



*Aligning Talent with Medical Industry Opportunities*

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# ASQ

November 10, 2009

# Path into the Medical Industry

- HR professional from the insurance industry to the medical device industry
- Entered industry via Boston Scientific (formerly SCIMED)
- Left industry for a short stint with document company, but recognized the loss of purpose
- Rejoined the medical industry at Medtronic and American Medical Systems

# Why the Medical Industry?

- Fastest growing segment of the U.S. economy
- Compensation is 10% higher than other industries
- Provides elevated purpose: improving the quality of human life
- Leading edge of technology (RF- wireless- bio therapy, etc.)
- Closely aligned with universities and academic institutions
- MN is home to over 100 medical companies



# Why I Started The Walstrom Group, Inc.

- Freedom to help multiple employers
- Ability to choose locations
- Without the politics and corporate hierarchy, I can focus my full attention on helping clients and candidates
- Can build business relationships that align with my values (high integrity, employee focus, etc.)
- Success will be based on my own business goals
- Access to a broader base of candidates to fill a wider array of positions within the industry

# Tips Getting Into the Industry

- Complete coursework at medical related programs (Community Colleges/Four Year Colleges and other academic institutions)
- Join *Life Science Alley* or other medical related associations
- Pursue internship or contract assignment
- Start networking with people in industry
- Participate in Heart Walks and medical related volunteer events



## Tips Continued

- Get involved with industry technical associations (RAPS, ASQ, ACRP, etc.)
- Pursue informational interviews with prospective employers
- Add testimonials to your resume
- Write a paper or an article that shows your knowledge and interest
- Take time to think about your “personal brand”— the unique skills and strengths that make you attractive to an employer. Convey your brand in your letter



## Activity Five Reasons Why a Company Should Consider You

- What, if any, experience do you have in the medical industry?
- What transferable skills do you possess?
- What training or knowledge do you bring to the table?
- What is your track record of success?
- What is your biggest achievement or accomplishment?

## Activity Create Your 30-Second Elevator Speech

- If you don't have an elevator speech, try writing one: a 30-45 second summary of who you are, what you'd like to do professionally, and why company should consider you.

Not only will this make you feel more confident, but you can use elements of your elevator speech in your future cover letter and during conversations with medical professionals.

## Activity Preparing to Handle Potential Questions or Obstacles

- What are the biggest challenges to getting hired and what is your strategy or response to deal with it?

Please spend five or ten minutes writing down about three or four key obstacles. Then, we will cover the main obstacles as a group

Then, spend five to ten minutes at your tables to identify solutions or strategies to handle those challenges



Questions?