



**ALLIANCE
FOR HEALTHCARE
COMPETITIVENESS**

February 7, 2012

The President
The White House
Washington, DC 20500

Dear Mr. President:

As chief executives representing the largest job-creating sector of the U.S. economy, we congratulate you on your State of the Union address and your emphasis on the need to make it easier for American employers to sell products and services all over the world.

We participate in the Alliance for Healthcare Competitiveness, a coalition representing a broad spectrum of the American health sector, ranging from providers and manufacturers, payers and non-profits, and those engaged in the strategic design of healthcare facilities.

The American health ecosystem is among the world's largest and most sophisticated economic sectors, and has vast untapped trade potential. It should have a central place in American strategy as the administration and Congress consider ways to promote recovery, long-term growth and high-wage employment through exports.

Achieving the goal of the National Export Initiative to double exports by 2014 is dependent on industries, like the healthcare sector, which:

- (1) are large enough to operate on a trillion-dollar scale, and are thus capable of expanding exports by hundreds of billions of dollars a year;
- (2) have the technical excellence to compete and win worldwide; and
- (3) can tap rapidly growing foreign demand.

U.S. healthcare businesses see a remarkable opportunity to improve health outcomes worldwide as we simultaneously help the United States make the transition to an era of job-creating growth. According to the Department of Labor, 19 percent of the 1.64 million new jobs created in the United States in 2011 were in healthcare. With a global healthcare market outside the United States of about \$5 trillion, we would be missing an incredible opportunity if healthcare is not given a central place in U.S. economic and trade strategy.

We would welcome the opportunity to work with the administration in the design of a comprehensive and coherent approach to healthcare that matches the need and the scale of the opportunity.

Sincerely,





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Stephen J. Ubl, President & CEO, Advamed

John Dineen, President & CEO, GE Healthcare

Bill Weldon, Chairman & CEO, Johnson & Johnson

Omar Ishrak, Chairman & CEO, Medtronic

Lynn G. Brown, President & CEO, OMMA Healthcare LLC

Phil Harrison, President & CEO, Perkins+Will

John J. Castellani, President & CEO, Pharmaceutical Research and Manufacturers of America

cc: The Honorable John Bryson
The Honorable Kathleen Sebelius
The Honorable Ron Kirk
The Honorable Fred Hochberg
The Honorable Michael Froman
The Honorable Gene Sperling

