

---

## Economic Development in Augusta Georgia

CBI Practitioners: [Patrick Field](#)



Augusta, Georgia, a growing region with a host of medical facilities, faced a challenge when the state's Board of Regents decided to expand the medical school to include the powerful research assets of the University of Georgia at Athens. Two major business groups, Augusta Tomorrow and the Greater Augusta Chamber of Commerce responded by convening the head of the Medical College, hospital CEOs, and local business leaders. CBI assisted by preparing and leading two facilitated workshops on how best to proceed.

After confidential interviews, and two intensive workshops and follow up, the leaders of the community chose to frame the change as a major economic development opportunity, rather than as a competitive threat. By working together across sectors, and even among strongly competing medical facilities, the community leaders determined that they can:

- Strengthen relationships among the College, internships, and research;
- Support physical expansion through appropriate permitting;
- Identify the unique but not well-known assets of the region and promote the area as a medical destination
- Focus on improving quality outcomes regionally; and
- Help manage indirect care costs

By creating August First in Medicine, ultimately, the participants committed to determining an "Augusta" formula for success. The two sponsoring organizations are now carrying forward the recommendations of the ad hoc group.

For more information on this case, please contact Managing Director [Patrick Field](#).

Related Links: [Augusta Chamber of Commerce](#)[Augusta Tomorrow](#)