IMPACT website changes/comments: Yellow indicates different pages. Text can be directly copy and pasted from here for the DRAFT website

**Homepage**

1. somewhere IMPACT needs to be spelled out – maybe a banner across the top. Not on every page but on the homepage at least (**I**ndiana **M**usculoskeletal Health **P**artnership for the **A**dvancement of **C**are & **T**reatment) Not quite sure where this should go.

~~2. Main title – capitalize Musculoskeletal~~

3. Numbers used for: partner organizations, collaborators, proposed partner funding – are these correct, where did these come from

~~4. Ready to thrive and Innovate – contact box, move to bottom~~

5. Creating IMPACT section:

**Building a Musculoskeletal Health Innovation Ecosystem**

~~Musculoskeletal health affects how we move, work, and play. We urgently need hard tech innovations, from smarter implants to wearable diagnostics. IMPACT bridges the gap between unmet medical need and the technologies that can solve them.~~

{associated graphic: building MSK ecosystem.png}

**More connections, fewer silos**

Indiana has the expertise, culture, research, and industry to lead the growing demand for modern solutions in musculoskeletal health. We just need the infrastructure to connect and strengthen this network.

IMPACT is positioned to connect and grow the strong network of musculoskeletal resources in north and central Indiana. IMPACT brings together the engineers, clinicians, researchers, and industry leaders necessary to develop and translate use-inspired research into consumer-focused solutions.

Indiana is uniquely positioned to serve as the epicenter of musculoskeletal innovation because it is home to:

* Warsaw, IN, known as the Orthopedic Capital of the World
* Deep musculoskeletal research expertise
* Major hub for pharmaceutical manufacture, orthopedic research, and device makers
* Thriving life sciences-based economy. In 2024, Indiana was the largest exporter of life science products in the U.S.
* Growing sports industry, a booming global industry that’s estimated to become a $100 billion industry by 2030

{associated graphic: remove silos.png}

**How We’ll Do It**

Identifying problems and creating solutions

**Community:** We have the connections, but we don’t have all the answers

* Listening to what the community needs and then identifying who within our ecosystem can help solve these challenges
* Use-inspired projects

**R&D:** Through our deep bench of regional industry connections and cutting edge-technologies, IMPACT will deploy artificial intelligence (AI) and machine learning (ML) to solve today’s musculoskeletal challenges

* Digital twins to detect operational anomalies in orthopedic equipment
* Integrated biosensors to monitor predictive analytics to support clinical decision-making, early disease detection, and personalized treatment strategies

**Workforce:** Whether it’s training, upskilling, or educating Indiana workers, IMPACT addresses the gap between industry needs and workforce skills

* Grow and strengthen the pool of skilled workers
* 3 main areas of workforce development that span STEM opportunities for K-12, work-based learning, and upskilling and reskilling of the current workforce

{associated graphic: howdoit.png}

**Our Region**

1. Change “More connections, fewer silos” to “Why Indiana?”

2. Change text to:

Indiana is uniquely positioned to serve as the epicenter of musculoskeletal healthcare innovation. The **Indiana MSK Innovation Triangle** describes a region of the state that is home to:

* Academic institutions with expertise in musculoskeletal health and engineering: Indiana University, Purdue University, University of Notre Dame, Ball State University, Marian University, and Rose-Hulman Institute of Technology
* Respected research centers such as the Regenstrief Institute and the Indiana Center for Musculoskeletal Health (ICMH)
* Major pharmaceutical, orthopedic, and device manufacturers: Eli Lilly and Zimmer Biomet
* The Orthopedic Capital of the World in Warsaw, Indiana
* Heartland BioWorks, designated a [Regional Technology and Innovation Hub](https://www.heartlandbioworks.com/-faqs) by the U.S. Economic Development Administration
* A thriving life sciences-based economy that made Indiana the [largest exporter](https://biocrossroads.com/) of life sciences products in the United States in 2024
* A rapidly growing venture network, with a record-breaking [$1.05 billion in venture activity in 2024](https://techpoint.org/indiana-venture-report/)
* A booming global sports industry that’s estimated to expand to [$100 billion by 2030](https://sthq.org/about/)

{associated graphic: why Indiana.png}

**Our Work**

1. change main title to “Our Work: How is IMPACT Changing Musculoskeletal Innovation”

2. Change “IMPACT: Innovation Value Chain” header to “IMPACT Pillars”

3. Change text to:

The musculoskeletal ecosystem of IMPACT is built upon three pillars: community, research and development (R&D), and workforce development. In other words, our community generates use-inspired possibilities, our ecosystem ushers in solutions, and our workforce development creates job opportunities to achieve this work.

{associated graphic: our work gears.png}

4. Change text for the section IMPACT: Innovation Value Chain to:

Our Innovation Value Chain model connects stakeholders and entrepreneurs with key drivers in the IMPACT ecosystem to drive change through innovation. The IMPACT ecosystem offers trusted intermediaries within the community to facility communication, align goals, connect all stakeholders, streamline processes, and foster trust. Ultimately, IMPACT serves as the hub connecting our fragmented regional services to deliver high-impact technologies, market-ready innovation, and quality jobs across Indiana.

{associated graphic: innovation value chain.png}

Connecting the musculoskeletal community in north-central Indiana is just the first step in understanding and responding to industry needs. Through strategically placed Navigators, the IMPACT ecosystem offers trusted intermediaries within our communities to facilitate communication, align goals, connect stakeholders with key resources, streamline processes, and foster trust and collaboration.

**Our Team**

1. Change text below “About IMPACT Team” to: “ We bring the right people to the table to solve the most pressing musculoskeletal health problems. We leverage incredible resources and talent in the region.”

2. titles under each name

3. titles should be:

Melissa Kacena, PhD

Director, Indiana Center for Musculoskeletal Health

Professor of Orthopaedics, Indiana Univesity School of Medicine

Amrou Awaysheh, PhD, MBA

Executive Director, IU Business and Innovation Lab

Associate Professor of Operations and Supply Chain, Indiana University Kelly School of Business

Jill Fehrenbacher, PhD

Associate Director, Basic & Translational Research of the Indiana Center for Musculoskeletal Health

Associate Professor, Indiana University School of Medicine

Jim Lancaster, MSc

Orthopedics Executive Leadership Team, ALL IN Kosciusko

Tim Ryan – OK except spell out VP as Vice President

Sharon Moe, MD

Co-Director, Indiana Clinical and Translational Sciences Institute

Associate Dean for Clinical and Translational Research at Indiana University School of Medicine

Allyn Decker – OK except spell our VP as Vice President

Kevin Otto - OK

Darshan Shah, MBA

Executive Vice President, Data and AnalytiXIN

**Events**

Good as is

**Contact**

Good as is