**IMPACT Web Content Outline***Draft*

*Site map (webpages this site will initially include):*

> Homepage

>> About Us

>> Events

>> Contact

*General content outline:*

* *The start of each new webpage is highlighted in yellow*
* *Notes/questions are in comment boxes or brackets [ ]*

***Homepage***

*[Why IMPACT]*

**Building a musculoskeletal health ecosystem**

* Musculoskeletal (MSK) health affects the way we move, work, and play.
* In an aging population, MSK health is increasingly more important, since musculoskeletal disorders, like back pain and arthritis, are the leading cause of disability worldwide.
* MSK disorders affect nearly every American and cost the U.S. economy more than $1 trillion annually. IMPACT plans to change that.

*[What is IMPACT]*

**More connections, fewer silos.**

* Mission of Indiana Musculoskeletal Health Partnership for the Advancement of Care & Treatment, or IMPACT: A bold initiative to connect and grow the strong network of musculoskeletal resources in Indiana into a national hub for MSK innovation that will develop lifesaving technologies, spur economic growth in the region, and develop a thriving workforce to support it.
* **Why Indiana?** Indiana is uniquely positioned to serve as the epicenter of musculoskeletal because it’s home to:
  + Wide and diverse MSK expertise spread over several academic institutions
  + Major pharma, orthopedic, and device makers
  + Warsaw, IN, is the Orthopedic Capital of the World
  + Thriving life sciences-based economy. In 2024, Indiana was the largest exporter of life sciences products in the U.S.
  + Growing sports industry, a booming global industry that’s estimated to become a [$100 billion industry by 2030](https://sthq.org/about/)

*[How we’ll do it]*

**Identifying problems and creating solutions that work for our community.**

* **Community:** We have the connections, but we don’t have all the answers.
  + Listening to what the community needs and then finding the solutions within our MSK ecosystem.
  + Already identified numerous use-inspired projects
* **R&D:** Through our deep bench of regional industry connections, IMPACT will deploy cutting-edge technology to solve today’s MKS challenges.
  + Brief examples, like digital twins to detect operational anomalies in orthopedic equipment, revolutionizing MSK device monitoring through integrated biosensors, etc.
* **Workforce:** Whether it’s training, upskilling, or educating Indiana workers, IMPACT addresses the gap between MSK industry needs in this state and the workforce who will fill these jobs.
  + Shortage of skilled workers
  + 3 main areas of workforce development that span K-12, college, and upskilling

**How it works**

* Brief example of a surgeon needing a better solution for wrist replacement technology and how IMPACT would help.

[Partners]  
**IMPACT Core Partner Organizations**

*[graphic representation of partners]*

**Higher education:**

* Indiana University
* Purdue University
* Notre Dame University

**Industry**:

* Indiana University Health
* Zimmer Biomet
* Eli Lilly
* Indiana Hand to Shoulder Center
* Indiana Joint Replacement Institute
* Indiana Institute for Prosthetics
* OrthoIndy
* Goodman Campbell

**Non-profit:**

* Regenstrief Institute
* OrthoWorx
* Indiana Economic Development Corporation
* Indiana Biosciences Research Institute
* Applied Research Institute
* BioCrossroads
* Indiana Clinical and Translational Science Institute
* Wabash Heartland Innovation Network

**Entrepreneurs:**

* NuTech Institute

**Capital investors:**

* Plug & Play
* Boomerang Ventures
* Purdue Ventures
* Rose-Hulman Ventures
* IU Ventures
* The Prince Henry Group
* Vestia Personal Wealth Advisors
* Idea Center at Notre Dame
* Epidarex Capital

*[enlarged callout of goal]*

**Our goal**

By 2035, the IMPACT initiative will create more connectivity, fewer silos, and a thriving musculoskeletal health ecosystem in central and northern Indiana.

*[perhaps using large number graphics?]*

**7,000+**  
Indiana middle and high-school students accessing STEM education

**1,900+**  
Workers trained in MSK-related careers

**85**  
MSK companies launched

**30**  
New medical products brought to market

**200**  
Patents filed

**2,650**  
New jobs created

**$583 million**  
Generated in direct economic impact

*[Call to action]*

Contact us to learn more

***About Us***

**About IMPACT**

We bring the right people to the table to solve the most pressing musculoskeletal health problems in central and northern Indiana. We do so by leveraging the incredible resources and talent here in the region. IMPACT is led by an expert team of leaders from a variety of MSK industries.

**Connect with us**

**IMPACT Leadership team**

**Chair & Interim CEO/PI**  
Melissa Kacena, PhD   
Director, Indiana Center for Musculoskeletal Health (ICMH) at Indiana University School of Medicine, Chancellor's Professor, Edward H. and Yvonne J. Boseker Professor of Orthopedics, Professor of Orthopedic Surgery

**Co-PI**  
Amrou Awaysheh, PhD, MBA  
Executive Director, IU Business and Innovation Lab; Fellow, IU Center for Excellence in Manufacturing; OneAmerica Foundation Endowed Chair and Associate Professor of Operations and Supply Chain Management at the IU Kelley School of Business

**Co-PI**  
Jill Fehrenbacher, PhD  
Associate Director of Basic & Translational Research for the ICMH at Indiana University School of Medicine

Jim Lancaster, MS  
Senior VP, Head of Global Product Development and Executive Director at Zimmer Biomet

Tim Ryan, PhD  
VP of Outcomes Research at Lilly

Sharon Moe, MD  
Associate Dean for Clinical and Translational Research at Indiana University School of Medicine, Co-Director of Indiana Clinical and Translational Sciences Institute (CTSI), and nephrologist at IU Health

Allyn Decker, PhD  
VP of Operations and Engagement at OrthoWorx

Kevin Otto, PhD  
Dane A. Miller Head and Professor at Purdue University Weldon School of Biomedical Engineering

Darshan Shah, MBA  
Executive Vice President of Data and AnalytiXIN at BioCrossroads

[anything else here?]

***Events***

IMPACT organizes community events to understand the needs of the musculoskeletal health community. Our summits convene leaders and practitioners in the industry to share insights and ensure ongoing stakeholder engagement and strategic alignment. Join us at an upcoming event with IMPACT.

**Upcoming event**

* Details on upcoming summit: The Future of Musculoskeletal Health Innovations

**Register for summit** *[link to:* [*https://biocrossroads.com/events/the-future-of-musculoskeletal-health-innovations-in-orthopedic-medicine-and-indianas-leadership-opportunity/*](https://biocrossroads.com/events/the-future-of-musculoskeletal-health-innovations-in-orthopedic-medicine-and-indianas-leadership-opportunity/)*]*

***Contact Us***

**Let’s talk about musculoskeletal health.**

Please share your information and we will connect with you.

*[form with the following fields:]*

* Name
* Email
* Message
* What else?

[contact info]