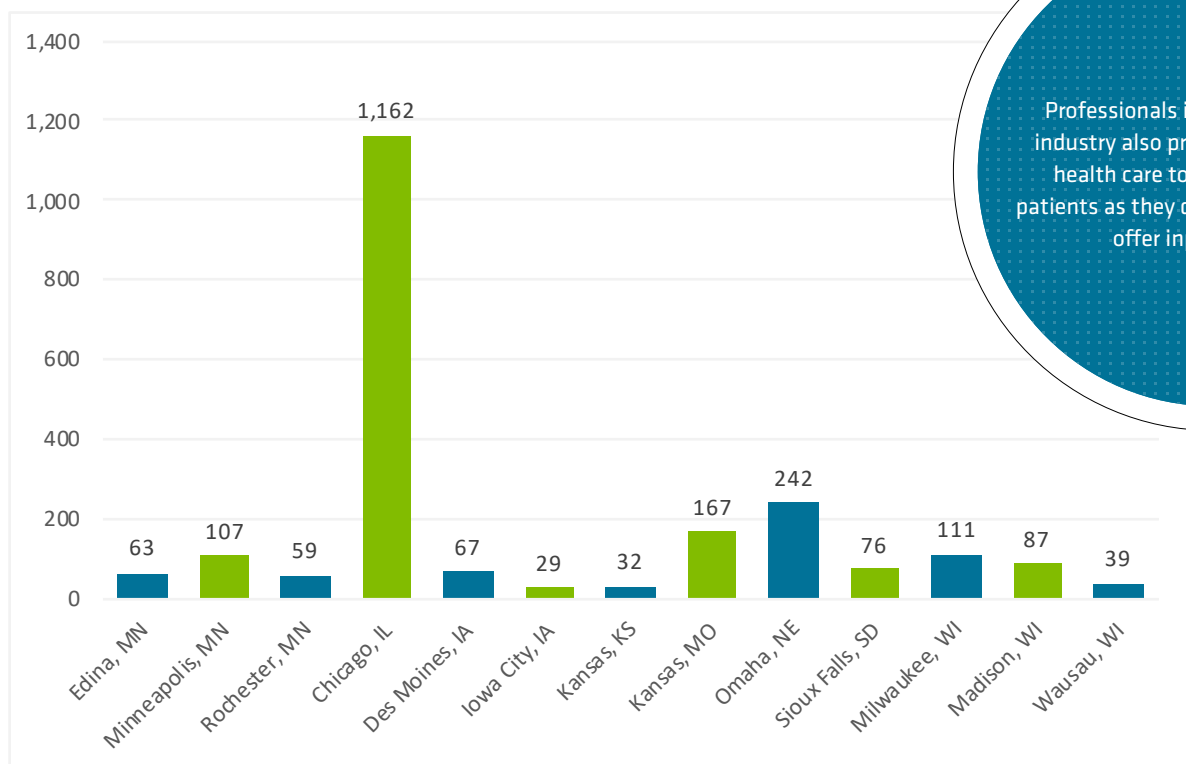
2.2.2 OFFICE OF DENTISTS

The industry consists establishments of health practitioners having the degree of D.M.D. (Doctor of dental medicine), D.D.S. (Doctor of dental surgery), or D.D.Sc. (Doctor of dental science) primarily engaged in the independent practice of general or specialized dentistry or dental surgery. It comprises of Doctor of Dental Surgery, Dental surgeons, Doctor of dental medicine, Endodontists, Family dentists, Oral and maxillofacial surgeons, Oral pathologists, Orthodontists, Periodontists, and Prosthodontists.

A. Business Establishments

In 2012, the number of dentists' offices in Edina was 63. This chart explores the number of dentist's offices in the comparison communities.

Number of Establishments for the Offices of Dentists



Professionals in the dental industry also provide dental health care to ambulatory patients as they don't usually offer inpatient care.

Source: Economic Census, 2012



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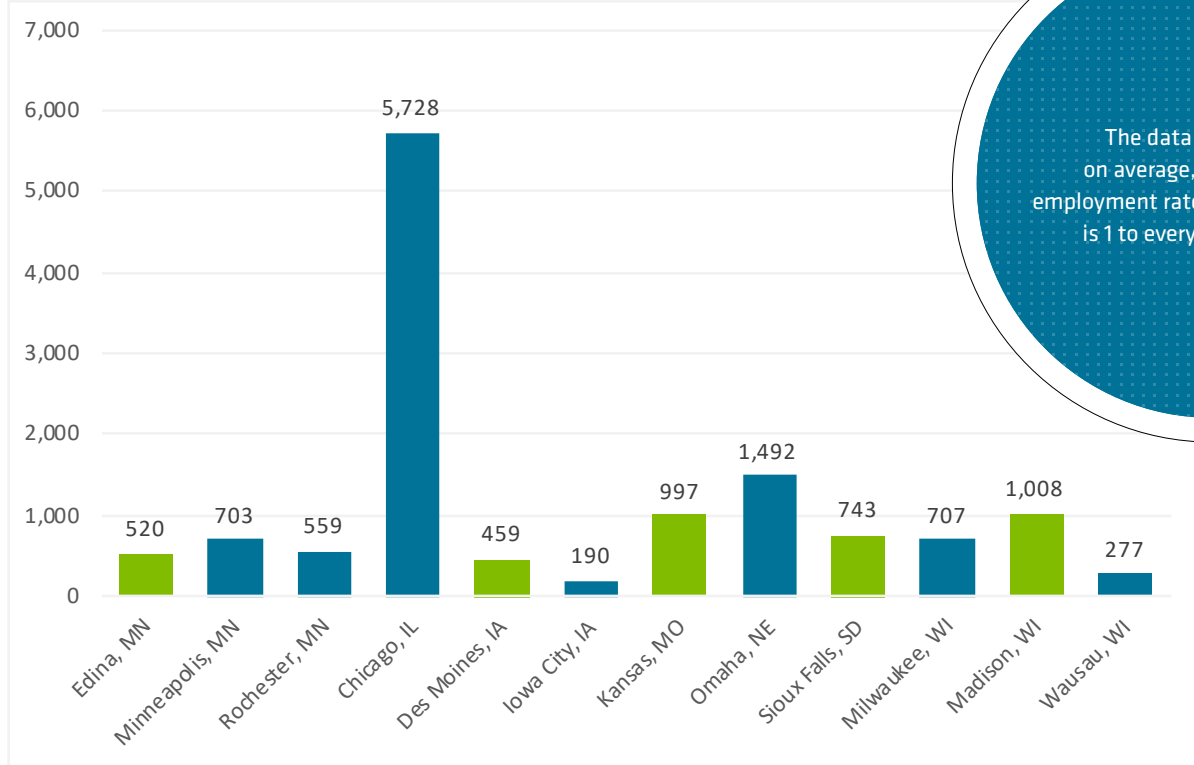
DATA INSIGHT:

- This data indicates that as of 2012, cities such as Des Moines, Rochester, and Sioux Falls have similar number of dental centers and clinics.

B. Employment

This chart explores the number of employees by in dentists' offices in the comparison communities.

Number of Employees for the Offices of Dentists



The data shows that on average, the firm to employment rates for Edina is 1 to every 8 dentists.

Source: Economic Census, 2012 (Data was not available for Kansas City, KS)



DATA INSIGHT:

- Edina, Rochester, and Des Moines have similar dentist employment numbers.
- Minneapolis has an average firm to employment rate of 1 to 6 dentists while Rochester has 1 to 9 dentists compared to Edina.

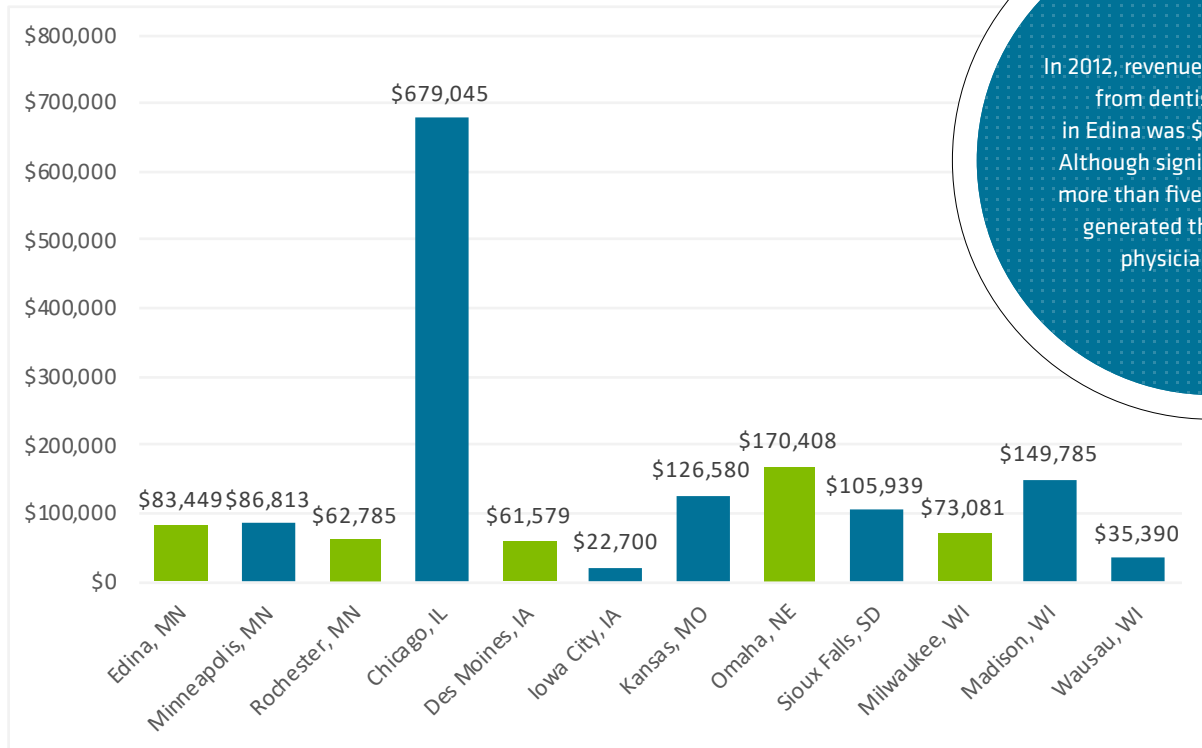
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C. Business Revenue

This chart explores the revenue of businesses in the comparison communities. Comparing Edina and Minneapolis, Minneapolis generates revenue very close to that of the city of Edina. However, the average revenue by establishment is \$811,336.

Industry by Revenue for the Offices of Dentists (\$1000)



In 2012, revenue generated from dentists' offices in Edina was \$83 million. Although significant, it is more than five times less generated than that of physicians' offices.

Source: Economic Census, 2012 (Data was not available for Kansas City, KS)



DATA INSIGHT:

- Dentists' offices generate an average of \$1.3 million in revenue in Edina.
- The industry in Des Moines, Rochester, and Milwaukee receive revenue in the same bracket as Edina with an average of \$919,089; \$1.1million; and \$840,011 respectively.

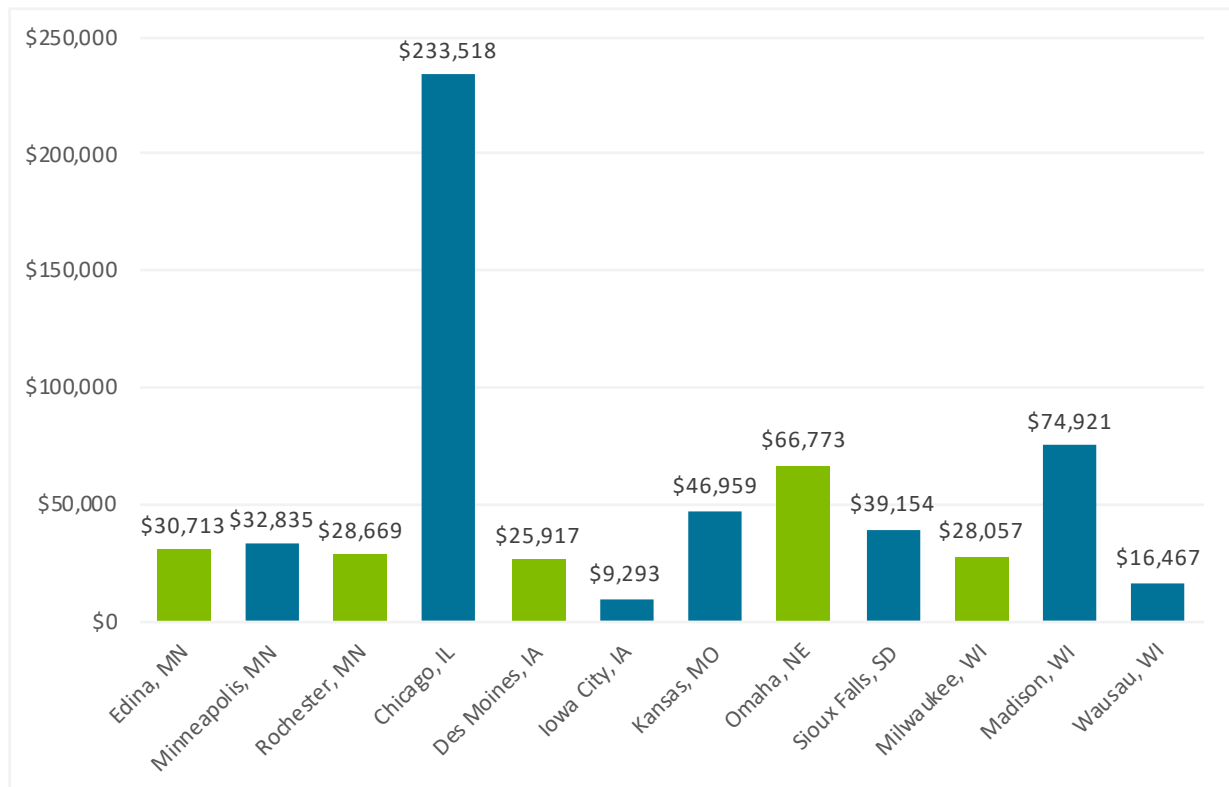
DataInsight



D. Payroll

This data examines the payroll of the businesses in the comparison communities. The annual compensation given to dentists in Edina are in the same wage bracket as those of Minneapolis, Rochester, Des Moines, Sioux falls, and Milwaukee.

Industry by Annual Payroll for the Offices of Dentists (\$1000)



Source: Economic Census, 2012 (Data was not available for Kansas City, KS)



DATA INSIGHT:

- Based on the ratio of yearly payroll to number of employees; in 2012, a dentist in Edina received an average of \$59,063 in compensation per year compared to \$46,707 paid to dentists in Minneapolis, \$51,286 in Rochester, \$56,464 in Des Moines, \$52,697 in Sioux Falls, and \$39,684 in Milwaukee.

DataInsight

- Overall, dentists earn less than physicians in all the cities compared.

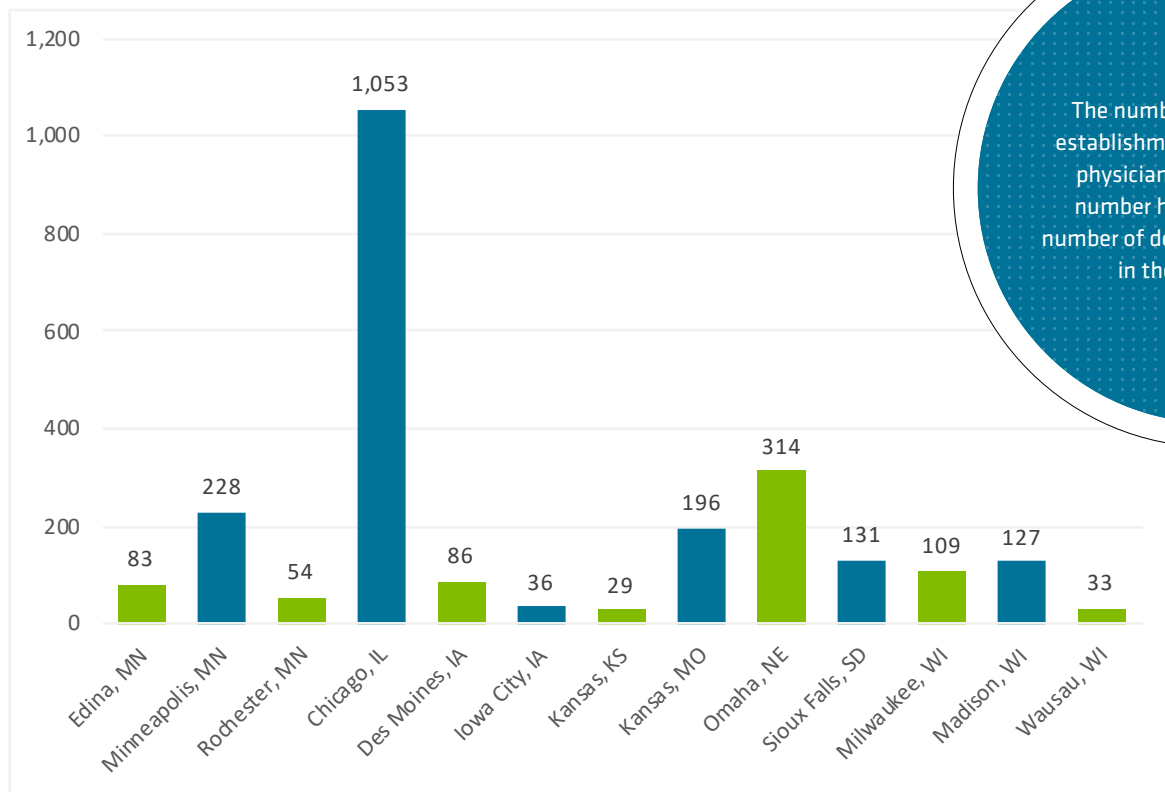
2.2.3 OFFICE OF OTHER HEALTH PRACTITIONERS

This industry group is comprised of establishments of independent health practitioners (not including physicians and dentists). The major industry groups in this sector are offices of Chiropractors, Offices of Optometrists, Offices of Mental Health Practitioners (except Physicians), Offices of Physical Occupation and Speech Therapists, and Audiologists, Offices of all Other Health Practitioners (Podiatrists, Acupuncturists, Registered Nurses, Nutritionists, Paramedics offices, Hypnotherapists, Homeopaths, Licensed Practical Nurses, etc).

A. Business Establishments

The graph below shows the number of establishments of health practitioners other than physicians and dentists in Edina and the comparison cities.

Number of Establishments for the Offices of Other Health Practitioners



The number of business establishments excluding physicians and dentists number higher than the number of dentists' offices in the city of Edina.

Source: Economic Census, 2012



DATA INSIGHT:

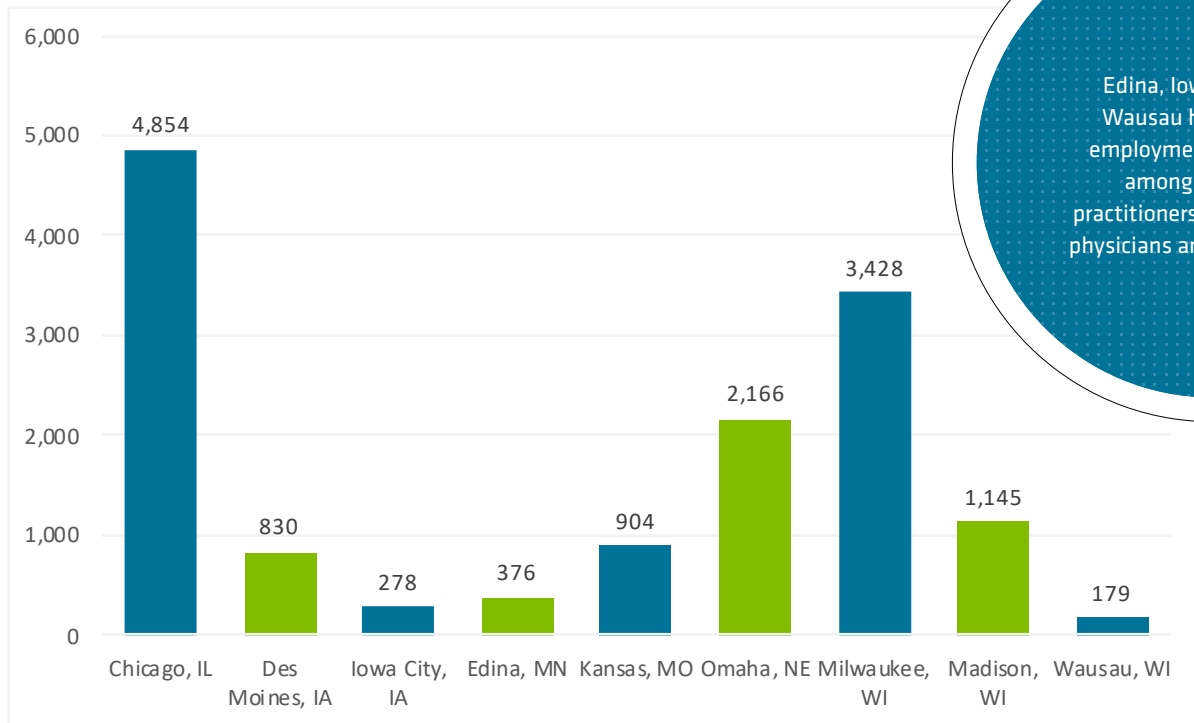
- Cities in the same cohort in terms of firm saturation are Edina and Des Moines; Kansas City in Kansas, Rochester, Wausau, and Iowa city; Milwaukee, Madison, and Sioux Falls; Kansas -Missouri, Minneapolis, and Omaha.

DataInsight

B. Employment

This chart explores the number of employees of health practitioners other than physicians and dentists in the comparison communities.

Number of Employees for the Offices of Other Health Practitioners



Edina, Iowa City, and Wausau have similar employment numbers among health care practitioners other than physicians and dentists.

Source: Economic Census, 2012 (Data was not available for Kansas City, KS; Rochester, and Sioux Falls)



DATA INSIGHT:

- The data shows that on average, the firm to employment rates for Edina is 1 to every 5-health practitioners (that is not a physician or dentist) while the firm to employment ratio in Iowa City is 1:8 and 1:5 for Wausau.
- Minneapolis, Milwaukee, Madison, Omaha, and Chicago have employee counts in the thousands and their average firm to employment rate is 1:6, 1:31, 1:9, 1:7 and 1:5 respectively.

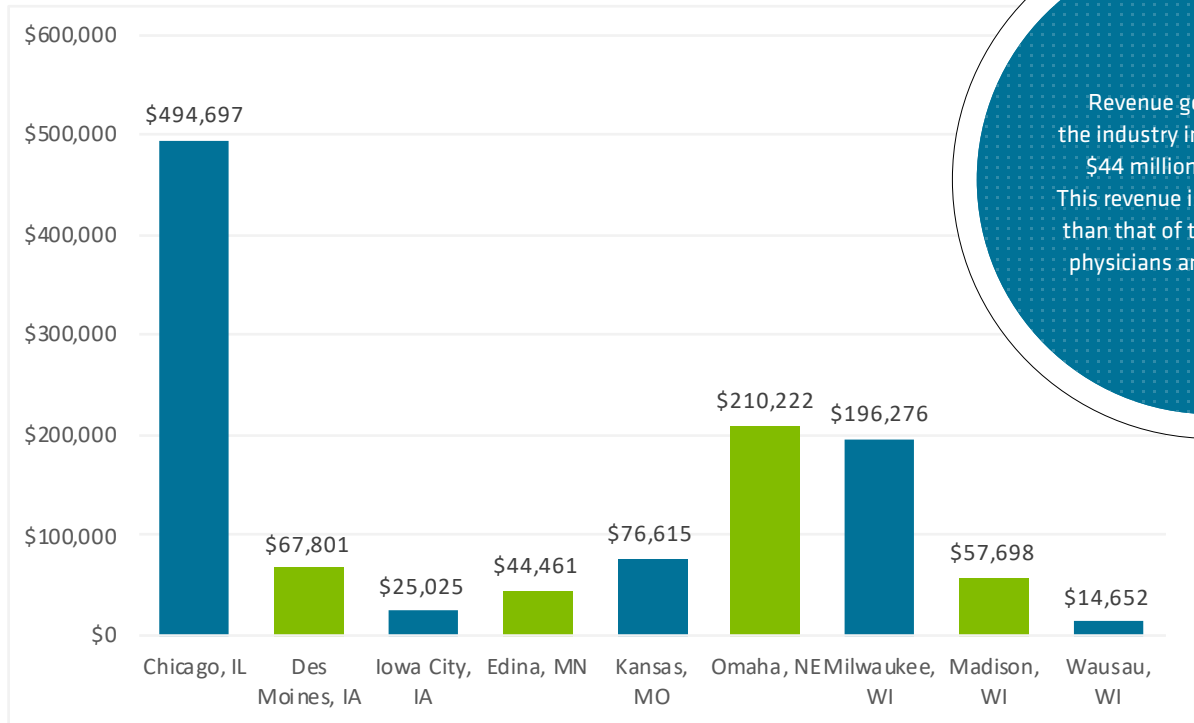
DataInsight



C. Business Revenue

This chart explores the revenue of health care businesses other than physicians and dentists in the comparison communities.

Industry by Revenue for the Offices of Other Health Practitioners (\$1000)



Revenue generated by the industry in Edina was \$44 million as at 2012. This revenue is much less than that of the office of physicians and dentists.

Source: Economic Census, 2012 (Data was not available for Kansas City, KS; Rochester, and Sioux Falls)



DATA INSIGHT:

- A health care business (not physician or dentist) in Edina can generate an average of \$535,675 in revenue.
- Cities within the same cohort in terms of revenue are Edina and Madison; Wausau and Iowa City; Des Moines and Kansas City in Missouri; then Minneapolis, Milwaukee, Omaha, and Chicago.
- Compared to Edina, Madison establishments received an average revenue of \$454,314. Wausau and Iowa generate an average of \$444,000 and \$695,139 respectively.

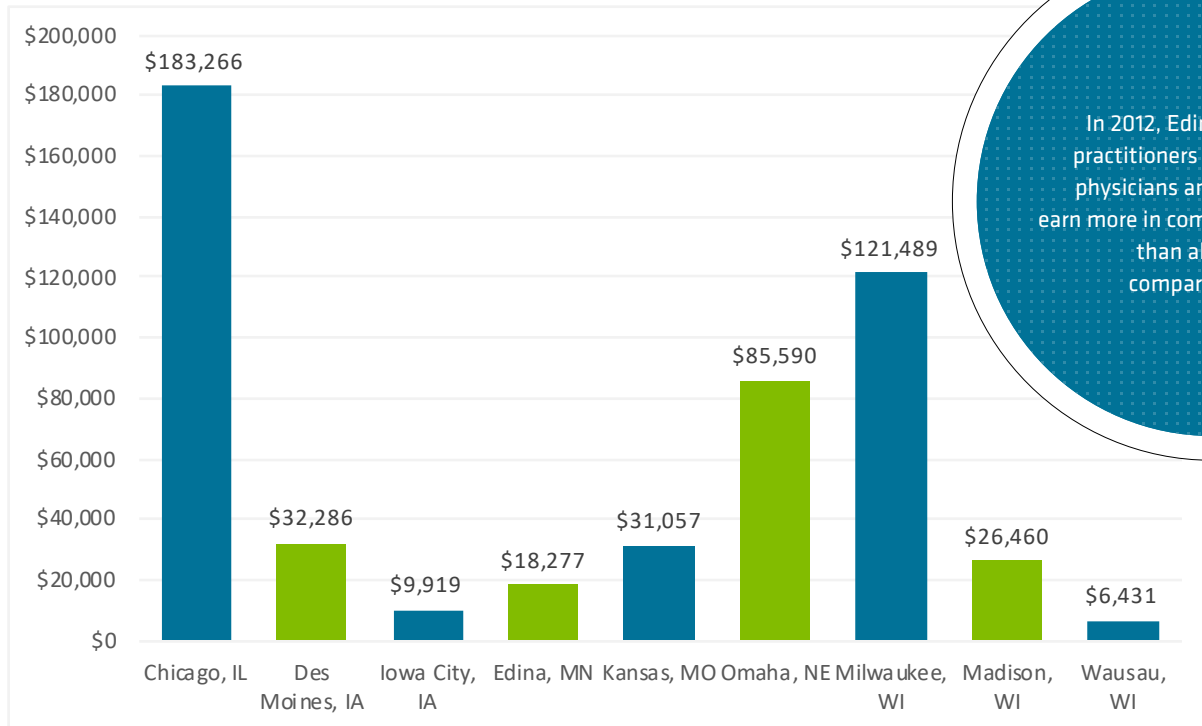
DataInsight



D. Payroll

This data examines the payroll of the businesses in the comparison communities. Notably, the annual compensation earned by health practitioners other than physicians and dentists in Edina is in the same wage bracket as those of Madison, WI.

Industry by Annual Payroll for the Offices of Other Health Practitioners (\$1000)



In 2012, Edina's health practitioners other than physicians and dentists earn more in compensation than all the other comparison cities.

Source: Economic Census, 2012 (Data was not available for Kansas City, KS; Rochester, and Sioux Falls)



DataInsight

DATA INSIGHT:

- Based on the total amount of compensation paid to employees in 2012, the ratio shows that a dentist in Edina receives an average of \$48,609 in compensation per year compared to \$23,109 paid to them in Madison. Other cities in the same wage bracket are Wausau and Iowa City; Des Moines, Kansas- Missouri, and Minneapolis; Omaha, Milwaukee, and Chicago. The average compensation per year for the employees in the other cities are \$35,927 and \$35,680; \$38,899, \$34,355 and \$36,191; \$39,515, \$35,440 and \$37,755.

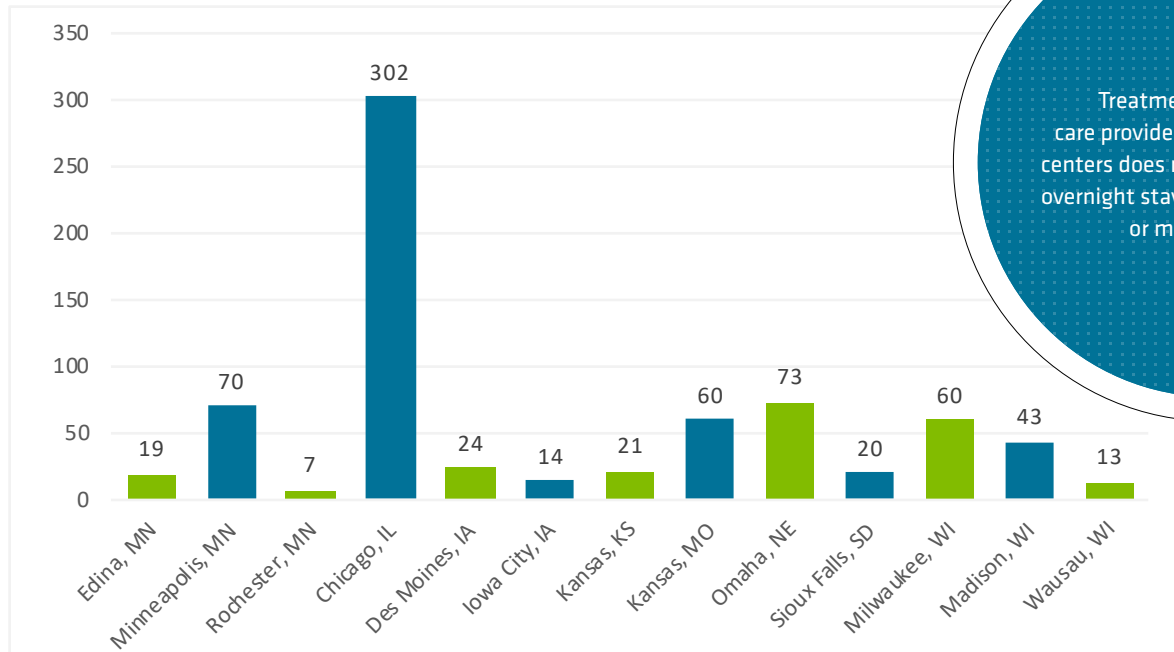
2.2.4 OFFICE OF OUTPATIENT CARE CENTERS

This industry is comprised of establishments with medical staff primarily engaged in providing a range of family planning services on an outpatient basis, such as contraceptive services, genetic and prenatal counseling, voluntary sterilization, including general or specialized outpatient care. The industry consists of sectors such as Family Planning Centers, Outpatient Mental Health and Substance Abuse Centers, HMO Medical Centers, Kidney Dialysis Centers, Freestanding Ambulatory Surgical and Emergency Centers, Biofeedback Centers, Community Health Centers, Infusion Therapy Centers, Pain Therapy Centers, Sleep Disorder Centers, and Clinics/Centers of health practitioners from more than one industry practicing in the same establishment.

A. Business Establishments

This industry consists of a smaller number of businesses than that of physicians, dentistry, and other health practitioners.

Number of Establishments for Outpatient Care Centers



Source: Economic Census, 2012



DataInsight

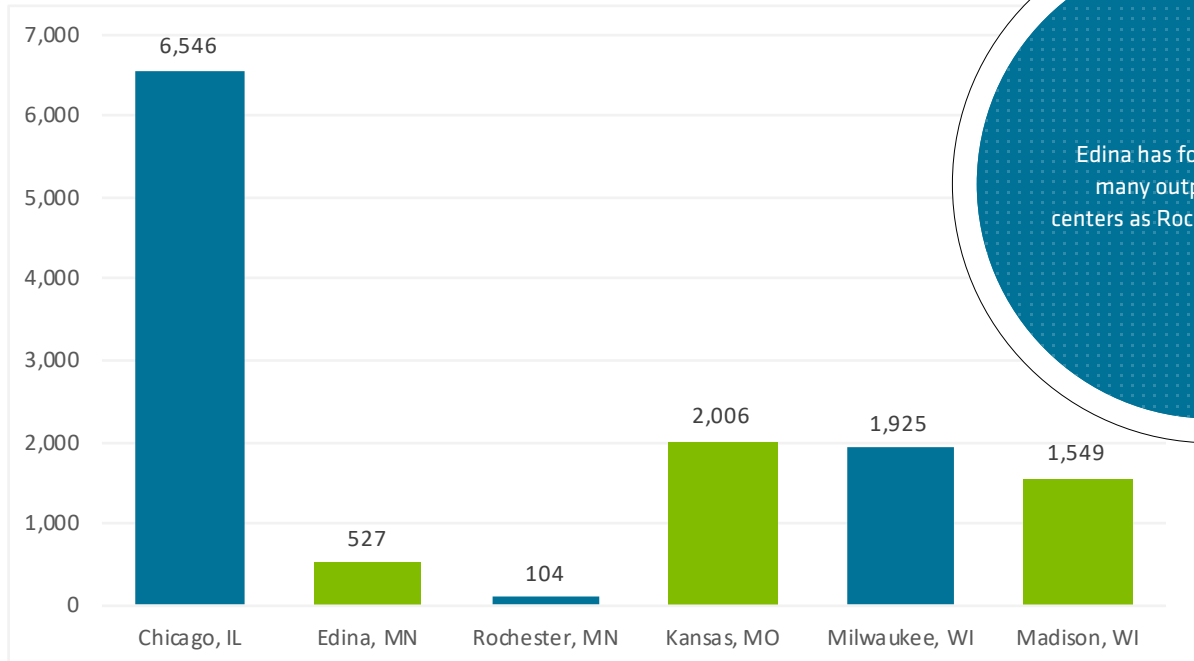
DATA INSIGHT:

- Businesses in this establishment focus only on outpatient care.
- Cities in the same cohort in terms of firm saturation are Edina, Kansas City in Kansas, Sioux Falls, Wausau, Des Moines, Iowa City, and Rochester; Kansas - Missouri, Madison City, Milwaukee, Minneapolis, and Omaha.

B. Employment

This chart explores the number of employees in outpatient care centers for the comparison communities.

Number of Employees for Outpatient Care Centers



Edina has four times as many outpatient care centers as Rochester, MN.

Source: Economic Census, 2012

(Data was not available for Des Moines, Iowa City, Kansas City, KS, Omaha, Sioux Falls, and Wausau)



DataInsight

DATA INSIGHT:

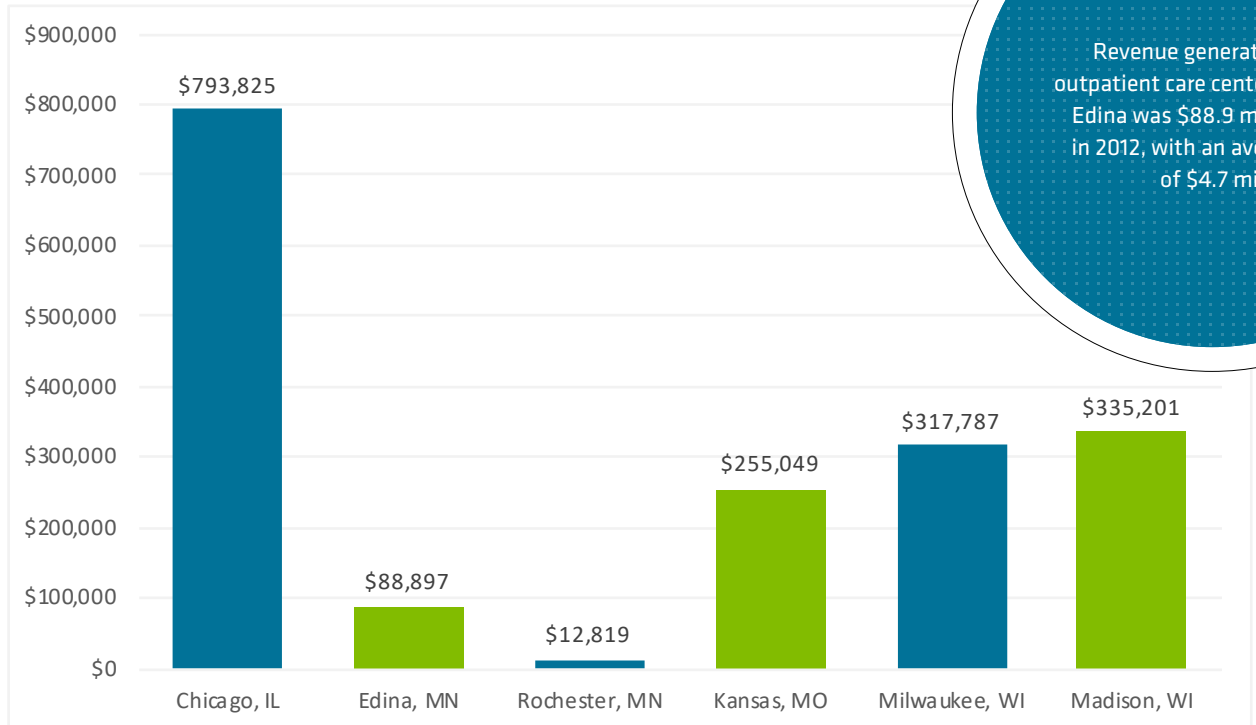
- On average, the firm to employment rates for Edina is 1 to 28 Outpatient care practitioners and a ratio of 1 to 15 for Rochester.
- For the rest of the comparison cities which have employee counts in thousands, their average firm to employment rate is 1:37 for Minneapolis, 1:22 for Chicago, 1:33 for Kansas - Missouri, 1:32 for Milwaukee, and 1:36 for Madison.



C. Business Revenue

This chart explores the revenue of outpatient care businesses in the comparison communities.

Industry by Revenue for Outpatient Care Centers (\$1000)



Revenue generated in outpatient care centers in Edina was \$88.9 million in 2012, with an average of \$4.7 million.

Source: Economic Census, 2012

(Data was not available for Des Moines, Iowa City, Kansas City, KS, Omaha, Sioux Falls, and Wausau)



DataInsight

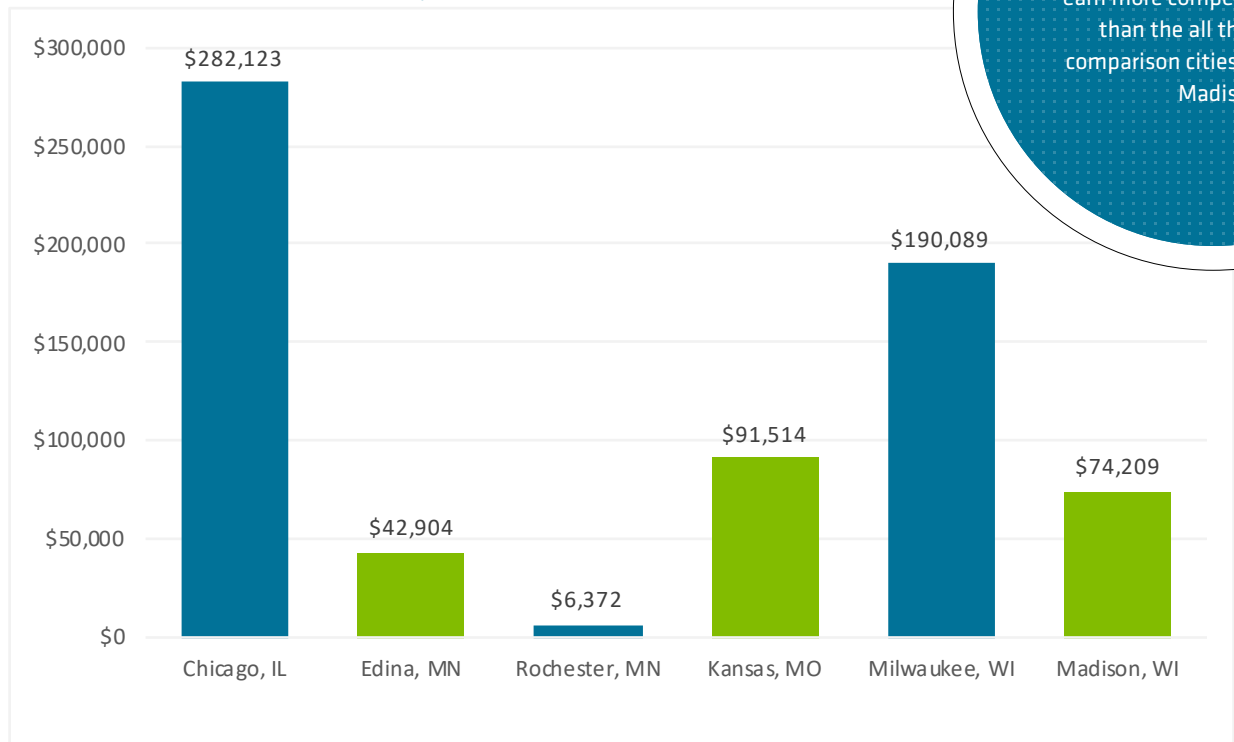
DATA INSIGHT:

- Rochester generates seven times less revenue in outpatient care than that of the city of Edina, with an average of \$1.83 million in revenue.
- Although none of the comparison cities with data received revenue in the same bracket as Edina, cities like Kansas, Milwaukee, Madison, Minneapolis, and Chicago have revenue in hundreds of millions. The average revenue that can be received by a company in these cities are \$4.3 million, \$5.3 million, \$7.8 million, \$6.3 million, and \$2.6 million respectively.

D. Payroll

This data examines the payroll of outpatient care businesses in the comparison communities.

Industry by Annual Payroll for Outpatient Care Centers (\$1000)



As of 2012, Edina's outpatient care employees earn more compensation than all the other comparison cities except Madison, WI.

Source: Economic Census, 2012

(Data was not available for Des Moines, Iowa City, Kansas City, KS, Omaha, Sioux Falls, and Wausau)



DataInsight

DATA INSIGHT:

- Based on the amount received, in 2012, an outpatient care practitioner in Edina received an average of \$81,412 in compensation per year while those in Rochester received an average of \$61,269.
- Other cities in the same wage bracket are Kansas and Madison; Minneapolis, Milwaukee, and Chicago. The average compensation per year for the employees in the other cities are \$45,620 and \$47,908; \$57,373, \$98,747 and \$43,098 respectively.

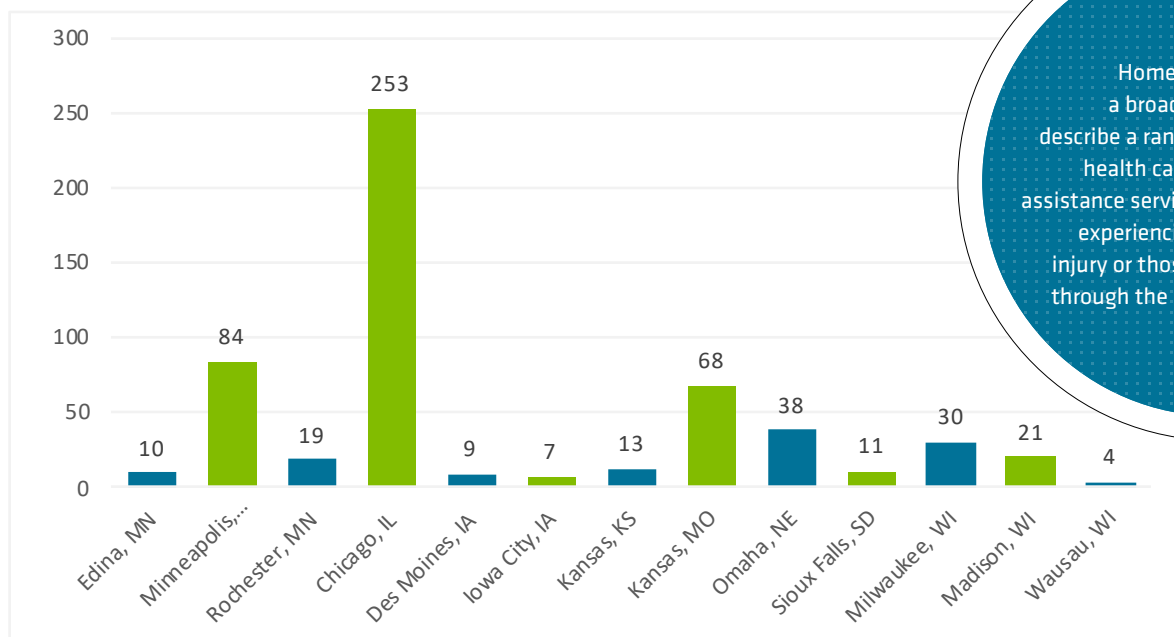
2.2.5 OFFICE OF HOME HEALTH CARE SERVICES

This industry is comprised of establishments primarily engaged in providing skilled nursing services in the home, along with a range of the following: personal care services; homemaker and companion services; physical therapy; medical social services; medications; medical equipment and supplies; counseling; 24-hour home care; occupation and vocational therapy; dietary and nutritional services; speech therapy; audiology; and high-tech care, such as intravenous therapy.

A. Business Establishments

This graph depicts the number of home health care service establishments in the comparison cities.

Number of Establishments for the Home Health Care Services



Home health care is a broad term used to describe a range of in-home health care and general assistance services for people experiencing illness and injury or those progressing through the aging process.

Source: Economic Census, 2012



DataInsight

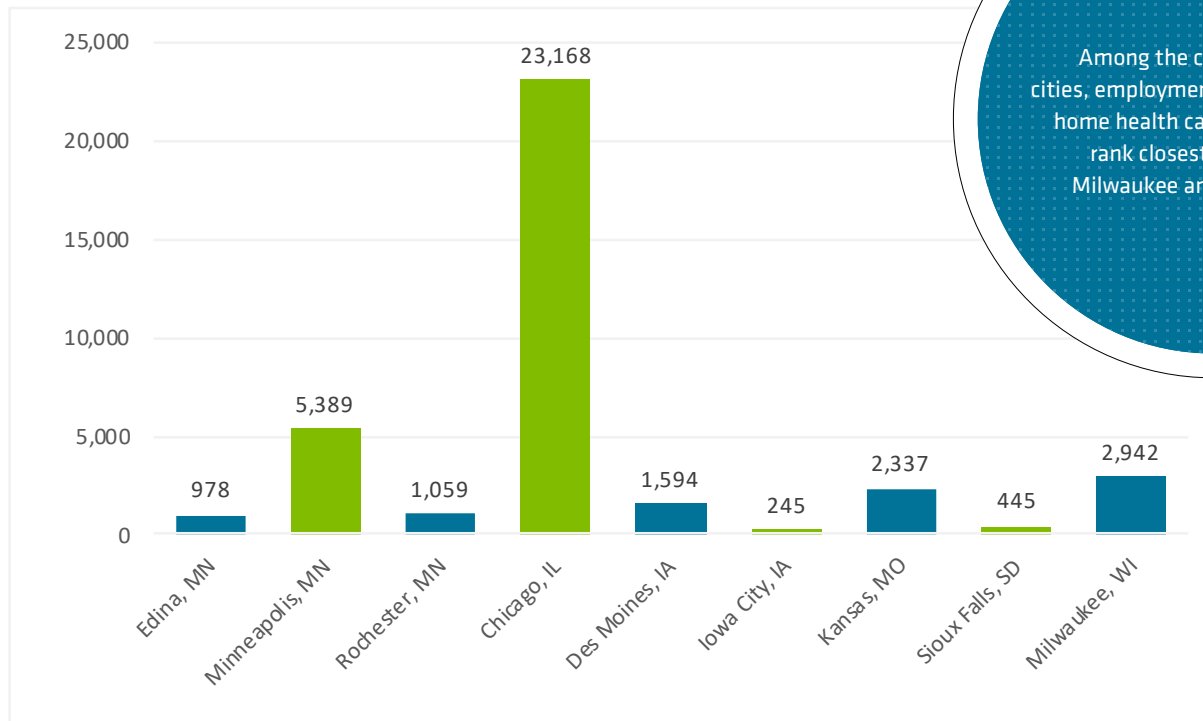
DATA INSIGHT:

- Cities in the same cohort in terms of firm saturation are Edina, Rochester, Kansas City in Kansas, Sioux Falls, Wausau, Des Moines, and Iowa City; Madison, Milwaukee, and Omaha; Minneapolis and Kansas.
- The number of health care service centers in Minnesota totals 113. The large number of centers in Minneapolis could be as a result of the high median age in the cities. For senior citizens, home health care services serve as an alternative to residing in nursing care facilities.

B. Employment

This chart explores the number of employees in home health care services in the comparison communities.

Number of Employees for the Home Health Care Services



Among the comparison cities, employment rates for home health care services rank closest for Edina, Milwaukee and Chicago.

Source: Economic Census, 2012

(Data was not available for Kansas City, KS, Omaha, Madison, and Wausau)



DataInsight

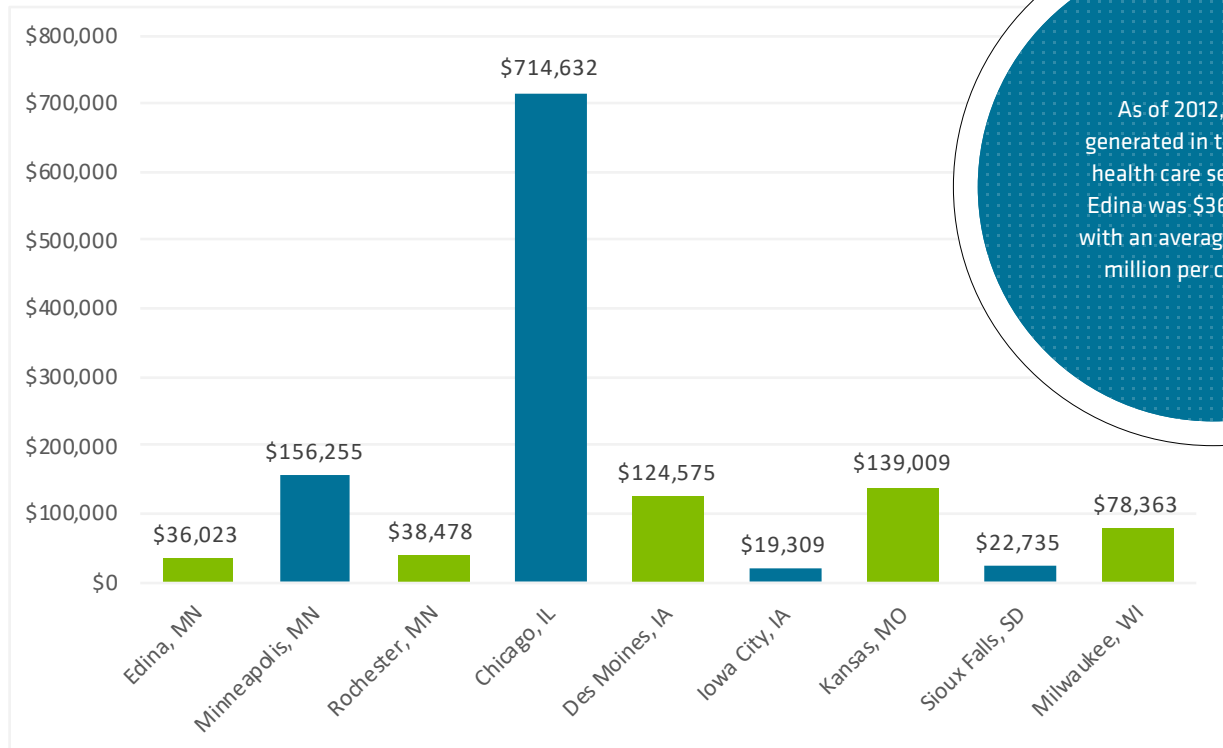
DATA INSIGHT:

- On average, the firm to employment rates for Edina is 1 to 97 Home Health care practitioners, a ratio of 1 to 35 for Iowa city, and a ratio of 1 to 40 for Sioux City.
- For the rest of the comparison cities with employee counts in thousands, the average firm to employment rate is 1:56 for Rochester, 1:64 for Minneapolis, 1:92 for Chicago, 1:34 for Kansas, 1:98 for Milwaukee, and 1:77 for Des Moines City.

C. Business Revenue

This chart explores the revenue generated from home health care services in the comparison communities.

Industry by Revenue for the Home Health Care Services (\$1000)



Source: Economic Census, 2012

(Data was not available for Kansas City- KS, Omaha, Madison, and Wausau)



DataInsight

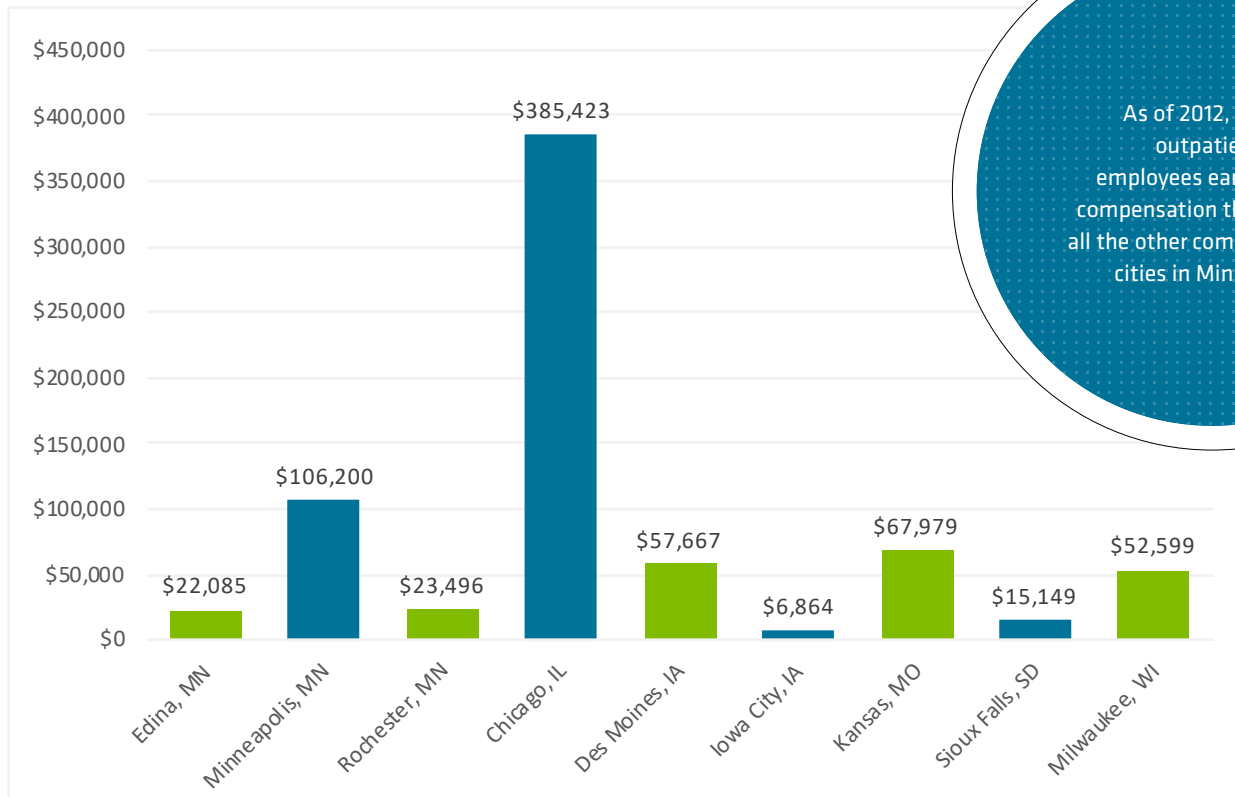
DATA INSIGHT:

- Home health care services in Rochester, Iowa City, and Sioux Falls receive revenue in the same bracket as Edina.
- Comparing Minnesota cities, the home health care service revenue in Minneapolis generates four times that of Edina with a 6.8% difference to that of Rochester.
- Cities like Kansas – Missouri, Des Moines, Minneapolis, and Chicago have revenue in hundreds of millions. The average revenue that can be received in company in these cities are \$2 million, \$13 million, \$1.9 million, and \$2.8 million respectively.

D. Payroll

This data examines the payroll of home health care service businesses in the comparison communities.

Industry by Annual Payroll for the Home Health Care Services (\$1000)



As of 2012, Edina's outpatient care employees earn more compensation than the all the other comparison cities in Minnesota.

Source: Economic Census, 2012

(Data was not available for Kansas City - KS, Omaha, Madison, and Wausau)



DataInsight

DATA INSIGHT:

- Based on the amount received, in 2012, a home health care practitioner in Edina received an average of \$22,581 in compensation per year while those in Rochester received an average of \$22,186.
- Other cities in the same wage bracket are Iowa City and Sioux Falls; Kansas Missouri, Milwaukee, and Des Moines; Minneapolis and Chicago are in the hundreds. The average compensation per year for the employees in these other cities are \$28,016 and \$34,042; \$29,008, \$17,878 and \$36,177; \$19,706 and \$16,636 respectively.

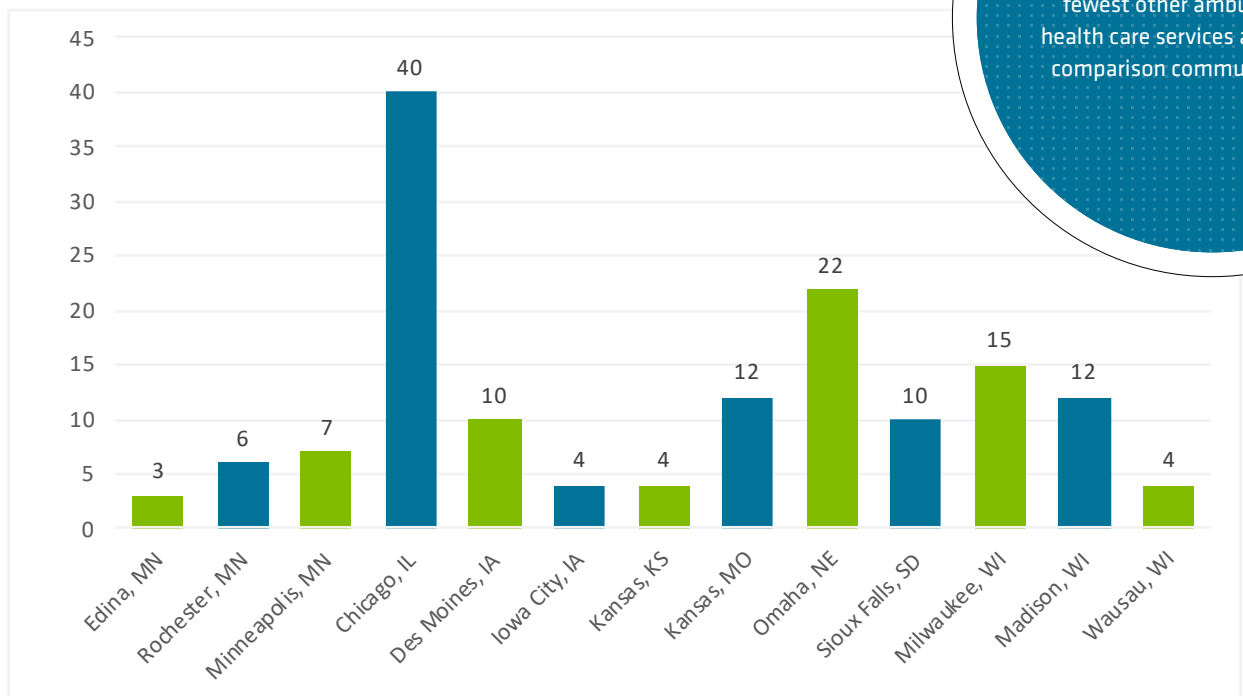
2.2.6 OFFICE OF OTHER AMBULATORY HEALTH CARE SERVICES

This industry is comprised of establishments primarily engaged in other ambulatory health care services (except office physicians, dentists, and other health practitioners; outpatient care centers; medical and diagnostic laboratories; home health care providers; and ambulances). The industry is primarily engaged in providing transportation of patients by ground or air, along with medical care. Offices in the industry includes Blood and Organ Banks, Air and ground ambulance services, Emergency medical transportation services (air and ground), Medical and air rescue services, and other ambulatory health care service providers.

A. Business Establishments

This data explores the number of other ambulatory health care services in comparison communities.

Number of Establishments for the Other Ambulatory Health Care Services



As of 2012, Edina has the fewest other ambulatory health care services among comparison communities.

Source: Economic Census, 2012

(Edina, Rochester, and Minneapolis Data was not available for Business revenue, employment, and payroll; hence no more comparison can be made)



DATA INSIGHT:

- Cities in the same cohort in terms of firm saturation are Edina, Wausau, Minneapolis, Rochester, Kansas City in Kansas, Des Moines, Sioux Falls, and Iowa City; Madison City, Milwaukee, Omaha, and Kansas in Missouri.
- The number of Other Ambulatory Health Care services in Minnesota is 19.

DataInsight

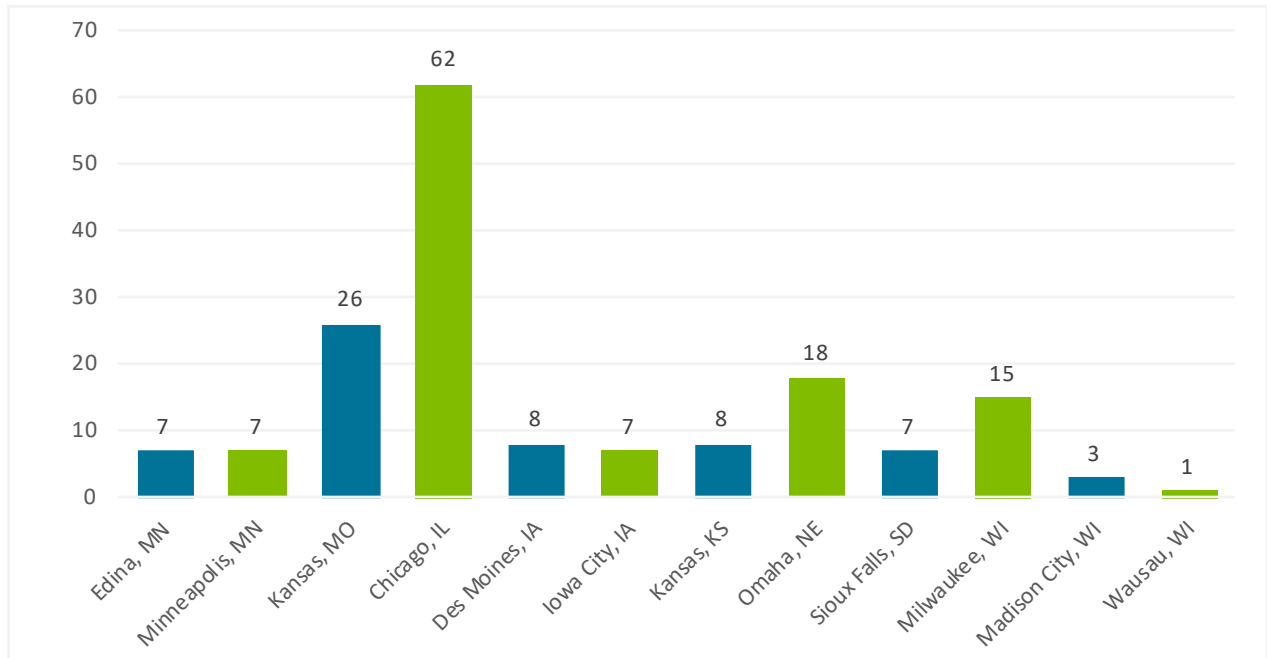
2.2.7 OFFICE OF MEDICAL AND DIAGNOSTIC LABORATORIES

This industry is comprised of establishments known as medical and diagnostic laboratories primarily engaged in providing analytic or diagnostic services, including body fluid analysis and diagnostic imaging, generally to the medical profession or to the patient on referral from a health practitioner. The industry is comprised of medical laboratories for blood analysis, cytology, DNA testing, forensic testing, genetic testing, medical pathology, mycology, parasitology, pathological analysis, toxicology, urinalysis, biological and bacteriological diagnostics. Also, in this industry are diagnostics and imaging centers that perform imaging procedures for CAT scans, CT-SCAN, X-rays, MRI, Ultrasound, SPECT, Mammograms and PET scans only on referral from a physician.

A. Business Establishments

This data explores the number of medical and diagnostic laboratories in the comparison communities.

Number of Establishments for the Medical and Diagnostic Laboratories



Source: Economic Census, 2012

(Establishment Data was not available for Rochester)



DATA INSIGHT:

- Cities in the same cohort in terms of firm saturation are Edina, Minneapolis, Kansas City in Kansas, Des Moines, Sioux Falls, and Iowa City; Madison City and Wausau; Milwaukee, Omaha, and Kansas in Missouri.

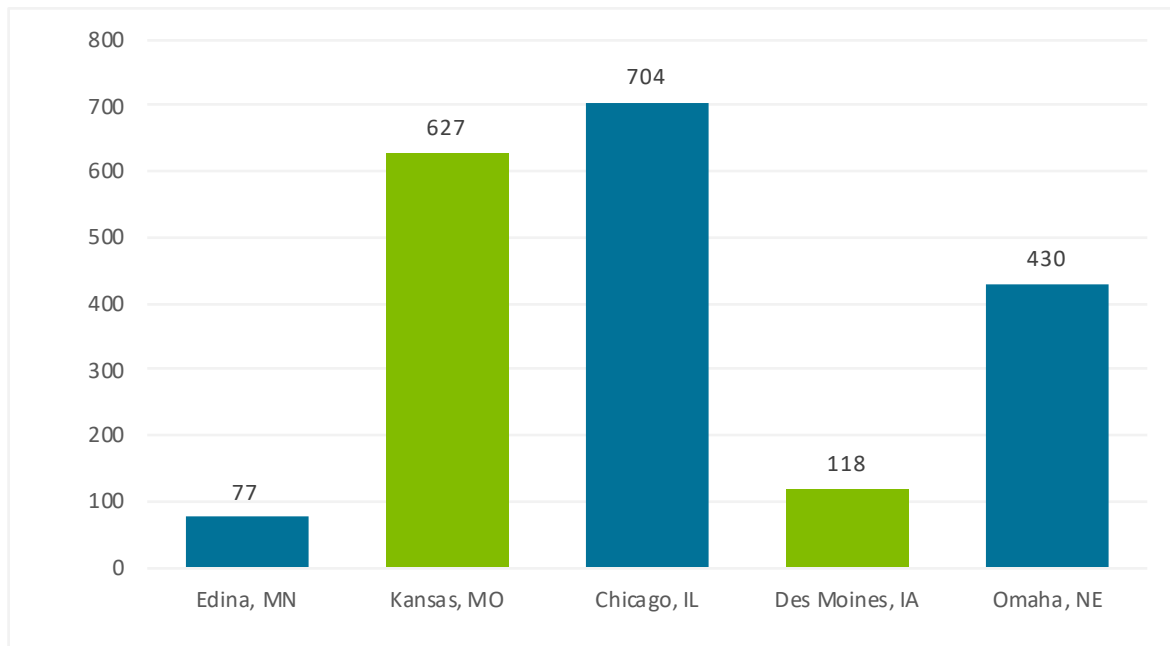
DataInsight

- The number of Medical and diagnostics laboratories in Minnesota as at 2012 is 14.

B. Employment

This chart explores the number of employees in medical and diagnostic laboratories in the comparison communities.

Number of Employees for the Medical and Diagnostic Laboratories



Source: Economic Census, 2012

(Data was not available for Rochester, Minneapolis, Iowa city, Kansas City, KS, Sioux falls, Madison, Milwaukee, and Wausau)



DATA INSIGHT:

- The data shows that on average, the firm to employment rates for Edina is 1 to 11 laboratory technicians.
- For the rest of the comparison cities with employee counts in hundreds, the average firm to employment rate is 1:24 for Kansas, 1:11 for Chicago, 1:15 for Des Moines, and 1:24 for Omaha.

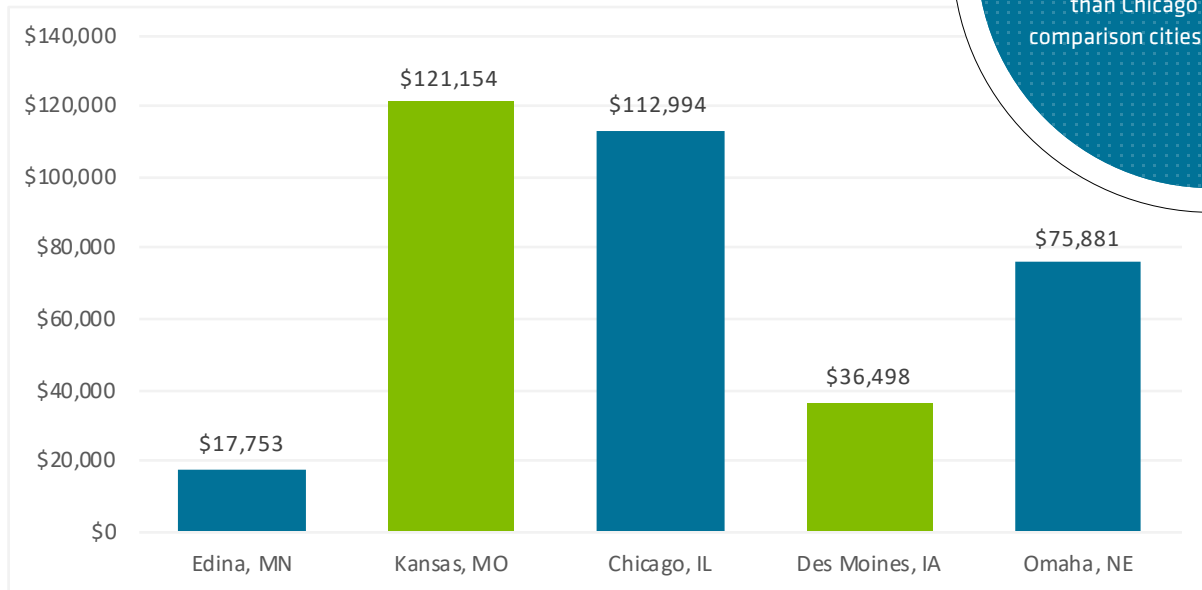
DataInsight



C. Business Revenue

This chart explores the revenue generated by medical and diagnostic laboratories in the comparison communities.

Industry by Revenue for the Medical and Diagnostic Laboratories (\$1000)



Notably, Kansas City - Missouri receives more revenue for medical and diagnostic laboratory services than Chicago and all the comparison cities with data.

Source: Economic Census, 2012

(Data was not available for Rochester, Minneapolis, Iowa city, Kansas City, KS, Sioux falls, Madison, Milwaukee, and Wausau)



DataInsight

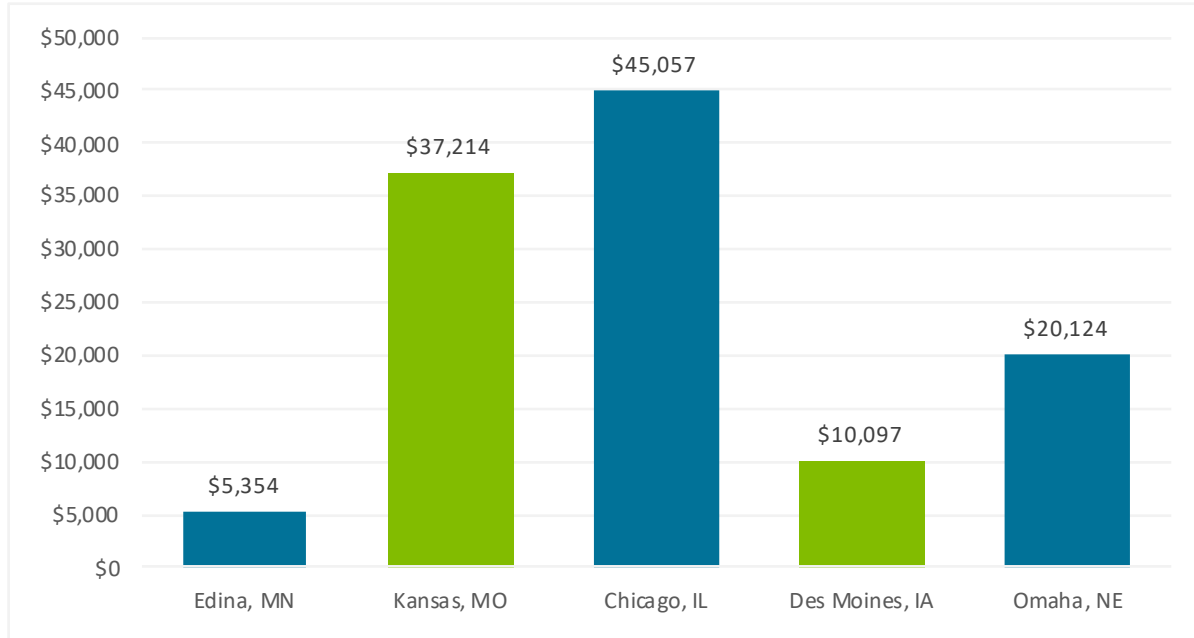
DATA INSIGHT:

- In 2012, Revenue generated from medical and diagnostic laboratories in Edina was \$17 million.
- On average, a medical and diagnostic laboratory in Edina can generate an average of \$2.5 million in revenue.
- The average revenue a medical and diagnostic laboratory can generate is \$4.6 million for Kansas, \$1.8 million for Chicago, \$4.5 million for Des Moines, and \$4.2 for Omaha.

D. Payroll

This data examines the payroll of medical and diagnostic laboratories in the comparison communities.

Industry by Annual Payroll for the Medical and Diagnostic Laboratories (\$1000)



Source: Economic Census, 2012

(Data was not available for Iowa city, Kansas City, KS, Sioux falls, Madison, Milwaukee, and Wausau)



DataInsight

DATA INSIGHT:

- On 2012, the amount of compensation earned by an average laboratory technician in Edina was \$69,532 per year.
- Other cities in the same wage bracket are Des Moines and Omaha; Kansas - Missouri and Chicago. The average compensation per year for the employees in these cities are \$85,567 and \$46,800; \$59,352 and \$64,001 respectively.

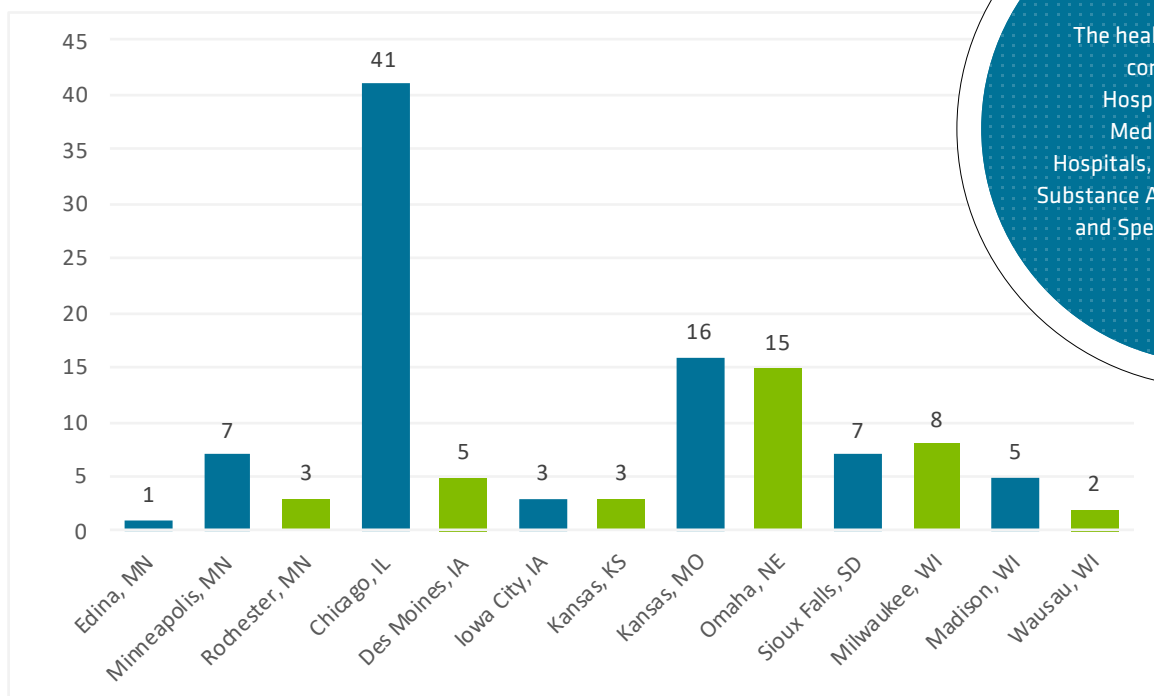
2.2.8 HOSPITALS

Industries in the Hospitals subsector provide medical, diagnostic, and treatment services that include physician, nursing, and other health services to inpatients and the specialized accommodation services required by inpatients. Hospitals may also provide outpatient services as a secondary activity. Establishments in the Hospitals subsector provide inpatient health services, many of which can only be provided using the specialized facilities and equipment that form a significant and integral part of the production process.

A. Business Establishments

The data below explores the number of hospitals in each comparison community.

Number of Establishments for Hospitals



The health care industry components under Hospitals are General Medical and Surgical Hospitals, Psychiatric and Substance Abuse Hospitals, and Specialty Hospitals.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DATA INSIGHT:

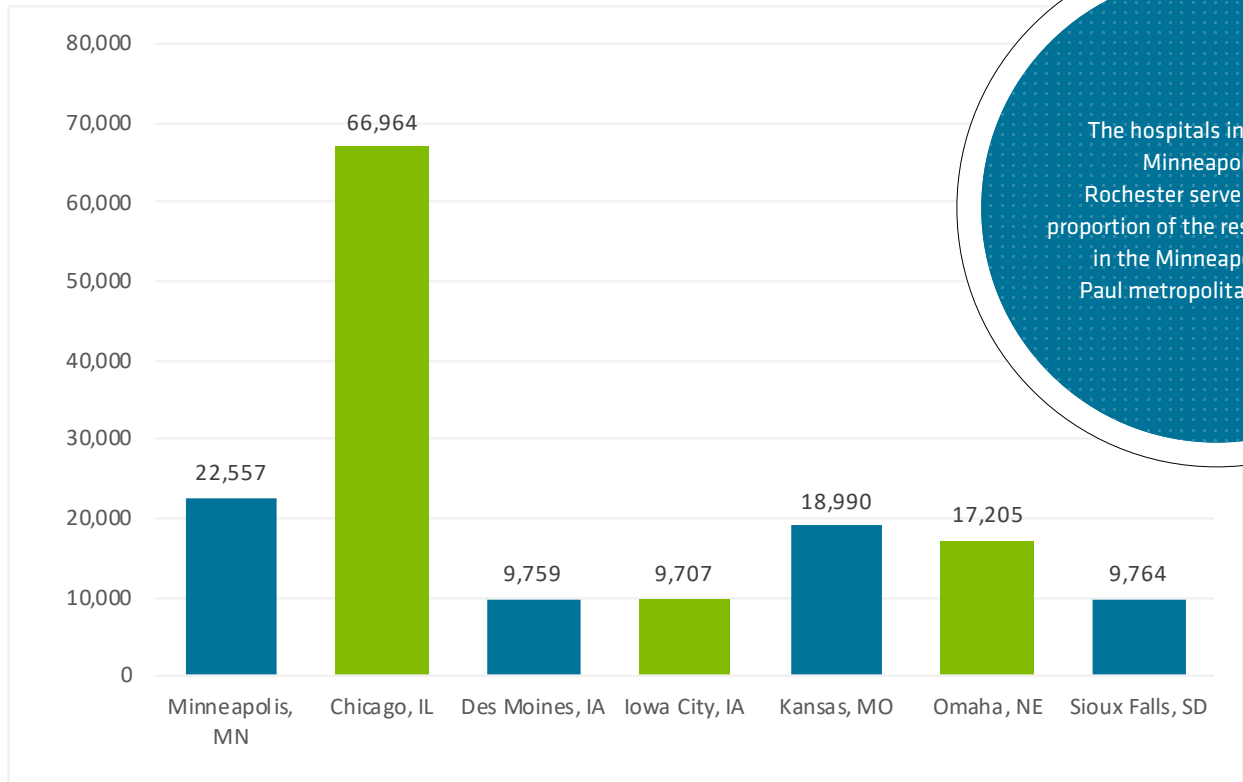
- In 2012, cities in the same cohort in terms of firm saturation are Edina, Wausau, Rochester, Iowa City, and Kansas City in Kansas-Missouri; Des Moines, Sioux Falls, Madison City, Milwaukee, and Minneapolis; Omaha and Kansas in Missouri.

DataInsight

B. Employment

This chart explores the number of employees in hospitals in the comparison communities.

Number of Employees for Hospitals



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

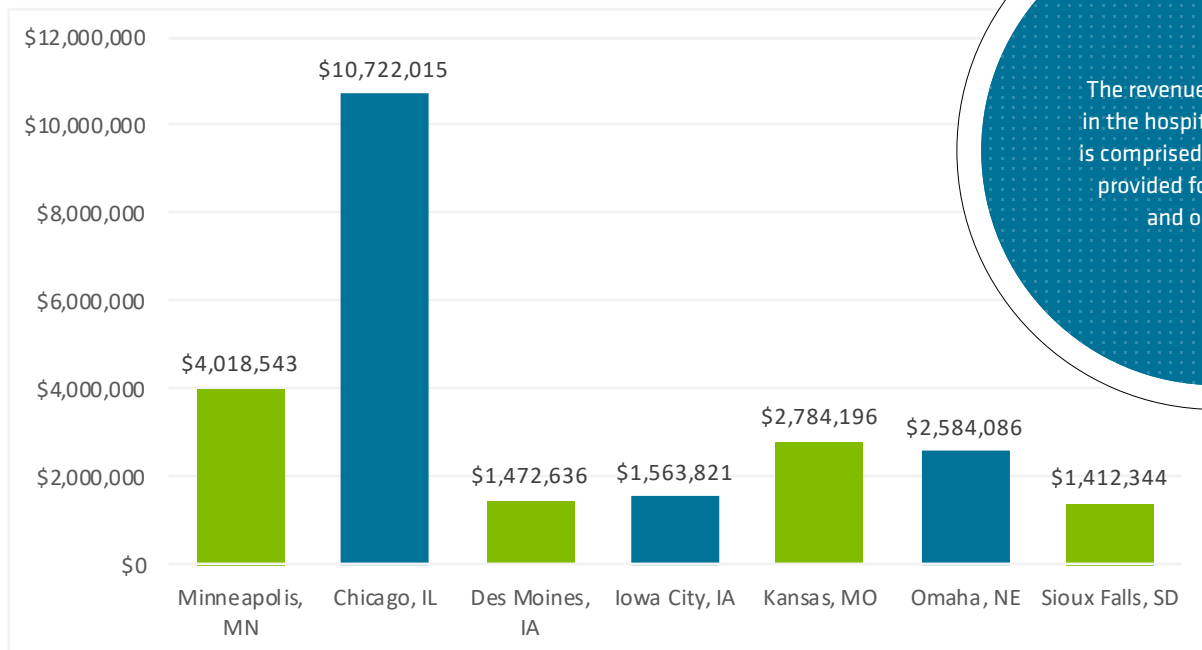
DATA INSIGHT:

- The data shows that on average, the firm to employment rates for Minneapolis is 1 to 3,222 hospital employees.
- For the rest of the comparison cities, their average firm to employment rate is 1:4,783 for Chicago; 1:1,951 for Des Moines City; 1:3,235 for Iowa City; 1:1,186 for Kansas – Missouri; 1:1,147 for Omaha; and 1:1,394 for Sioux Falls.

C. Business Revenue

This chart explores the hospital revenue in the comparison communities. Most notably, hospitals in Minneapolis receive more revenue than those in all the comparison cities with data.

Industry by Revenue for Hospitals (\$1000)



The revenue generated in the hospital industry is comprised of services provided for inpatient and outpatients.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

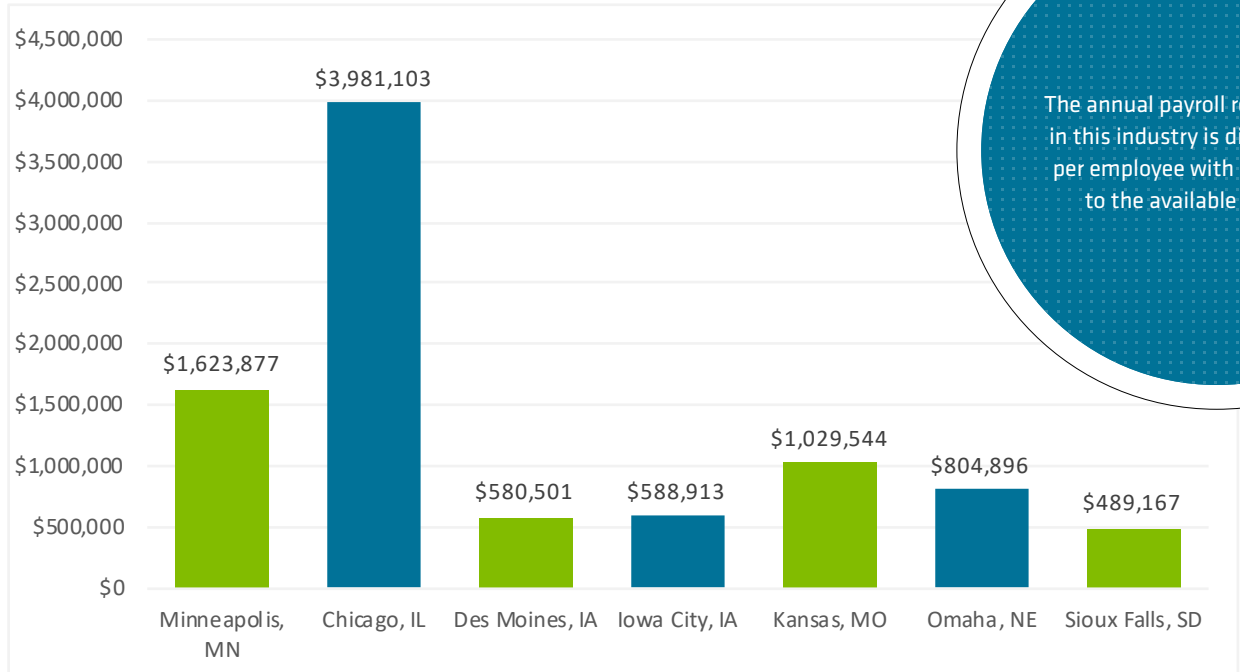
DATA INSIGHT:

- In 2012, revenue generated in Minneapolis hospitals was \$4 billion with an average of \$574 million in revenue.
- The average revenue generated by a hospital is \$261 million in Chicago, \$294 million for Des Moines, \$521 million in Iowa City, \$174 million in Kansas, \$172 million for Omaha, and \$201 million in Sioux Falls.

D. Payroll

This data examines the hospital payroll in the comparison communities.

Industry by Annual Payroll for Hospitals (\$1000)



The annual payroll received in this industry is different per employee with respect to the available cadres.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DATA INSIGHT:

- In 2012, the total amount of compensation and benefits provided by hospitals to staff is in the same bracket for Minneapolis, Kansas, and Omaha; Sioux Falls, Des Moines, and Iowa City.

DataInsight

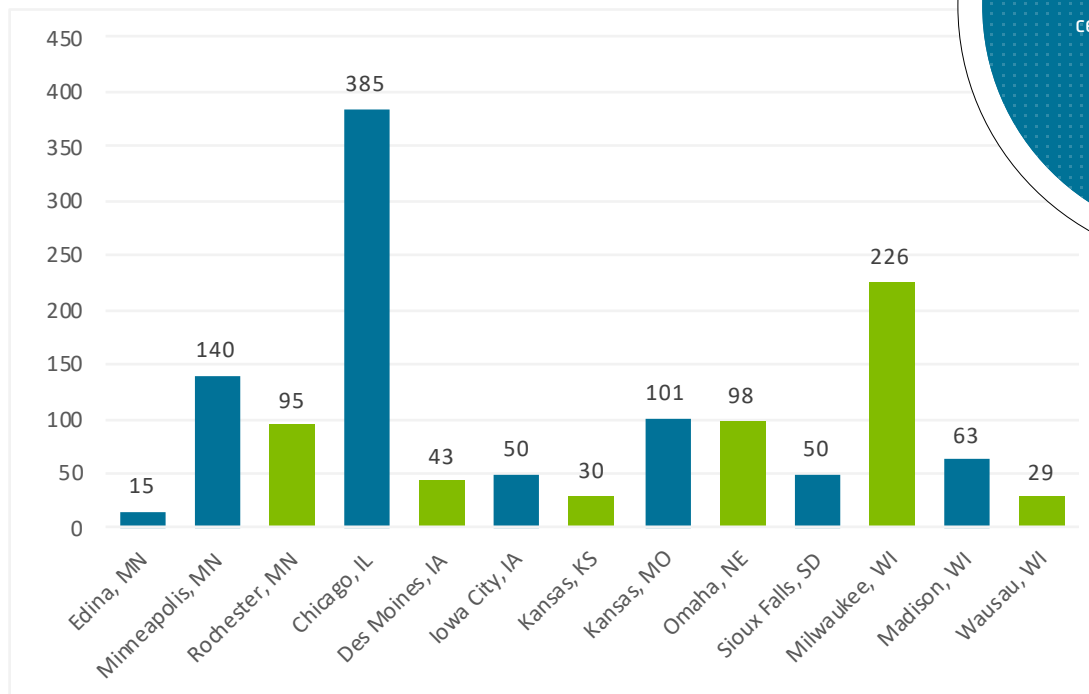
2.2.9 OFFICE OF NURSING AND RESIDENTIAL CARE FACILITIES

Industries in the Nursing and Residential Care Facilities subsector provide residential care combined with either nursing, supervisory, or other types of care as required by the residents. In this subsector, the facilities are a significant part of the production process and the care provided is a mix of health and social services with the health services being largely some level of nursing services. The industry is comprised of Nursing Care Facilities, Residential Mental Retardation, Mental Health and Substance Abuse Facilities, Community Care Facilities for the Elderly, and Other Residential Care Facilities (Boot camps, Group homes for the impaired, Half way group homes for delinquents and juveniles, and Disciplinary camps).

A. Business Establishments

This graph explores the number of nursing and residential care facilities in the comparison communities.

Number of Establishments for the Nursing and residential care facilities



Edina has fewer nursing and residential care centers than those in all the comparison cities.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

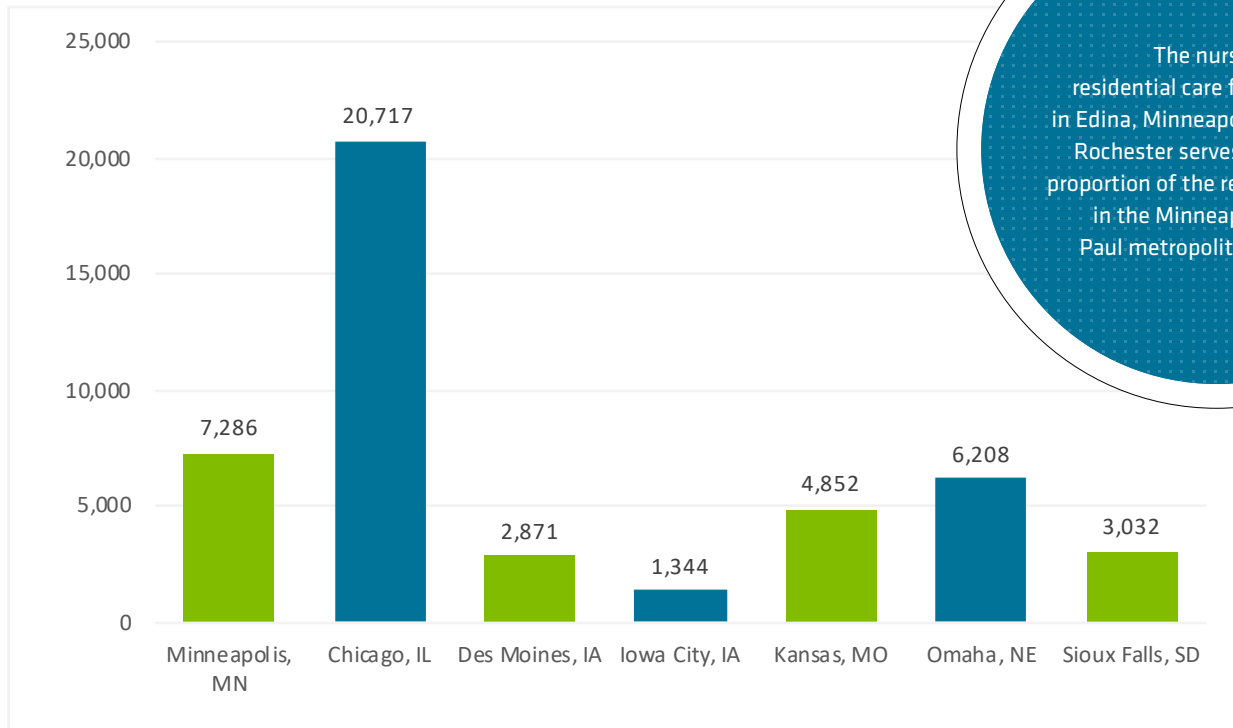
DATA INSIGHT:

- In 2012, cities in the same cohort in terms of Nursing and residential care center saturation are Wausau, Kansas City in Kansas, and Des Moines; Iowa City, Sioux Falls, and Madison; Rochester, Omaha, Minneapolis, and Kansas in Missouri; Milwaukee and Chicago. However, the total number of nursing facilities in Minnesota as at 2012 was 250.

B. Employment

This chart explores the number of employees in nursing and residential care facilities in the comparison communities.

Number of Employees for Nursing and Residential Care Facilities



The nursing and residential care facilities in Edina, Minneapolis, and Rochester serves a large proportion of the residents in the Minneapolis-St. Paul metropolitan area.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

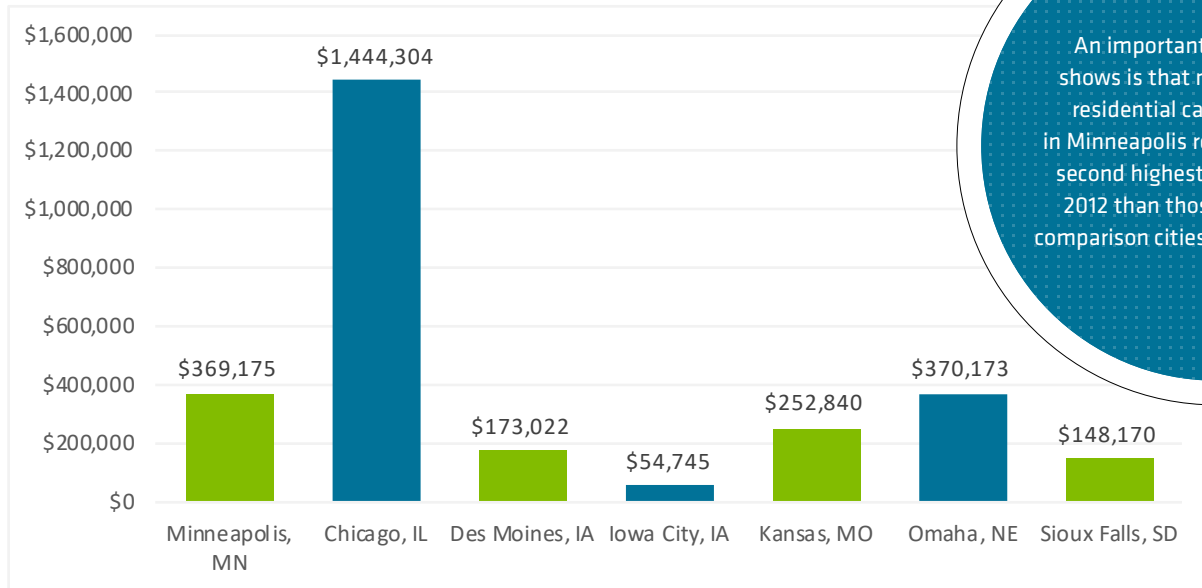
DATA INSIGHT:

- The data shows that on average, the firm to employment rates for Minneapolis is 1 to 52 nursing and residential care center employees.
- For the rest of the comparison cities, their average firm to employment rate is 1:53 for Chicago; 1:66 for Des Moines City; 1:26 for Iowa City; 1:48 for Kansas – Missouri; 1:63 for Omaha; and 1:60 for Sioux Falls.

C. Business Revenue

This chart explores the revenue generated by nursing and residential care facilities in the comparison communities.

Industry by Revenue for Nursing and Residential Care Facilities (\$1000)



An important detail this shows is that nursing and residential care facilities in Minneapolis received the second highest revenue in 2012 than those in all the comparison cities with data.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

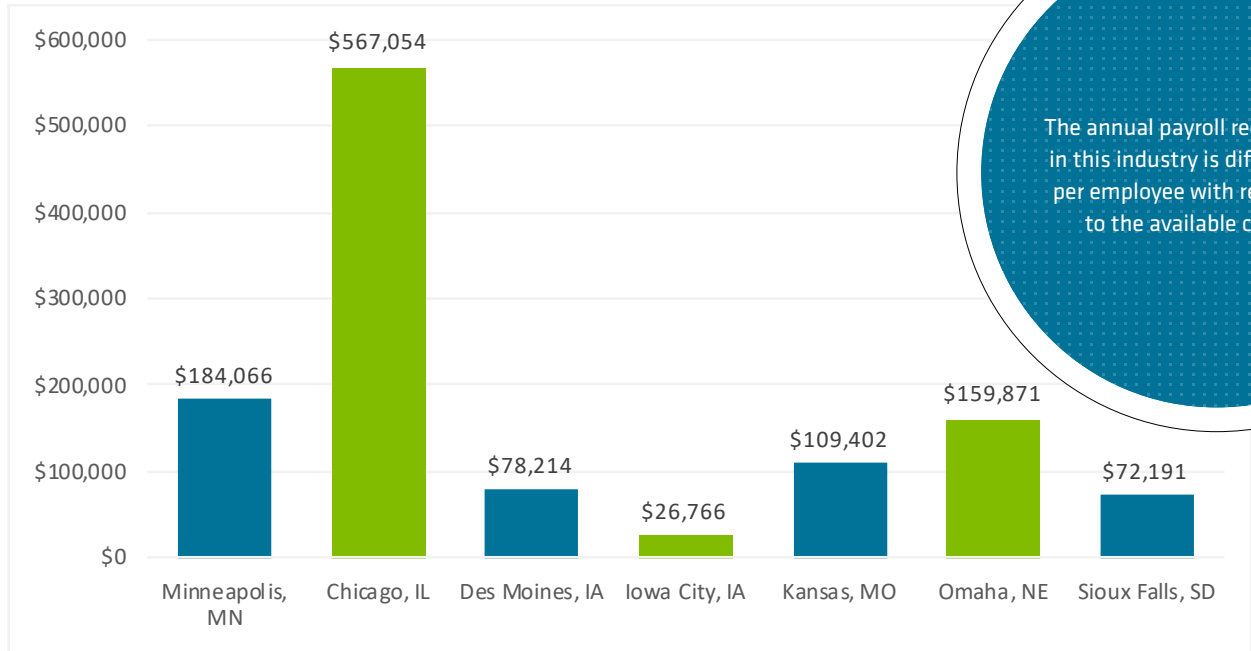
DATA INSIGHT:

- In 2012, revenue generated in nursing and residential care facilities in Minneapolis was \$369 million, with an average of \$2.6 million in revenue.
- Facilities in Omaha generated an average of \$3.8 million.
- The average revenue generated by a care facility is \$3.8 million in Chicago, \$4 million for Des Moines, \$1.1 million in Iowa City, \$2.5 million in Kansas Missouri, \$3.8 million for Omaha City, and \$2.96 million in Sioux Falls.

D. Payroll

This data examines the payroll of nursing and residential care facilities in the comparison communities.

Industry by Annual Payroll for Nursing and Residential Care Facilities (\$1000)



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DATA INSIGHT:

- In 2012, the total amount of compensation and benefits provided by nursing and residential care facility staff is the same bracket for Minneapolis and Omaha.

DataInsight

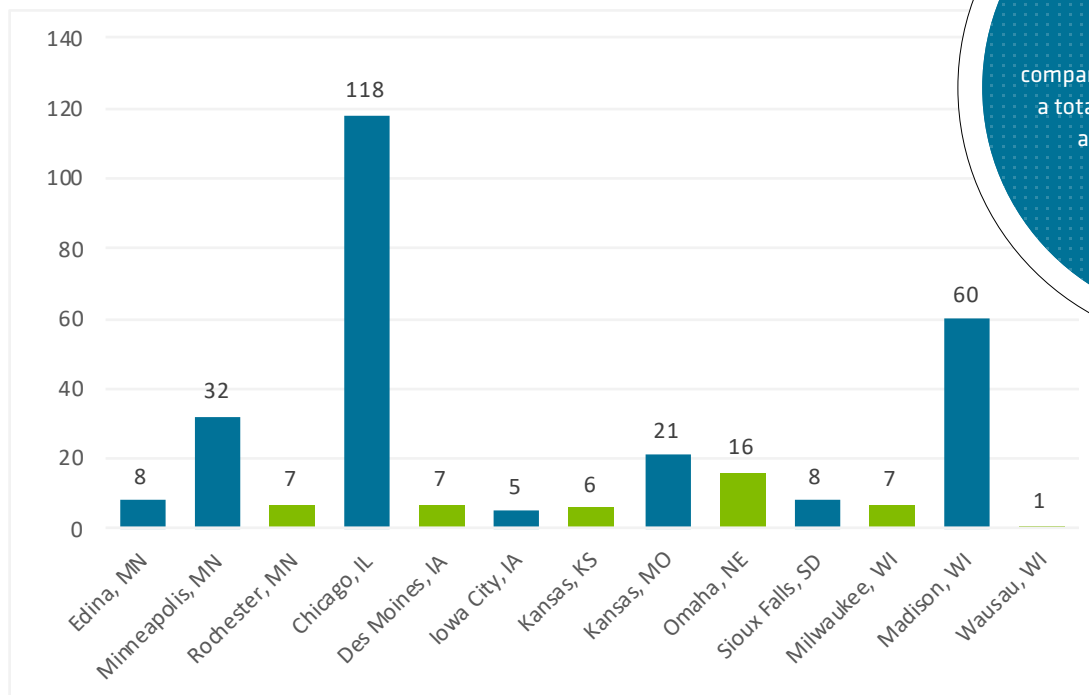
2.2.10 OFFICE OF SCIENTIFIC RESEARCH AND DEVELOPMENT SERVICES

This industry group is comprised of establishments engaged in conducting original investigation undertaken on a systematic basis to gain new knowledge (research) and/or the application of research findings or other scientific knowledge for the creation of new or significantly improved products or processes (experimental development). The industries within this industry group are defined on the basis of the domain of research; that is, on the scientific expertise of the establishment.

A. Business Establishments

This data explores the number of scientific research and development in the comparison communities.

Number of Establishments for Scientific Research and Development Services



In 2012, Minnesota comparison communities had a total 47 scientific research and development firms.

Source: Economic Census, 2012

(Data was not available for Business revenue, employment, and payroll for Edina, Rochester, and Minneapolis)



DATA INSIGHT:

- In 2012, cities in the same scientific research and development firm cohort are Edina, Rochester, Des Moines, Iowa City, Kansas City – Kansas, Sioux Falls, and Milwaukee.
- Proportionately, Madison has a significantly higher number of scientific research and development firms.

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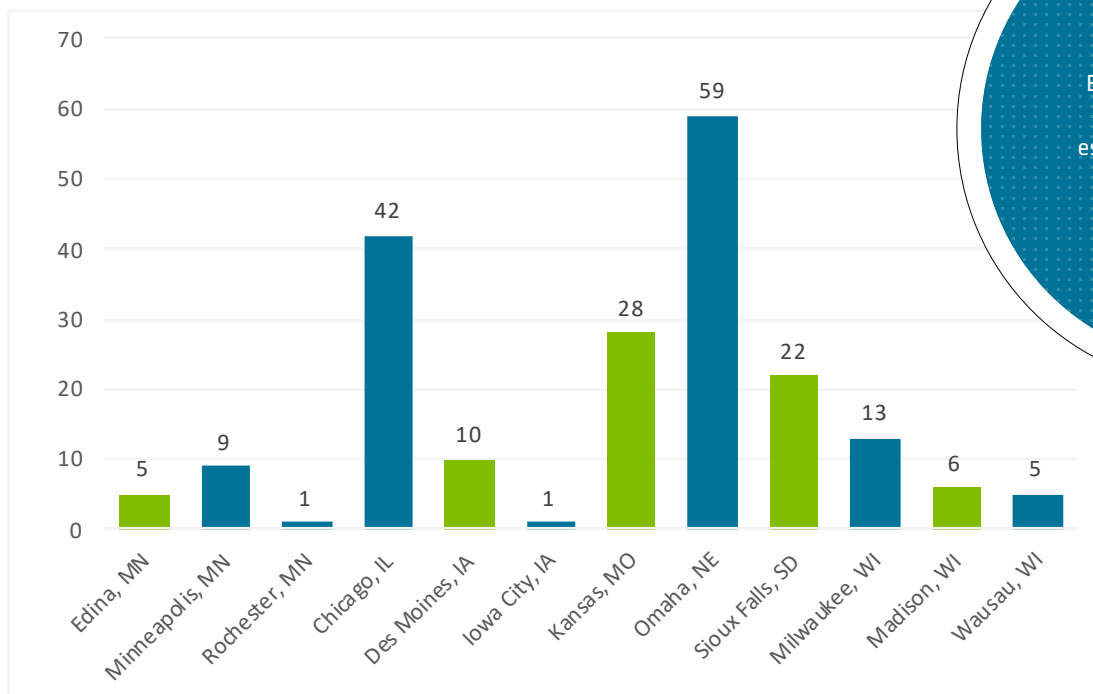
2.2.11 OFFICE OF DIRECT HEALTH AND MEDICAL INSURANCE CARRIERS

This industry is comprised of establishments primarily engaged in initially underwriting (i.e., assuming the risk and assigning premiums) health and medical insurance policies. Group hospitalization plans and HMO establishments (except those providing health care services) that provide health and medical insurance policies without providing health care services are included in this industry.

A. Business Establishments

This graph explores the number of direct health and medical insurance carriers in the comparison communities.

Number of Establishments for Direct Health and Medical Insurance Carriers



Edina has fewer health and medical insurance establishments than all the comparison cities.

Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



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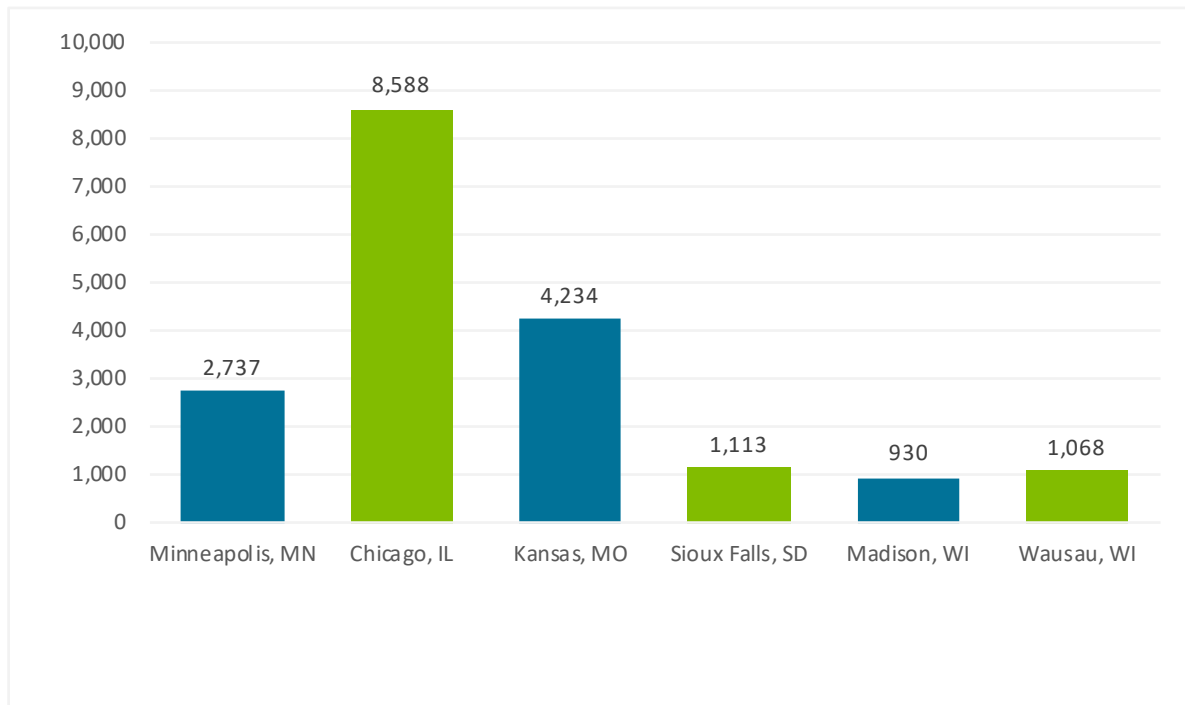
DATA INSIGHT:

- In 2012, cities in the direct health and medical insurance cohort groupings are Edina, Rochester, Minneapolis, Iowa City, Wausau, and Kansas City - Kansas; Des Moines; Sioux Falls, Madison City, and Milwaukee; Omaha and Chicago. The total number of firms in Minnesota comparison communities in 2012 was 16.

B. Employment

This chart explores the number of employees in the direct health and medical insurance carrier industry in the comparison communities.

Number of Employees for Direct Health and Medical Insurance Carriers



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



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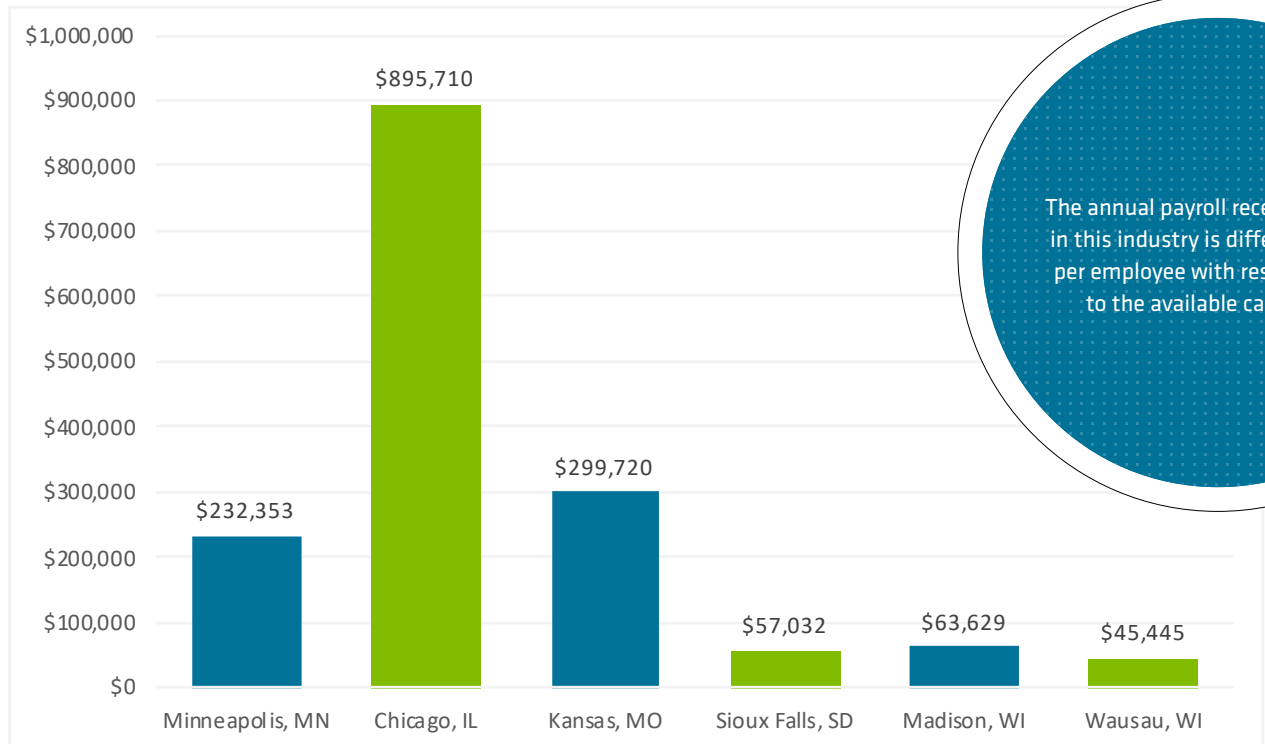
DATA INSIGHT:

- The data shows that on average, the firm to employment rates for Minneapolis is 1 to 391 health and medical insurance employees.
- Average firm to employment rate is 1:214 for Chicago; 1:352 for Kansas; 1:111 for Sioux Falls, 1:77 for Madison; and 1:267 for Wausau.

C. Payroll

This data examines the payroll of direct health and medical insurance carriers in the comparison communities.

Industry by Annual Payroll for Direct Health and Medical Insurance Carriers (\$1000)



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

DATA INSIGHT:

- In 2012, the total amount of compensation and benefits provided to health and medical insurance staff in Minneapolis and Kansas are in the same bracket, as are Wausau, Sioux Falls, and Madison City.

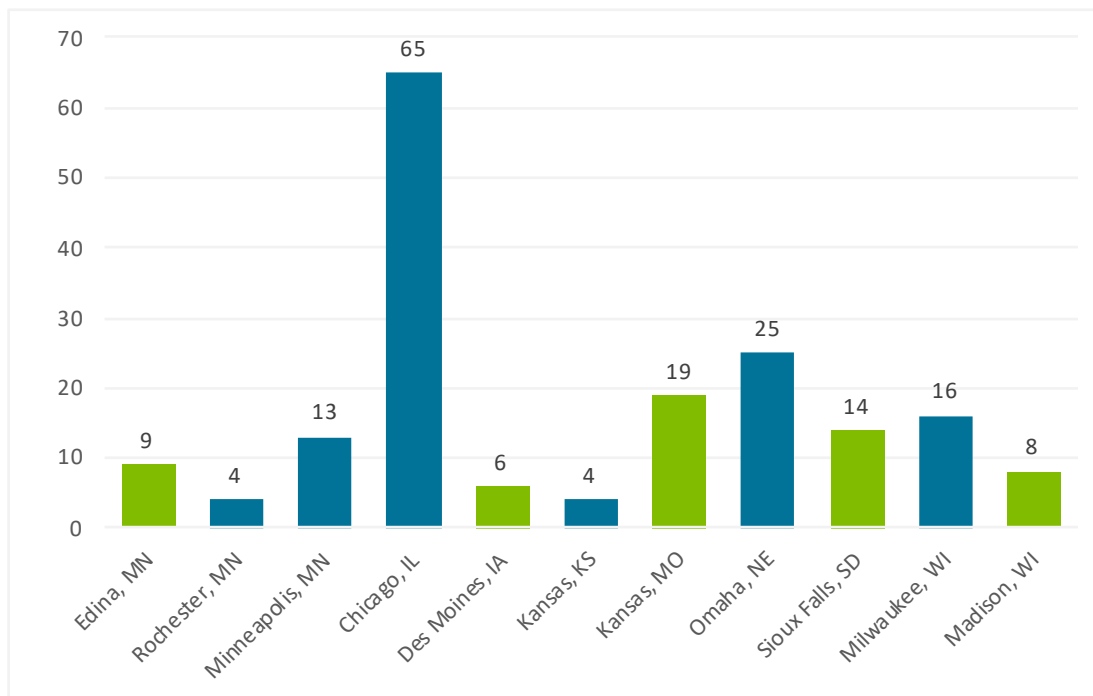
2.2.12 OFFICE OF MEDICAL, DENTAL, AND HOSPITAL EQUIPMENT AND SUPPLIES MERCHANT WHOLESALERS

This industry comprises establishments primarily engaged in the merchant wholesale distribution of professional medical equipment, instruments, and supplies (except ophthalmic equipment and instruments and goods used by ophthalmologists, optometrists, and opticians). The industry is comprised of wholesalers that deal in surgical appliances, hospital furniture, dental equipment, diagnostic equipment, orthopedic equipment, patient monitoring equipment, prosthetic appliances, first aid kits, hearing aids, medical equipment and dressing, X-ray machines and parts, and laboratory equipment

A. Business Establishments

The data below examines the number of medical, dental, and hospital equipment and merchant supplies wholesalers in the comparison communities.

Number of Establishments for Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

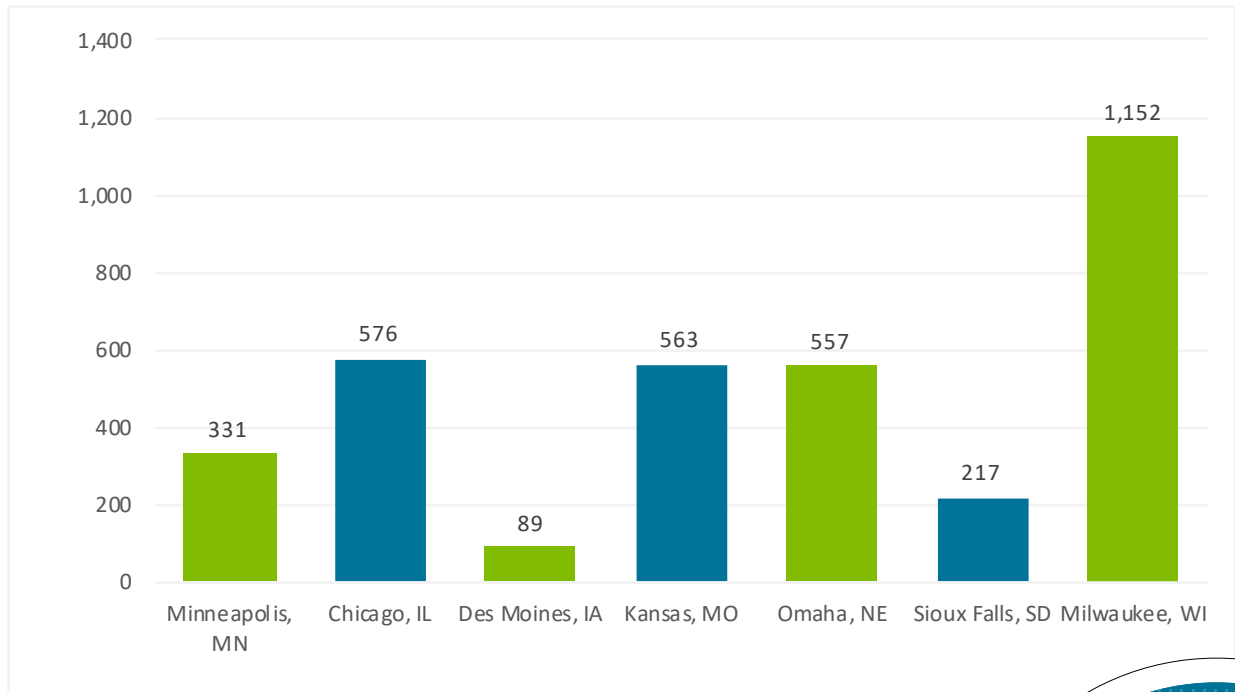
DATA INSIGHT:

- In 2012, cities grouped in the same cohort in terms of medical, dental and hospital equipment sales are Edina, Rochester, Des Moines, Kansas City – Kansas, and Madison; Minneapolis, Sioux Falls, Kansas City – Missouri, and Milwaukee; Omaha and Chicago.

B. Employment

This chart explores the number of employees for medical, dental, and hospital equipment and supplies merchant wholesalers in the Comparison communities.

Number of Employees for Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

DATA INSIGHT:

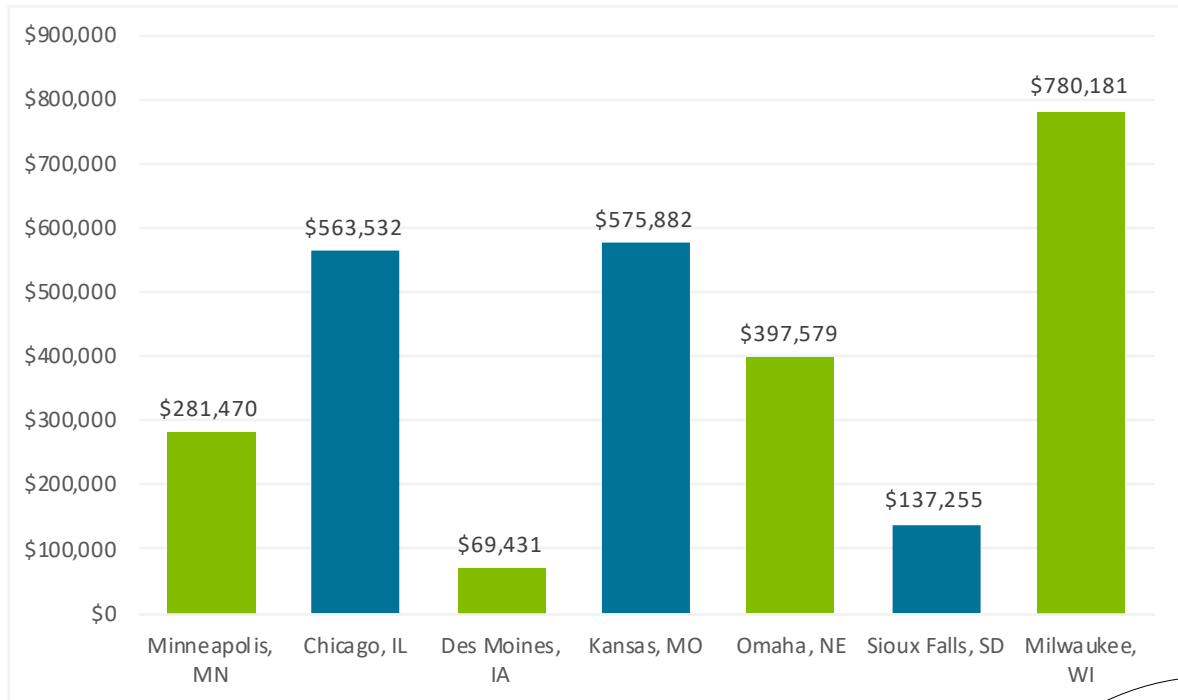
- The data shows that on average, the firm to employment rates for Minneapolis is 1 to 25 warehouse employees.
- For the rest of the comparison cities with employee counts, their average firm to employment rate is 1:8 for Chicago, 1:14 for Des Moines City, 1:140 for Kansas - Missouri, 1:22 for Omaha, 1:15 for Sioux Falls, and 1:144 for Milwaukee.

The large ratio seen for Kansas-Missouri and Milwaukee points to the size/capacity of the trade in the warehouses in those cities.

C. Business Revenue

This chart explores the revenue for medical, dental and hospital equipment and supplies merchant wholesalers in the comparison communities.

Industry by Revenue for Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers (\$1000)



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DataInsight

DATA INSIGHT:

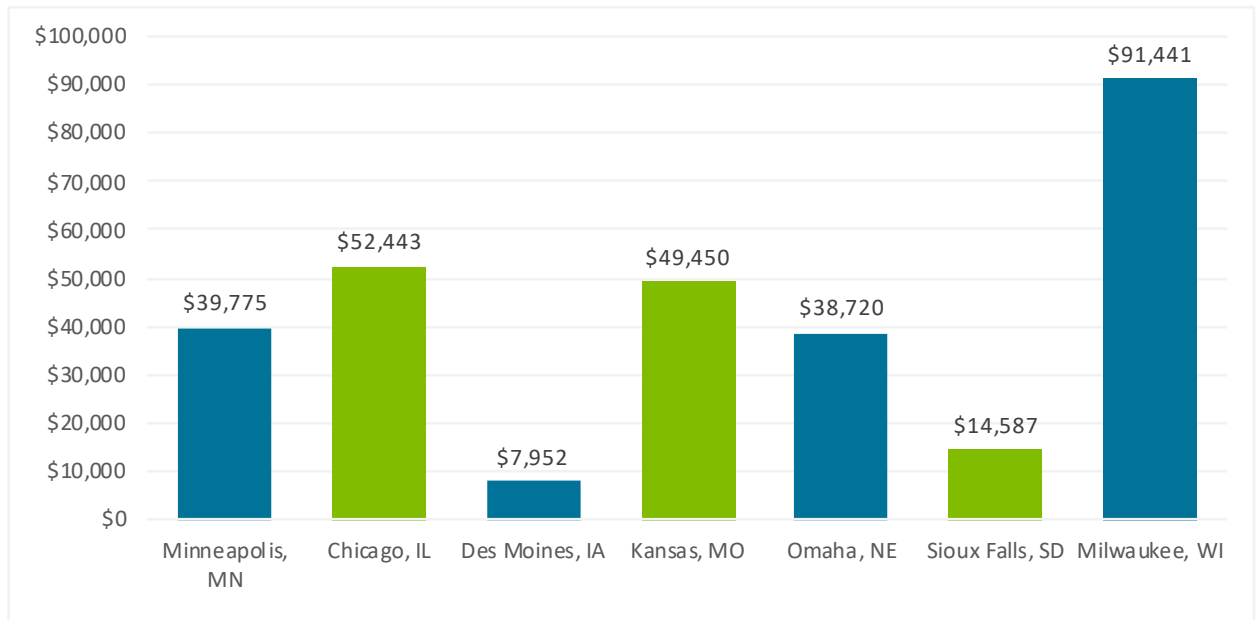
- Revenue generated from the cities also gives an insight into the size of the medical wholesale trade industry in the comparison cities.
- Milwaukee makes the highest medical, dental and hospital equipment sales followed by Kansas – Missouri, Chicago, Omaha, Minneapolis, Sioux Falls, and Des Moines City.

Revenue received in the wholesale industry is usually in the form of product sales.

D. Payroll

This data examines the payroll levels of medical, dental and hospital equipment and supplies merchant wholesalers in the comparison communities.

Industry by Annual Payroll for Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers (\$1000)



Source: Economic Census, 2012

(Edina Data was not available for Business revenue, employment, and payroll; however, comparison will be made using data available for Minneapolis)



DATA INSIGHT:

- Based on the amount of sales made and revenue incurred, a warehouse employee as at 2012 receives an average of \$120,166 in compensation per year. However, the compensation provided to employees in this sector depends on the position or cadre of each employee.

DataInsight

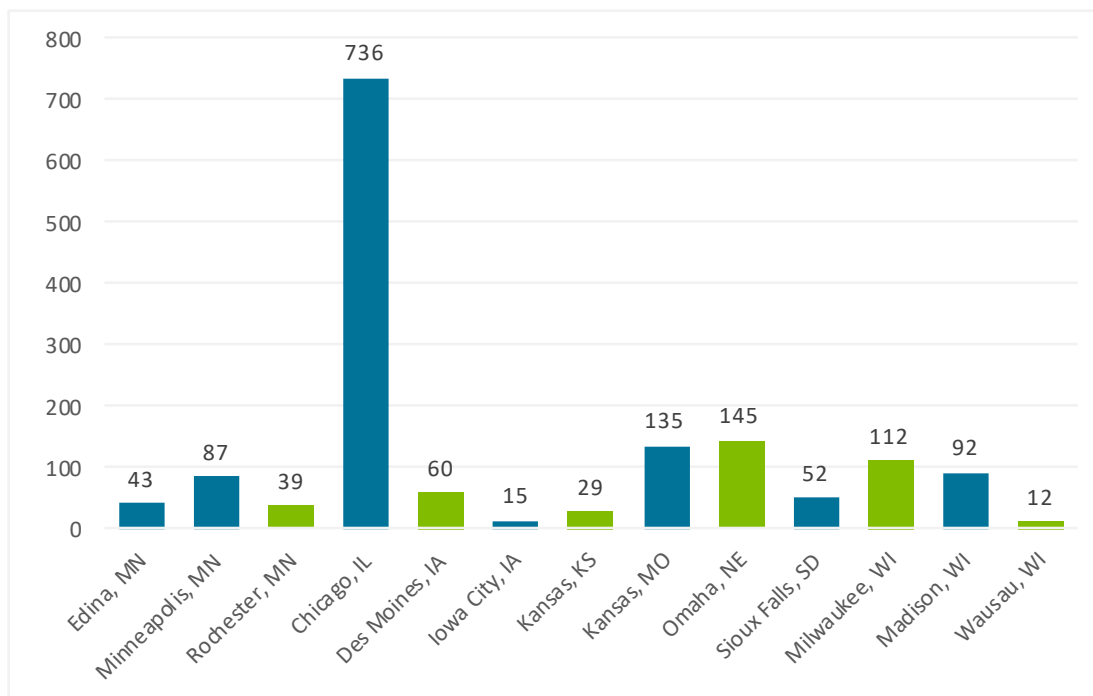
2.2.13 OFFICE OF HEALTH AND PERSONAL CARE STORES

Industries in the Health and Personal Care Stores subsector retail health and personal care merchandise from fixed point-of-sale locations. Establishments in this subsector are characterized principally by the products they retail, and some health and personal care stores may have specialized staff trained in dealing with the products. Staff may include pharmacists, opticians, and other professionals engaged in retailing, advising customers, and/or fitting the product sold to the customer's needs. Stores in this sector include Pharmacies and Drug Stores, Cosmetics, Beauty Supplies, and Perfume Stores, Optical Goods Stores, and Other Health and Personal Care Stores (Food (Health) Supplement Stores and others).

A. Business Establishments

The data below shows the number of health and personal care stores in the comparison communities.

Number of Establishments for Health and Personal Care Stores



Source: Economic Census, 2012



DATA INSIGHT:

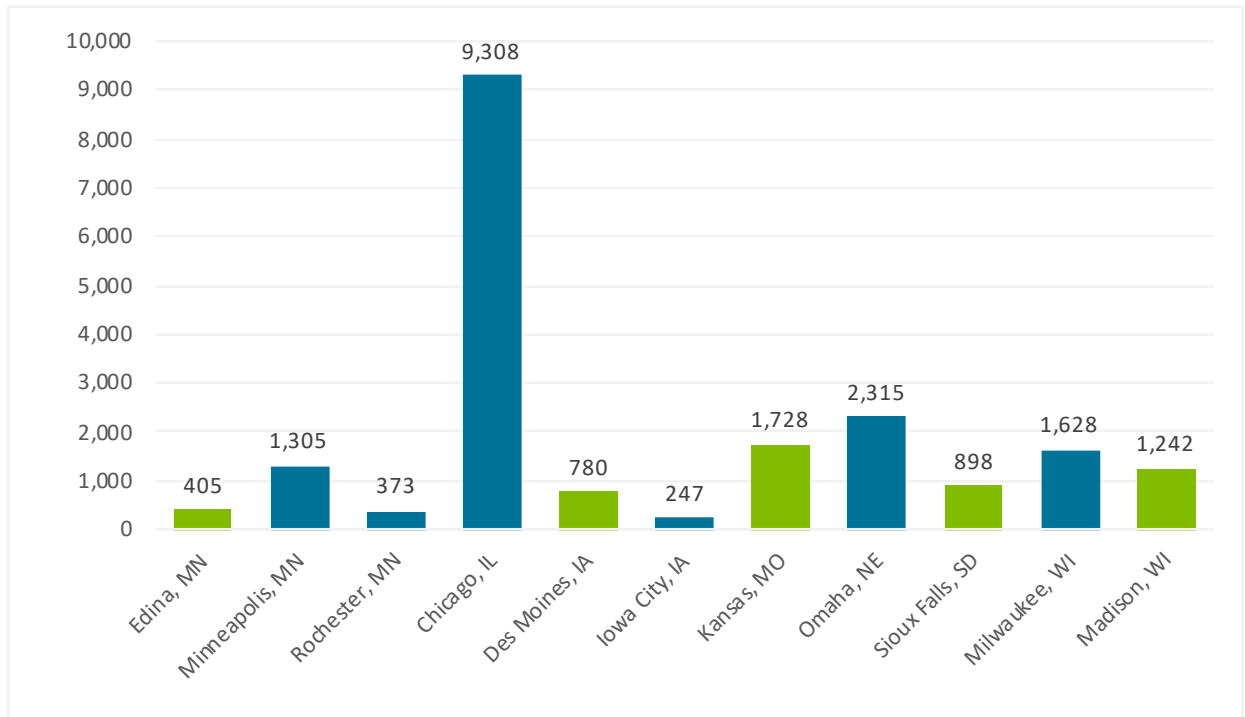
- In 2012, cities with similar number of health and personal care retail stores are Edina, Rochester, Des Moines, and Sioux Falls; Iowa City, Wausau, and Kansas City - Kansas; Madison City, Minneapolis, Kansas City - Missouri, Milwaukee and Omaha.

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B. Employment

This chart explores the number of people employed by health and personal care stores in the comparison communities.

Number of Employees for Health and Personal Care Stores



Source: Economic Census, 2012 (Data was not available for Kansas City, KS and Wausau)



DataInsight

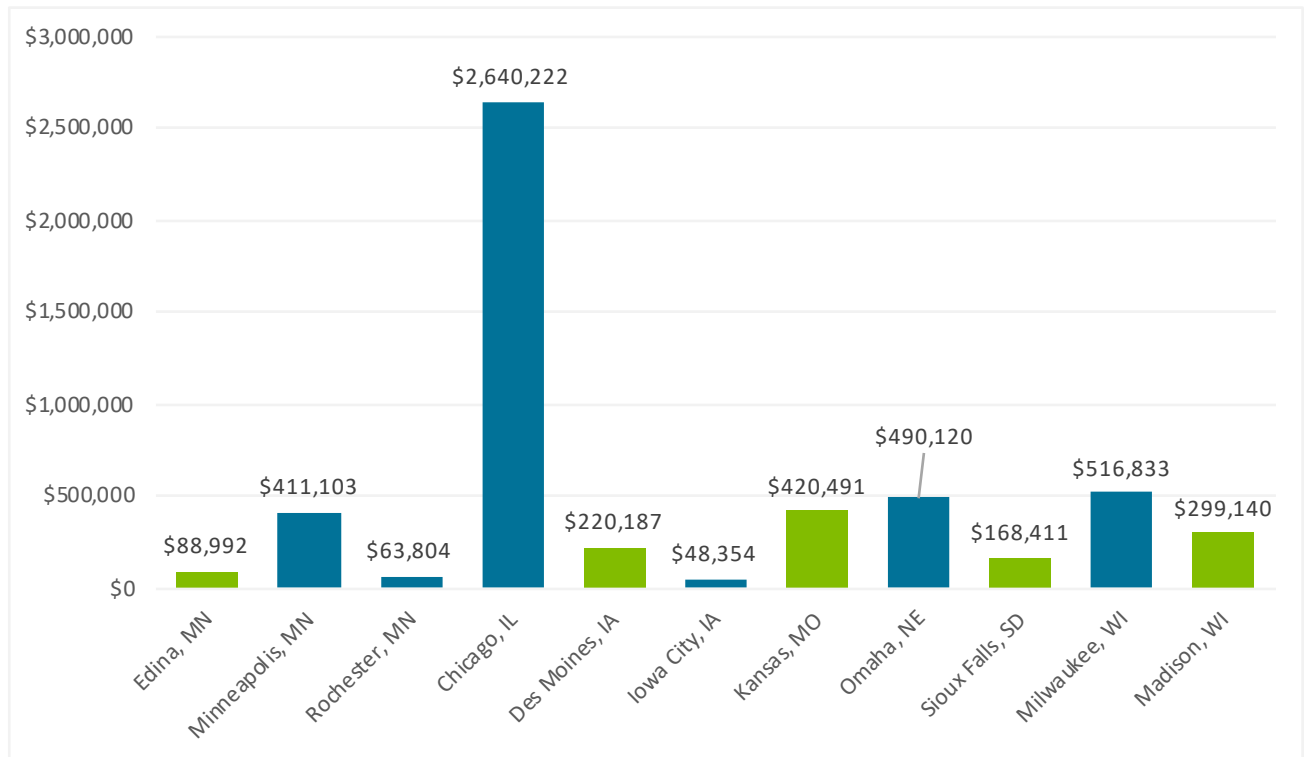
DATA INSIGHT:

- The data shows that on average, the firm to employment rates for health and personal care retail store in Edina is 1 to 9.
- Other comparison cities with employee counts in the hundreds are Rochester, Des Moines, Iowa City, and Sioux Falls. Their average firm to employment rate is 1:4, 1:13, 1:16, and 1:17 respectively.

C. Business Sales

This chart explores the revenue generated by sales from health and personal care stores in the comparison communities.

Industry by Sales for the Health and Personal Care Stores (\$1000)



Source: Economic Census, 2012 (Data was not available for Kansas City, KS and Wausau)



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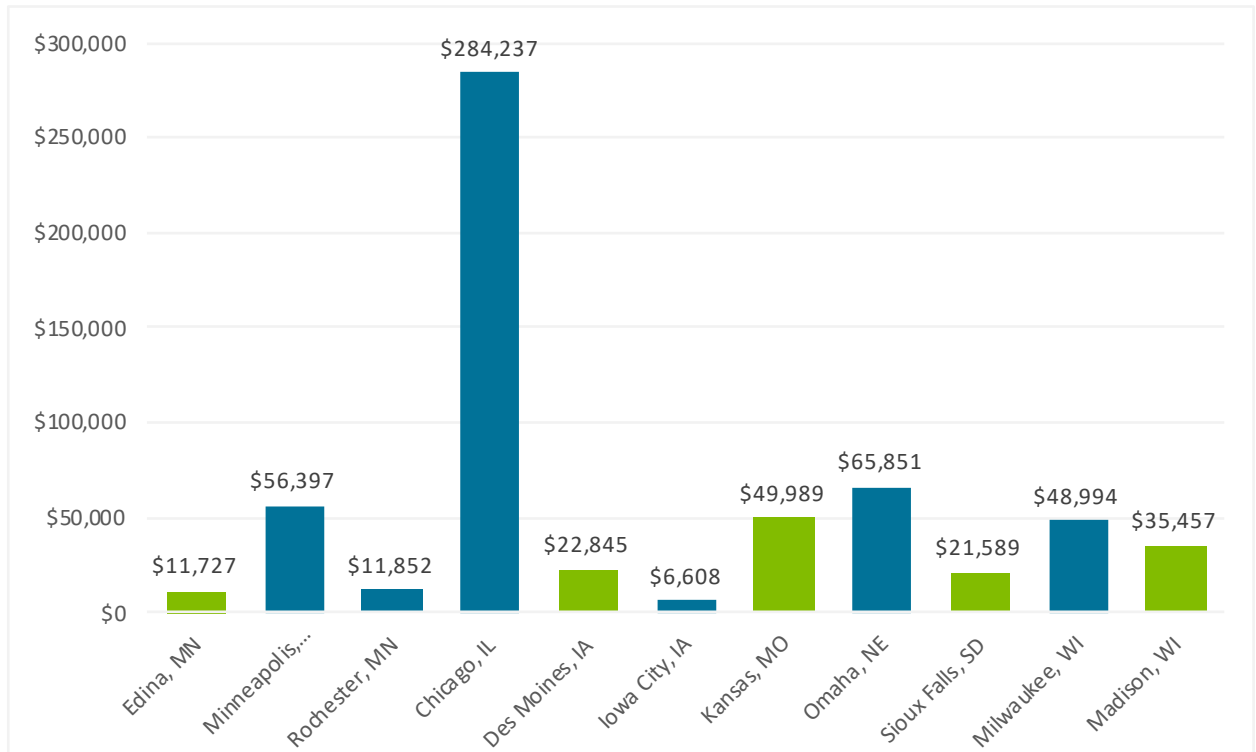
DATA INSIGHT:

- In 2012, revenue generated in this industry in Edina was \$88 million, with the average establishment generating \$2.1 million.
- The average revenue generated is \$4.7 million for Minneapolis, \$1.6 million in Rochester, \$3.5 million in Chicago, \$3.7 million for Des Moines, \$3.2 million in Iowa City, \$14.5 million in Kansas Missouri, \$3.4 million for Omaha City, \$3.2 million in Sioux Falls, \$4.6 million in Milwaukee and \$2.1 million in Edina.

D. Payroll

This data examines the annual payroll for health and personal care stores in the comparison communities.

Industry by Annual Payroll for the Health and Personal Care Stores (\$1000)



Source: Economic Census, 2012 (Data was not available for Kansas City, KS and Wausau)



DATA INSIGHT:

- In 2012, Edina and Rochester were in the same bracket for the total amount of compensation and benefits provided to the health and personal care store staff.

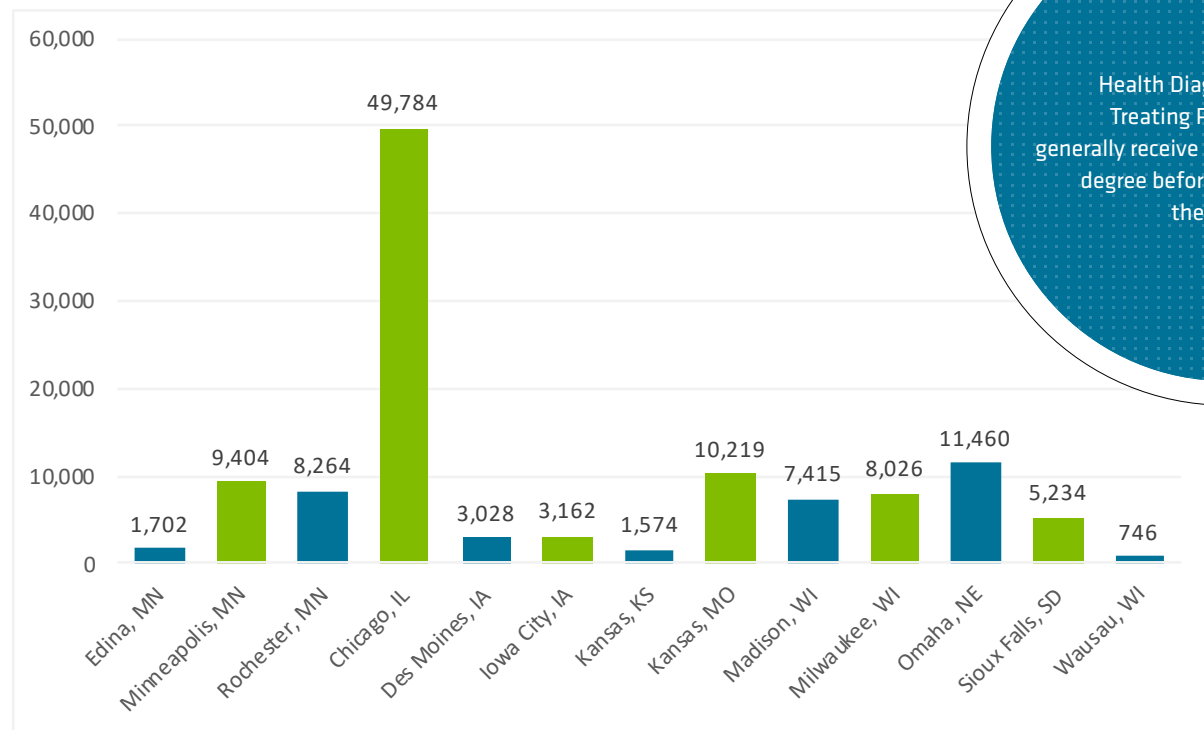
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2.3 OCCUPATION ANALYSIS OF THE HEALTH SECTOR CLUSTER

2.3.1 HEALTH DIAGNOSING AND TREATING PRACTITIONERS AND OTHER TECHNICAL OCCUPATIONS

Job titles within the health diagnosing and treating occupations includes Chiropractors, Dentists (General Dentists, Oral and Maxillofacial Surgeons, Orthodontists, Prosthodontists, All Other Specialists), Dietitians and Nutritionists, Optometrists, Pharmacists, Physicians and Surgeons (Anesthesiologists, Family and General Practitioners, General Internists, Obstetricians and Gynecologists, General Pediatricians, General Psychiatrists, Surgeons, and Physician Assistants), Podiatrists, Therapists (Occupational Therapists, Physical Therapists, Radiation Therapists, Recreational Therapists, Respiratory Therapists, Speech-Language Pathologists, Exercise Physiologists, and Others), Veterinarians, Registered Nurses, Nurse Anesthetists, Nurse Midwives, Nurse Practitioners, Audiologists, and Miscellaneous Health Diagnosing and Treating Practitioners.

Total Number Employed in the Health Diagnosing and Treating Practitioners and Other Technical Occupation



Health Diagnosing and Treating Practitioners generally receive a bachelor's degree before they enter the job market.

Source: 2013 - 2017 5-Year American Community Survey



DATA INSIGHT:

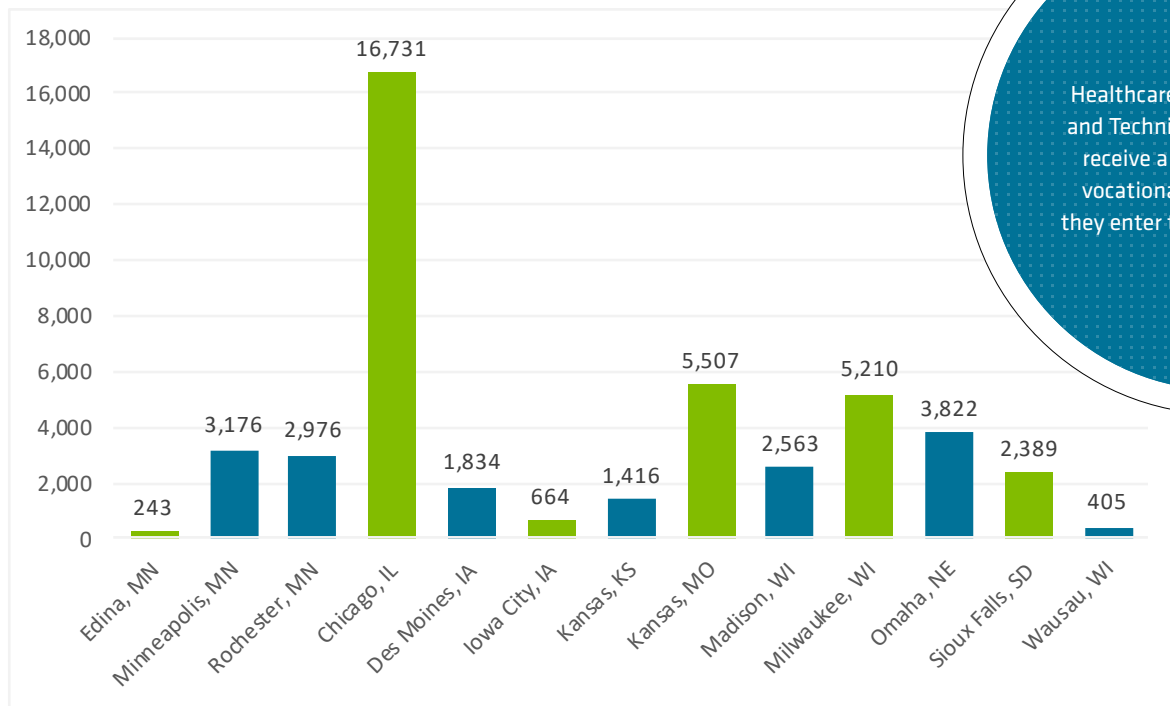
- In 2012, Edina had 1,702 health diagnosing and treating employees in which 41.6% of its workforce are male and 58.4% are females. Kansas City - Kansas has a similar employment count as Edina.

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2.3.2 HEALTH TECHNOLOGISTS AND TECHNICIANS

Job titles within the Health Technologists and Technicians occupation includes Clinical Laboratory Technologists and Technicians, Dental Hygienists, Diagnostic Related Technologists and Technicians (Cardiovascular Technologists and Technicians, Diagnostic Medical Sonographers, Nuclear Medicine Technologists, Radiologic Technologists, and Magnetic Resonance Imaging Technologists), Emergency Medical Technicians and Paramedics, Health Practitioner Support Technologists and Technicians (Dietetic Technicians, Pharmacy Technicians, Psychiatric Technicians, Respiratory Therapy Technicians, Surgical Technologists, Veterinary Technologists and Technicians, and Ophthalmic Medical Technicians), Licensed Practical and Licensed Vocational Nurses, Medical Records and Health Information Technicians, Dispensing Opticians, Miscellaneous Health Technologists and Technicians (Orthotists and Prosthetists, Hearing Aid Specialists, and Health Technologists and Technicians), Other Healthcare Practitioners and Technical Occupations (Occupational Health and Safety Specialists and Technicians, Athletic Trainers, Genetic Counselors, and all other Healthcare Practitioners and Technical Workers).

Total Number Employed in the Health Technologists and Technicians Occupation



Healthcare Technologists and Technicians generally receive a Postsecondary vocational award before they enter the job market.

Source: 2013 - 2017 5-Year American Community Survey



DATA INSIGHT:

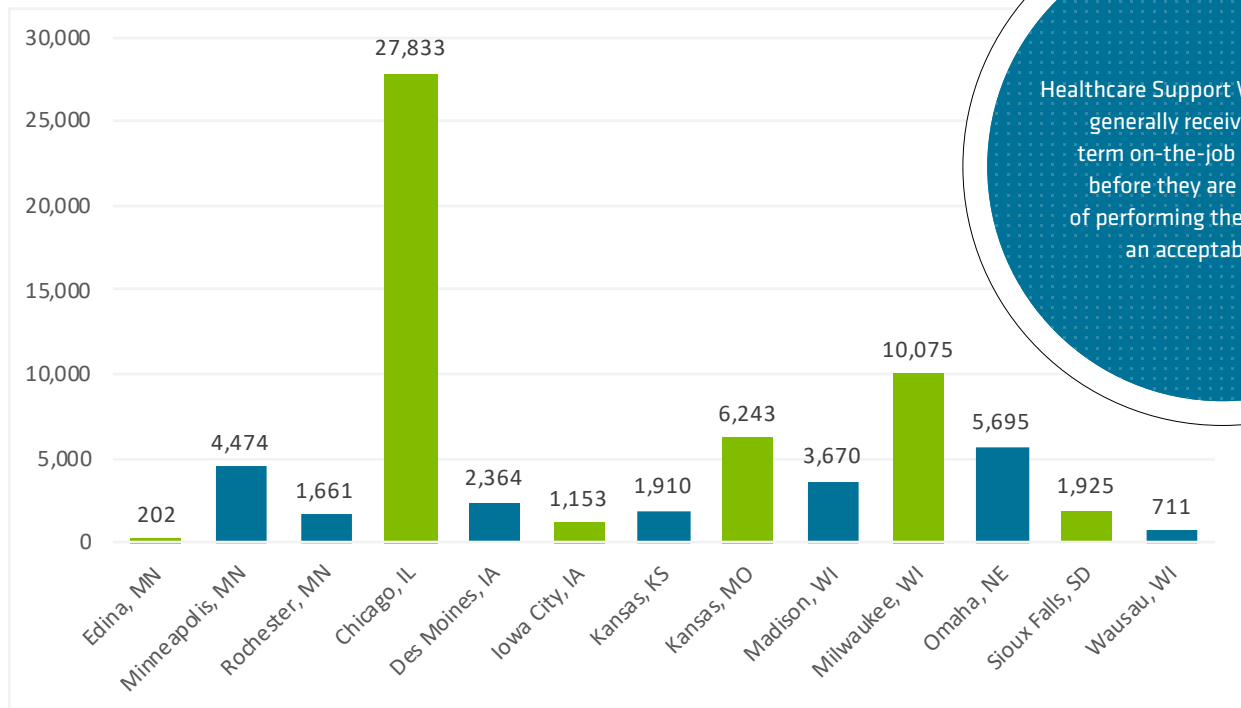
- As of 2012, Edina has 243 healthcare technologists and technicians; 40.3% are male and 59.7% are female.
- Wausau City has the closest employment count to Edina.

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2.3.3 HEALTHCARE SUPPORT OCCUPATIONS

Job titles within the Healthcare Support Occupations includes Nursing, Psychiatric, and Home Health Aides (Nursing, Psychiatric, and Home Health Aides, Home Health Aides, Psychiatric Aides, Nursing Assistants, and Orderlies), Occupational Therapy and Physical Therapist Assistants and Aides, Physical Therapist Assistants and Aides, Other Healthcare Support Occupations (Massage Therapists, Dental Assistants, Medical Assistants, Medical Equipment Preparers, Medical Transcriptionists, Pharmacy Aides, Veterinary Assistants and Laboratory Animal Caretakers, Phlebotomists, and all other Healthcare Support Workers).

Total Number Employed in the Healthcare Support Occupations



Healthcare Support Workers generally receive short-term on-the-job training before they are capable of performing their job at an acceptable level.

Source: 2013 - 2017 5-Year American Community Survey



DATA INSIGHT:

- As of 2012, Edina has 202 healthcare support workers; 33.2% are male and 66.8% are female.
- Wausau City has the closest employment count to Edina.

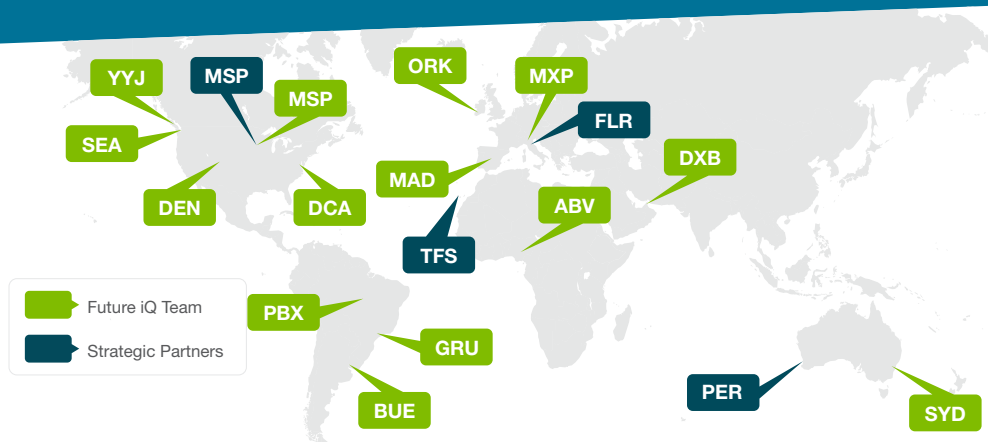
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- US Census Bureau. 2019. 2017 5-year American Community Survey. Accessed online at American Factfinder February - April 2019. The following data series were used: S0101; S0701; S0801; B25004; S1501; S1701; S1903; S1902; C24050; S2401; S2411; DP01; DP05, DP04, BP00A1, B24030.
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- Occupational Employment Statistics. Accessed online at Bureau of Labour Statistics February - April 2019.
- Edina Industry Cluster and Economic Impact Analysis Report 2017.





4.0 ABOUT FUTURE IQ

Future iQ specializes in applying innovative tools and approaches to assist municipalities, organizations, regions and industries shape their economic and community futures. With nearly two decades of experience, the company has a global clientele spanning three continents. To learn more about Future iQ, and our recent projects [visit www.future-iq.com](http://www.future-iq.com) or by email at info@future-iq.com

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