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## Business study goal: Encourage innovation, create jobs

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The pharmaceutical industry, led by Johnson & Johnson, wants to update a 2004 study of life sciences in Iowa with an eye toward spurring innovation, an executive of the worldwide medical company and local officials said Tuesday.

The effort, Innovate Iowa, will be led in part by an Iowa advisory board headed by Doug Reichardt, chairman emeritus of Holmes Murphy insurance agency.

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David Norton, head of Johnson & Johnson's pharmaceutical group, said, "We don't know where the next innovation will come from, but we know it happens in small start-ups," not large bureaucracy-driven businesses.

An example, said Matt Paul, a public affairs consultant working with the group, is Kemin Industries of Des Moines, which has developed nutritional supplements that are now included in multiple vitamins and other human health products.

To identify similar life-science opportunities ripe for growth, the pharmaceutical industry will pay the Battelle Memorial Institute of Columbus, Ohio, to spend six months updating its 2004 study of

Iowa's biotech industries and research.

The study said Iowa could create up to 130 bioscience businesses with 5,100 high-paying jobs, if the state was willing to spend up to \$300 million during the next 10 years.

Nowhere near that amount was spent, but there has been progress at Kemin and other life-science companies that have expanded the state's biotech footprint, Paul said.

Using the study as a starting point, he said, new questions need to be asked, such as:

- Where are we?
- What investments worked?
- What should we refocus or retool?

Battelle will begin its study April 1 and report findings in October, said Norton, who is also vice chairman of the Pharmaceutical Research Manufacturers of America.

The ultimate goal is to create more high-paying jobs that will keep "our young people, the best and brightest that we have, here in Iowa," Reichardt said.

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