

The Vital Engine: Advancing South Carolina's Health & Economy


A comprehensive overview of MUSC's 2024 Economic Impact, Strategic Expansion, and Future Vision.

At a Glance: The State's Indispensable Asset

Economic Might

\$10.1 Billion

Annual economic impact on South Carolina (FY 2024).



Employment

52,698 Jobs

Supported statewide. Employment multiplier: 2.2 (10 MUSC jobs create 12 additional SC jobs).



Political Win

Zoning Overlay Approved

Approved


October 2025: City Council unanimously approves height increase to 250ft to modernize peninsula care.



Expansion

Nexton & Berkeley

Ground broken on \$130M hospital and cancer center to serve the fastest-growing county.



Quality

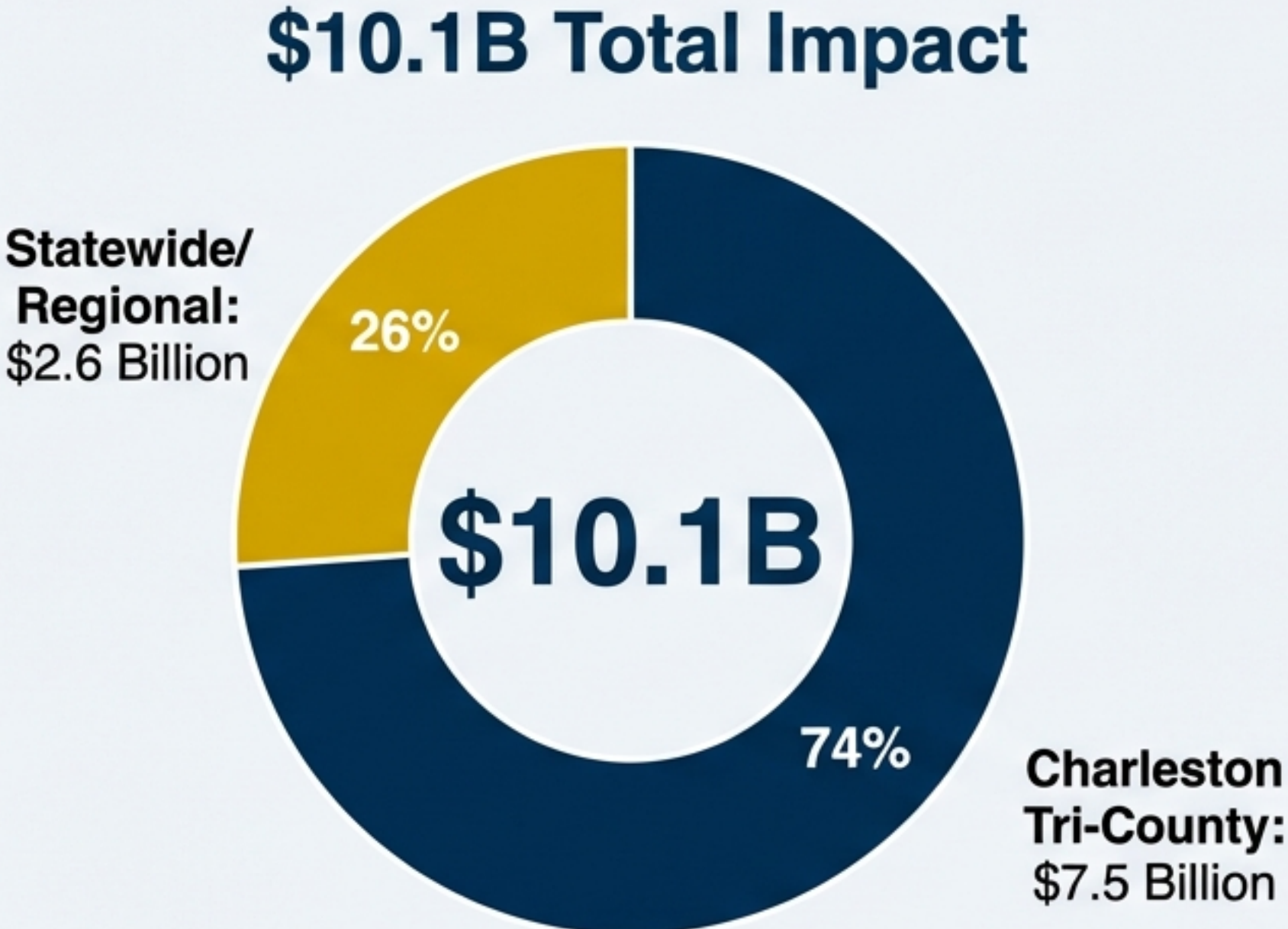
No. 1 Hospital

Ranked top in SC by U.S. News & World Report for the 11th consecutive year (2025).



A \$10 Billion Anchor for South Carolina

MUSC drives economic activity far beyond the hospital walls.



\$237 Million
Annual state tax revenue generated.

The Multiplier Effect
For every 10 jobs created by MUSC, 12 additional jobs are created elsewhere in SC (2.2 multiplier vs. 1.7 state average).

Context: MUSC supports 11% of total employment in Charleston and 45% of the region's healthcare industry.

Fueling the High-Wage Knowledge Economy

\$92,408

Average MUSC wage. 67% higher than the South Carolina average (\$55,254).

Workers in the Knowledge Economy



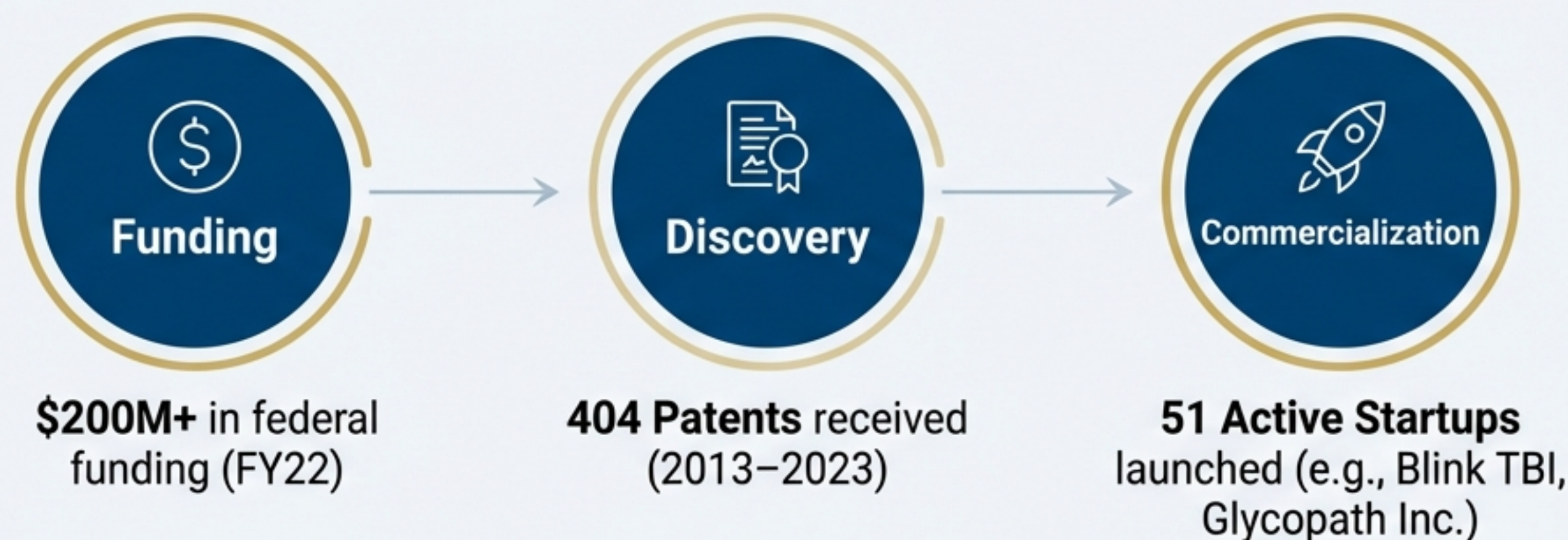
Talent Retention

#1 among SC research universities.
47% of graduates remain in SC
10 years after graduation.



Innovation: From Bench to Bedside to Business

Nearly \$300 million in annual sponsored research creates a commercialization ripple effect.



MUSC Health Solutions

A dedicated division for transforming delivery, with 104 solutions in the pipeline over the last 12 months.



Reimagining the Downtown Campus

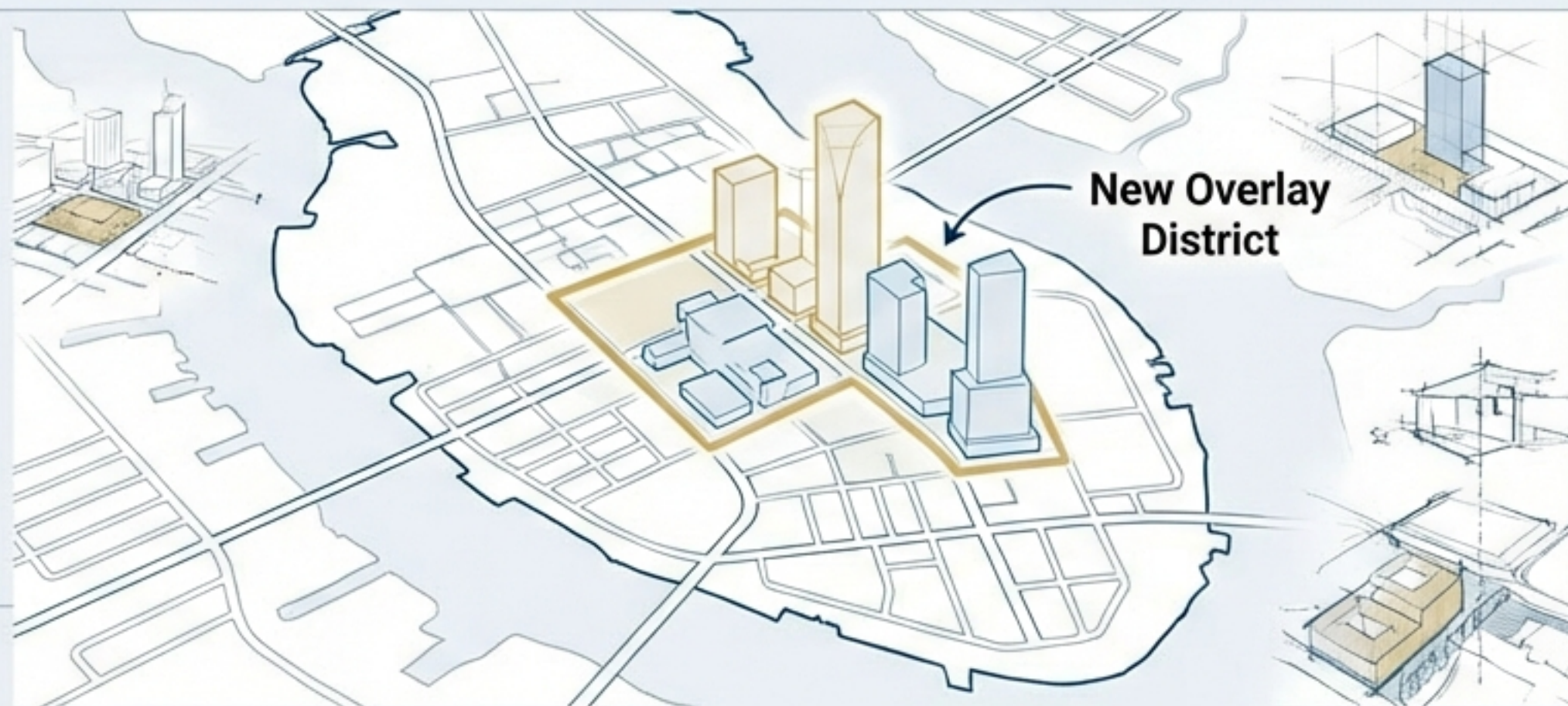
The October 2025 Overlay Zone Approval

The Change

- Height allowances increased to 250 feet.
- Removal of antiquated zoning restrictions on 17 properties to allow for vertical growth and modern patient towers.

The Goal

- Density over sprawl.
- Creating a human-scaled environment while accommodating a new Cancer Center.



“

“It’s an example of how things should work... I do trust MUSC... it is our job to work with them to make that vision into a reality.” — Mayor William Cogswell, Oct 2025.

A Responsible Neighbor: Flooding, Traffic & Heritage

Mobility & Traffic



MUSC is CARTA's **largest** customer, moving **40,000 riders** monthly.



“That’s 40,000 cars that don’t come onto the peninsula.”

— Mike Seekings, CARTA Chair

Resilience & Flooding



Commitment to **“floodable” design** and assessing off-campus stormwater impacts.

Adopting Perkins&Will resilience ethos for waterfront adaptation.

Preservation & Heritage



New protocols allow **Board of Architectural Review (BAR)** oversight of future plans.

Historic Charleston Foundation calls the amendment a **“win-win”** for character and public health.

Strategic Expansion: Nexton & Berkeley County

Bringing world-class care to the state's fastest-growing region.

Strategic Rationale:

A large percentage of MUSC adult inpatients originate from Berkeley County.

Decentralization reduces patient travel time and downtown traffic.



Project Specs

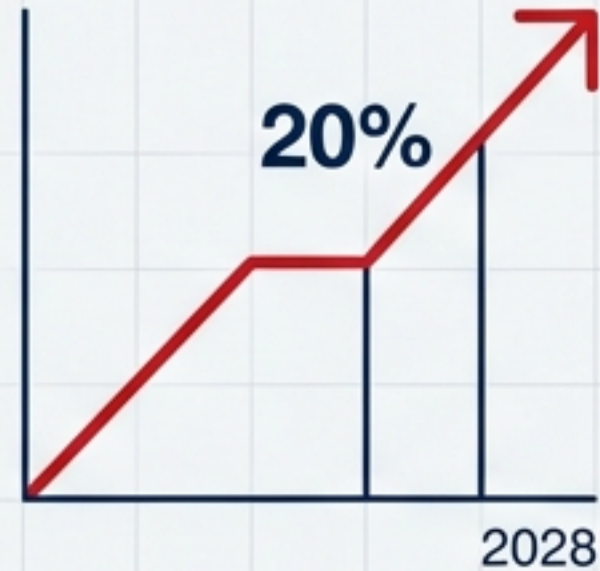
- Investment: **\$130 Million**
- Hospital: **192,000** sq. ft., 70 beds (Opening Summer 2028)
- Cancer Center: **30,000** sq. ft. ambulatory facility (Opening Summer 2027)

The Cancer Moonshot: Hollings Cancer Center

The Challenge

**Projected
20% Increase**

in SC cancer incidence rates by 2028.



The Response

- Governor McMaster's FY26-27 Budget recommends funding for a new Comprehensive Cancer Hospital.
- Goal: Achieve National Cancer Institute (NCI) Comprehensive Cancer Center designation.



Economic & R&D Impact

**\$860
Million**



Total Impact annually.

4,021



Jobs supported.

2.8

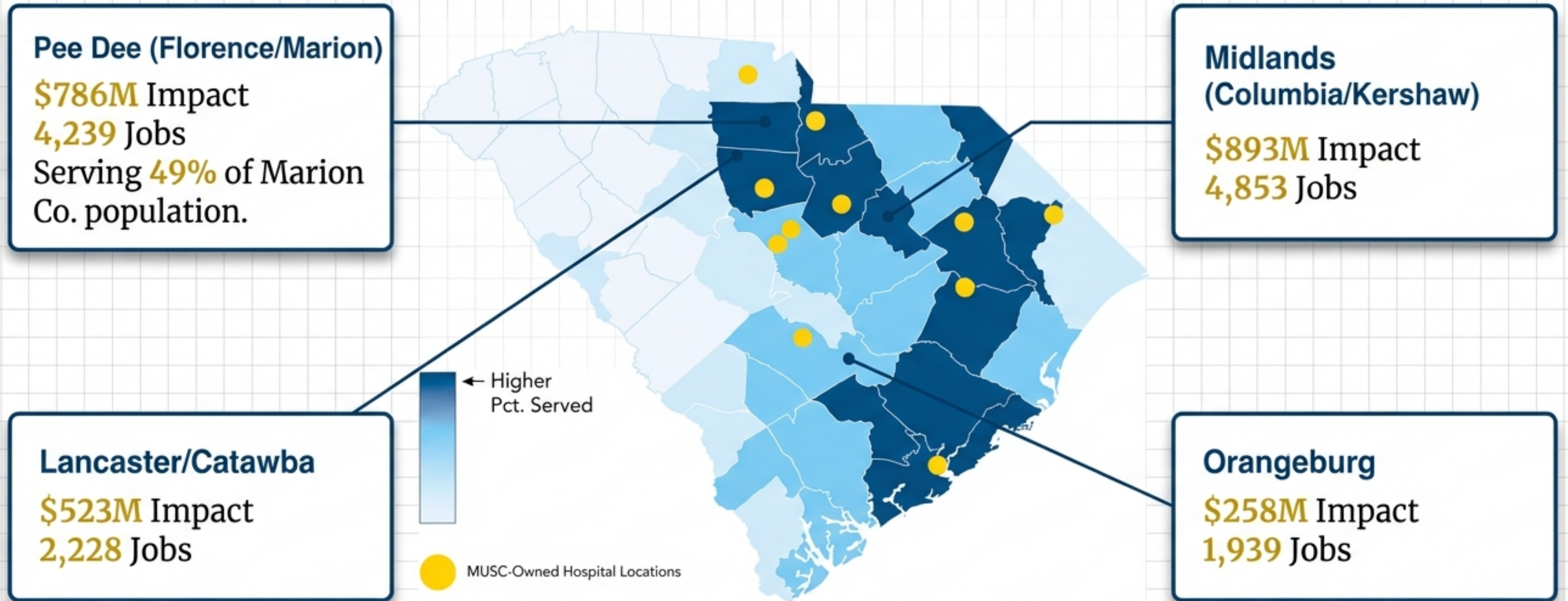


R&D Multiplier.

(For every 10 R&D jobs, 18 additional jobs are created—the highest multiplier in the system).



Statewide Reach: The Regional Health Network



Data indicates MUSC acts as the primary safety net for rural SC, serving 35% of Fairfield County and 49% of Marion County.

Digital Care: Saving Lives & Costs

HRSA Designated Telehealth Center of Excellence

BEFORE

38%

Only 38% of SC residents lived within 60 mins of expert stroke care.



NOW

100%

100% of residents have access via telehealth partnerships with 37 hospitals.



Economic & Health ROI



Treatment Rate

tPA (clot-busting) usage improved from 2.5% to 18%.



Cost Savings

Estimated \$26 million saved annually through early intervention and reduced disability.

Mission-Driven Service

\$219 Million in Charity Care provided in FY2023.



Kids Eat Free

Only hospital in SC with a summer feeding program. 28,000+ meals served since 2015.

Dental Access

College of Dental Medicine provides over \$400,000 in free care annually.

CARES Clinic

500+ visits for unhoused patients using street medicine outreach.

Architecture for Healing & Resilience

Design Partner: Perkins&Will (New York Studio)

Key Project: Shawn Jenkins Children's Hospital & Pearl Tourville Women's Pavilion. A defining skyline asset.

Life Sciences: Transforming commercial buildings into flexible lab spaces (InnoLabs) to support the Knowledge Economy.

Design Philosophy: Resilience. Creating "floodable" lower levels and vertical sanctuaries to withstand climate risks, referencing waterfront resilience precedents.



The Horizon: 2027 and Beyond


The Driver



Demographic Shift: The 55+ population in SC is growing 3x faster than the 20-54 demographic.




The Projection (2027)



Economic Footprint:
+32% growth to **\$13.4 Billion** annually.



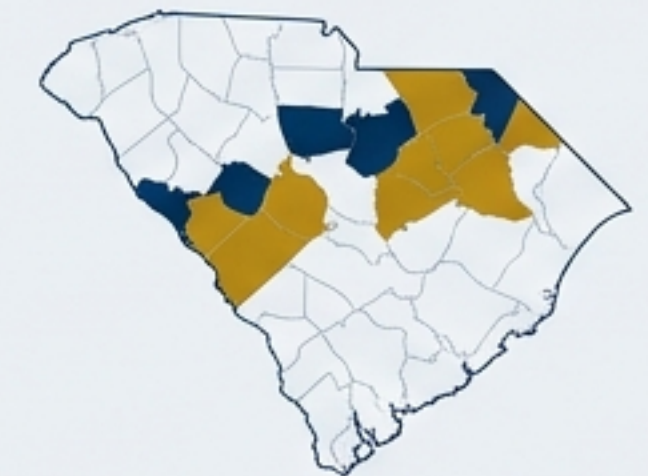
Employment:
Supporting **69,767 jobs**.



Wages: Generating **\$4.9 Billion** in labor income.



The Strategy



Continued expansion of Residency programs to fix doctor shortages in rural areas (Pee Dee, Catawba).

Preserving Life, Powering Progress



View the full 2024 Economic Impact Report | musc.edu

Contact: Office of Strategy & External Affairs