New club bridges gap between medicine and business

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Two medical students are helping their classmates learn to think like entrepreneurs with the creation of a new club, the Tulane Industry in Medicine Society.

“The goal of the Industry in Medicine Society is to provide education and help students explore their interest in entrepreneurship,” says Andrew Lange, right, co-creator of the new club with Frank Glaser, left. (Photo by Paula Burch-Celentano)

“In medicine there is a huge gap in what students and physicians know about industry and business. Unfortunately there is just no room in the medical school curriculum to focus on the importance of business,” says Industry in Medicine Society co-creator Frank Glaser. “This knowledge is key because the integration of business and medicine will be part of our practice in the future.”

Glaser, along with Andrew Lange, both second-year students in the Tulane School of Medicine, created the club to offer resources and education to students. They came to medical school with strong business backgrounds and saw the need to help fellow students understand how business impacts the field of health care.

Lange says the society's goals are exploring alternate careers in medicine, understanding the ethics of business in medicine and providing a platform for innovative business ideas.

Although some Industry in Medicine Society members, like Glaser and Lange, have strong business backgrounds, most use the club as an avenue to acquire some business knowledge. Programming is developed to appeal to students, faculty and alumni, such as a panel discussion on ethics in pharmaceuticals. The next speaker series focuses on alternative careers in medicine.

The group hopes to create a network of community stakeholders and alumni to aid students who are interested in entrepreneurship.

Glaser and Lange feel that the Industry in Medicine Society aligns with the medical school’s mission to foster a culture of innovation and entrepreneurship.

“We hope students become inspired by different career paths, make connections with thought leaders and gain perspective on extra-clinical aspects that are all a part of being a physician,” says
Glaser.